

2008 Mid-South Greenhouse/Retail/Landscape Conference

June 2-4, Eagle Ridge Conference Center-Raymond, MS

Monday, June 2, 2008

- 8:00-12:00 **Exhibitor Move In**
Attendee Registration Opens
- 9:30-11:00 **MNLA Board Meeting**
- 1:00 **Welcome-Todd Morgan, President MNLA**
Morgan Plant Farm, Toomsuba, MS
- 1:15-2:00 **Quick Landscape Establishment and Labor Savings with the Ellepot**
David Dobos, Knox Nursery, FL
Knox Nursery has become a leader in innovation and quality for bedding plant production in the Southeast region of the United States. No matter what segment of the industry, you will find the Ellepot a cost reduction in labor, yet offering superior landscape establishment for your plant material.
- 2:15-3:00 **Creating the Cutting Edge with Incredible Landscape Performers**
Paul Gaydos, Technical Support, GroLink
Paul will dazzle you with plants like Black Varnish Psuederanthemum, Ellen Sanchezia, Limelight Cuphea and dozens more.
- BREAK WITH EXHIBITORS**
- 3:30-4:15 **Norman's Pack Trial Picks "New Plants for Increased Profits"**
Norman Winter, MSU Southern Gardening Columnist, Radio and TV Host
Fresh from the California Pack Trials, you'll see what Norman will be writing about next year, as well as what he thinks will make you more money in 2009.
- 4:30-5:15 **LSU's Hardy Rose Research**
Dr. Allen Owings, LSU AgCenter, Hammond, LA
Earth Kind Roses, Knock Out Roses and others claiming hardiness are showing up everywhere, but which ones really work in the hot humid southeast? You'll see which ones are indeed grading superior.
- 6:00-7:30 **Hamburger Supper with the Works at MSU Central Mississippi Research & Extension Center**
- 8:00-9:30 **Movie in Auditorium at Eagle Ridge Conference Center**

Tuesday, June 3, 2008

7:00-8:00 **BREAKFAST BUFFET**

Concurrent Sessions

Track 1 (Mallard Conf. Room)

Adding Punch to Your Plant Profitability

Doug Parkinson, EuroAmerican Propagators

EuroAmerican has a bounty of new introductions to stimulate gardening enthusiasm & sales in 2009. Bellagio & Mandalay begonias are just two that will have your customers screaming for more.

Track 2 (Auditorium)

8:00 - 8:45

Identifying the Beasts

Dr. John Haydu, Agricultural Economics Professor, Univer. of Florida, Mid-Florida Research & Education Center, Apopka, FL
There are risks that gnaw at your profits. Find out what they are and strategies to overcome them.

Tuesday, June 3, 2008 (Continued)

- 9:00 - 9:45**
- Pricing Your Way to Profitability**
Dr. Charles Hall, Ellison Chair in International Floriculture, Texas A & M University, College Station, Texas
Why do you charge what you do? Do you wonder is it too much or not enough? What are your costs? Dr. Hall will show you how to get control of your pricing & increase your bottom line.
- BREAK WITH EXHIBITORS**
- 10:30 - 11:15**
- Outstanding Performers & Award Winners From the East Texas Bedding Plant Trial Program**
Dr. Brent Pemberton, Professor, Texas AgriLife Research & Ext. Center, TAMU, Overton, TX
The East Texas Bedding Plant Trial Program has become one of the most recognized in the country and has a climate similar to ours. You will see what has not only performed the best, but also thrilled the consumer.
- 11:30 - 12:15**
- Panel Discussion-Contract Growing a Bright Future**
Mark Terkalian-Owner, Natchez Trace Greenhouses, Kosciusko, MS; Mark Patrick-Production Manager, Standing Pine Nursery, Raymond, MS; David Culberson-Owner, Culberson Greenhouses, Mayflower, AR; Cindy Moran-Owner, Moran's Nursery, Baton Rouge, LA
Contract growing benefits the nursery & landscape contractor. This panel will address the challenges & the bright future. No matter which side of the green industry you sit on, you'll want to sit in on this session and ask questions.
- LUNCH IN DINING ROOM**
- 1:15 - 2:00**
- Syngenta has Gone Fishing!**
Dr. Harvey Lang, Syngenta
Dr. Lang will tell you about Syngenta's acquisition of Fischer and how it relates to not only Fischer, but the GoldFisch brand as well. This group had a load of new introductions for 2009 that you will want to add to your product line.
- Measure What You Manage**
Dr. Alan Hodges, Associate Extension Scientist in Food & Resource Economics, Univ. of Florida
You'll learn about the financial management toolbox you can't do without!
- Marketing is Not Just Selling**
Dr. Charles Hall, Ellison Chair in International Floriculture, Texas A & M University, College Station, TX
You will learn the marketing strategies you need to survive a maturing industry.
- Crop Insurance**
Laurence Crane, National Crop Insurance Services, Overland Park, Kansas
Crop insurance is the most misunderstood & overlooked weapon. Learn what you need to know to protect your business.

Tuesday, June 3, 2008 (Continued)

- Concurrent Sessions End - All Sessions Resume in Auditorium
- 2:15-3:00 **Ball Horticulture's Vision, Ideas, and Innovations**
Terry Howe, Ball Horticultural Company
Terry has become a regular feature of the Mid-South Greenhouse Growers Conference, she will share with you not only the great new introductions for 2009, like the Zahara zinnias and Indian Summer coleus, but will also give you tips on cultural practices and ideas you can use in marketing.
- 3:15-4:00 **Trends in the Ornamental Horticulture Industry**
Dr. Marvin Miller, Market Research Manager, Ball Horticultural Company and President of the Board of Directors of America in Bloom
Dr. Miller, winner of the 2007 Southeast Greenhouse Growers Horticulture Initiative Award, will share with you trends that will impact your business in the near future, thus helping you stay on top of the so called "curve".
- Depart for MSU Trials at the Truck Crops Experiment Station in Crystal Springs, followed by Catfish/Chicken Dinner. Pre-purchased ticket required. Sponsored by Hydrolysate Co. of America**

Wednesday, June 4, 2008

- 7:00-8:15 **BREAKFAST BUFFET**
- 8:30-9:30 **Trends in Patio Vegetables and Edible Ornamentals**
Dr. Bill Evans, Assistant Research Professor, MSU Truck Crops Experiment Station
It's happening in Europe and it's coming here, a new trend in growing patio vegetables and herbs. There is also a trend toward the edible landscape. Dr. Evans will show you the latest varieties you'll want to have on hand to meet this demand.
- BREAK WITH EXHIBITORS**
- 10:15-11:00 **Coneflowers and Rudbeckias for the Mid-South Region**
Dr. Gary Bachman, Assistant Extension Professor, MSU Coastal Research and Extension Center, Biloxi, MS
You may not have noticed, but purple coneflowers are changing their colors. Dr. Bachman will show you the latest and summarize performance results to help you decide on which ones to add to your product line.
- 11:15-12:00 **American in Bloom Creates Gardening Enthusiasm and Stimulates Sales**
Dr. Marvin Miller, Market Research Manager, Ball Horticultural Company and President of the Board of Directors of America in Bloom
Learn how to get your city, town, or community in the American in Bloom program and watch it spread like a fire of enthusiasm to plant and beautify everywhere, thereby stimulating your sales.



Have a Safe Trip Home!

Call the Mississippi Nursery and Landscape Association 601-919-8111 or visit www.msnla.org