

## Presentations

### Setting, Following, & Avoiding Trends for Businesses in 2012

Many of our businesses are small, but the demands and challenges are large. How do businesses sort through trends that should be followed and those that should be avoided? Do consumers really want to follow my business on social media? Where are consumers on the local and sustainable issues? How will recession recovery impact spring sales? Information presented in the seminar will include profitable and avoidable trends for growers, retailers, and landscape service providers.

### Are You Prepared for the Cultural Shift?

#### Marketing Plants to Future Generations

How well do you know and engage your community? If you plan to sell to the hip 55+ crowd and future generations, you better take a look at what you are presenting. Do you have a Facebook page? Do you need one? Take a look at the way you reach out to customers and how you communicate. Something needs to change because what you are doing right now won't work in the future. Many garden centers and nurseries around the U.S. are failing. The world has changed. It's OUR turn to change.

### Is the Investment Worth the Return? Tools to Determine if the Investment will Provide a Sufficient Return

Most business owners and managers have the intuition to determine where to make capital expenditures. However, the most successful operators back this intuition with financial analysis to determine how this investment will affect the business's cash flow. This presentation will discuss the cap-ex budgeting process to determine return on investment, payback period and to answer: "Is the investment worth the return?"

### Biocontrol in Landscapes and Natural Areas

There are many new and effective biological control programs underway in New England against key invasive insects and weeds. We will discuss the opportunities and limitations for biological control against such pests as lily leaf beetle, swallow-worts, hemlock woolly adelgid, mile-a-minute vine, birch leafminer, phragmites australis, winter moth, and others. Alternative management techniques including pesticides, will also be covered.

### Hungry Plants? Not in My Garden Center

Maintaining a nutritional program in a retail setting can be difficult. We are challenged with high turn over rates on some products and low turn over rates on others and they all need to be maintained side-by-side using seasonal labor. Learn to avoid nutritional problems in a retail setting, plus learn to identify some of the most common nutritional problems encountered and how to satisfy your plants' hunger.

### NH's New Rules Concerning Certification Eligibility Requirements Pertaining to Lawn-care and Right-of-way Pesticide Applications

The new rules involved with the new certification will be discussed, especially what is covered and what is not. Robert and members of the pesticides training committee will field questions from the audience about the training that will be required to be certified for a pesticides license.

## 8:00 - 9:30 AM Registration / Flex Time

- Committee meetings
- Visit vendors
- Table-top discussions

New this year, flex-time allows for more peer-to-peer networking and discussion. Want to suggest (or lead) a topic for small group discussion? Want to schedule a committee or other group meeting? Contact Cathy Neal at [cathy.neal@unh.edu](mailto:cathy.neal@unh.edu) or 603-862-3208 or Jon Batson at [jontree13@aol.com](mailto:jontree13@aol.com) or 603-335-5372 by Dec. 15, 2011.

## 9:30 - 11:00 AM Keynote Speaker

### Setting, Following, & Avoiding Trends for Businesses in 2012

*Bridget Behe Ph.D, Professor of Horticulture, Michigan State University*

## 11:00 AM - 12:00 PM

### Are You Prepared for the Cultural Shift? Marketing Plants to Future Generations

*Angela Palmer, co-owner, Plants Nouveau, LLC*

## 12:00 - 1:15 PM Lunch / Visit with Vendors

## 1:00 PM Announcements

## 1:15 - 2:15 PM Concurrent Sessions

### Session A

#### Is the Investment Worth the Return? Tools to Determine if the Investment Will Provide a Sufficient Return

*Mike McPhail, Credit Representative, Farm Credit East*

## 2:20 - 3:20 Concurrent Sessions

### Session A

#### \* Hungry Plants? Not in My Garden Center

*Brian A. Krug Ph.D, Greenhouse/Floriculture Specialist, UNH Cooperative Extension*

### Session B

#### \* Biocontrol in Landscapes & Natural Areas

*Richard A. Casagrande Ph.D, Professor of Entomology, University of Rhode Island*

### Session B

#### \* NH's New Rules Concerning Certification Eligibility Requirements Pertaining to Lawn-care and Right-of-way Pesticide Applications

*Robert A. Wolff - NH Division of Pesticide Control*

\* 1 pesticide credit for each of these talks is pending state approval

*The University of New Hampshire Cooperative Extension  
is an equal opportunity educator and employer.  
University of New Hampshire, U.S. Department of  
Agriculture and N.H. counties cooperating.*

## Directions

**From Concord:** North Main Street to 393/202 east to a right on South Commercial Street. Proceed to stop sign and turn left onto Constitution Avenue. Courtyard by Marriott is on your right.

**From the North:** I-93 South to exit 15W. Turn right at stop sign and proceed to flashing yellow light. Turn right at flashing yellow light onto Commercial Street. Proceed to stop sign and turn right, continuing on Commercial Street, and turn right into Corporate Center at Horse-shoe Pond.

**From the South:** I-93 North to exit 15W (393/202 West). Turn right at flashing yellow light onto Commercial Street. Proceed to stop sign and turn right, continuing on Commercial Street and turn right into Corporate Center at Horseshoe Pond.

**From the West:** I-89 to I-93 North to exit 15W (393/202 West). Turn right at flashing yellow light onto Commercial Street. Proceed to stop sign and turn right, continuing on Commercial Street, and turn right into Corporate Center at Horseshoe Pond.

**From the East:** 393/202 West (cross over I-93) to right at flashing yellow light onto Commercial Street. Proceed to stop sign and turn right, continuing on Commercial Street, and turn right into Corporate Center at Horseshoe Pond.

## Registration

- \$45 per person
- \$42 per additional
- Pre-registration Deadline is 1/6/12

## Joint Winter Meeting

NHLA/ NHPGA & UNH Extension

Pre-Registration must be received by  
January 6, 2012

\$45 per person, \$42 additional persons from  
the same company

Name: \_\_\_\_\_

Additional Persons Attending: \_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Phone: (\_\_\_\_\_) \_\_\_\_\_

Email Address: \_\_\_\_\_

\$ \_\_\_\_\_ Total Amount Enclosed

Make check payable to NHPGA and send to:

**Joint Winter Meeting**  
NH Plant Growers Association  
295 Sheep Davis Road  
Concord, NH 03301

*For any special arrangements including dietary,  
physical access, or other accommodation requests,  
including the ability to pay, please contact the NH  
Farm Bureau at 603-224-1934.  
Ten working days are needed to facilitate special  
needs requests.*

**Pre-registration deadline is January 6, 2012**

No refunds after this date.

Walk-ins accepted at the door on a space  
available basis, \$50 per person, \$47 for  
additional persons; lunch is not guaranteed.

Questions about registration should be  
directed to the NH Farm Bureau.  
Call 603-224-1934

For other questions contact Jon Batson,  
NHLA Education Committee Chair at  
jontree13@aol.com or 603-335-5372 or  
Cathy Neal, UNH Extension Specialist at  
cathy.neal@unh.edu or 603-862-3208.



This program is a collaborative effort  
between NHLA, NHPGA and UNH  
Extension.

Program planning committee:

Jon Batson, NHLA  
John Crooks, NHLA  
Brian Krug, UNH Extension  
Mike McPhail, Farm Credit East  
Cathy Neal, UNH Extension

 UNIVERSITY  
of NEW HAMPSHIRE  
Cooperative Extension

## JOINT WINTER MEETING NHLA/NHPGA



**January 18, 2012**

8:00AM to 3:30PM



**The Marriott Grappone Center**  
70 Constitution Avenue  
Concord, NH 03301

