

EAGLE RIDGE
Conference Center
Raymond, MS



**2009 MIDSOUTH
GREENHOUSE GROWERS
RETAIL GARDEN CENTER &
LANDSCAPE CONFERENCE**

July 22-23, 2009



**2009 Mid South Greenhouse Growers,
Retail Garden Center / Landscape Conference
July 22 – 23, 2009
Eagle Ridge Conference Center – Raymond, MS**

Sponsorships Available for 2009:

Break with Exhibitors (4 Total) \$500.00/per break Check # _____ Amount _____

Breakfast (1 Total) \$1,000.00 Check # _____ Amount _____

Lunch (2 Total) \$1,500.00/per day Check # _____ Amount _____

Dinner (2 Total):

 Hamburger Dinner \$600.00 Check # _____ Amount _____

 Cookout @ Crystal Springs \$1,200.00 Check # _____ Amount _____

Don't see an amount you would like to sponsor?
 Any amount - Check # _____ Amount _____

COMPANY INFORMATION:

Company Name: _____ Contact Name: _____

Address: _____ City: _____ State _____ Zip _____

Business Phone: _____ Fax: _____ Cell Phone: _____

Email: _____ Web Site: _____

M. C. /Visa Acct.# _____

Exp. Date _____ Amount \$ _____ 3-Digit Security Code _____

Name on Card _____ Signature _____

Billing Address _____

Make Checks Payable to: Mississippi Nursery & Landscape Association, Inc.
 PO Box 4190, Brandon, MS 39047
 601-919-8111 (Phone), 601-919-3388 (Fax)
 www.mslnla.org or email infomsnla@aol.com

(Application may be faxed if credit card is used for payment)

**For Hotel Reservations please contact the Eagle Ridge Conference Center @ 601-857-7100.
Deadline for Reservations is July 1, 2009. Limited Rooms Available.
After July 1, call Eagle Ridge Conference Center for room availability.**

**2009 MidSouth Greenhouse Growers
Retail Garden Center & Landscape Conference
Eagle Ridge Conference Center, Raymond, MS
July 22nd – 23rd, 2009**

Schedule of Events

Wednesday, July 22nd, 2009

7:00 a.m. – 9:00 a.m. Exhibitor Move In / Attendee Registration

9:10 a.m. Welcome, President MNLA

9:15 a.m. – 10:00 a.m. “LSU AgCenter Performance Evaluations”

Dr. Allen Owings, Professor and Extension Horticulturist, LSU AgCenter, Hammond, LA

Dr. Owings is the project leader for “Adaptation Evaluation and Landscape Performance Enhancement of Herbaceous Ornamental Plants in Louisiana.” The LSU AgCenter’s Hammond Research Station has become one of the most recognized trial sites in the southeastern United States. Dr. Owings will share with you those plants that have been the real performers.

10:05 a.m. – 10:50 a.m. Break with Exhibitors

10:55 a.m. – 11:40 a.m. “Bests of 2009 Pack Trials”

Norman Winter, Extension Horticulturist and Southern Gardening Columnist, Radio and TV Host

Norman starts off in San Diego each year finishing near San Jose photographing and making note of the new plants debuting. This is your chance to see which ones are the most exciting, and offer you the potential to make more money in 2010. It is also a glimpse into which ones will be hitting your local paper.

11:45 a.m. – 12:30 p.m. “Let the Fireworks Begin”

Terry Howe, Product Representative, Ball Horticultural Company

Terry’s presentations are always the hit of the conference. She will take us on a visual and cultural tour of the PanAmerican Seeds new products for 2010. Yes, there not only will be Fire but Fireworks, coupled by Shock Waves and many more that will put your operation on the road to increased profitability.

12:35 p.m. – 1:45 p.m. Lunch “A Vision of our Future”

Dr. Lester Spell Commissioner, Mississippi Department of Agriculture and Commerce, Jackson, MS

Dr. Spell has been a longtime friend of Mississippi’s nursery industry. He will address his thoughts on the changing political and economic climate and share his vision of the future for Mississippi producers.

1:45 p.m. – 2:00 p.m. Drawing in Exhibit Hall (*You Must be Present to Win!*)

Schedule of Events, Continued

Wednesday, July 22nd, 2009

2:05 p.m. – 2:50 p.m. “Color Everyday with Goldsmith Seeds”

David Jewell, Product Manager, Goldsmith Seeds, Gilroy, California

Big changes have occurred with Goldsmith and there are dramatic new flower introductions. David will give us a preview of new hot series like Aromas snapdragons, Mammoth pansies and Cora cascading vinca. There are a lot more for 2010 that will have your customers wanting to get out and do a little planting.

2:55 p.m. – 3:40 p.m. Break with Exhibitors

3:45 p.m. – 4:30 p.m. “Ball FloraPlant’s New Varieties Will Leave You Breathless”

Terry Howe, Product Representative, Ball Horticultural Company

Ball FloraPlant’s vegetative line of plant materials has become a staple with growers and garden centers. The New Year however brings about some stunning new introductions, some of which are sure to leave you breathless. Terry will give you a glimpse into these new varieties and any special cultural techniques you might need to know.

4:35 p.m. – 5:20 p.m. “Harvesting, Processing and use of *WholeTree* as a Substrate Component in Greenhouse Production”

Dr. Glenn Fain, Extension Specialist and Assistant Professor, Auburn University, AL

The purchase and shipping of Canadian Peat and perlite are costly products for the nursery business. Dr. Fain will show you the results of his continued research into using *WholeTree* substrate in greenhouse production, which is both renewable and requires much less energy to produce. Research has shown this component can be used to replace perlite and a significant portion of peat. *WholeTree* has the potential to reduce your carbon footprint and increase your bottom line.

**6:00 p.m. – 7:30 p.m. Membership Meeting and Dinner (*Everyone’s Invited!*)
Central Mississippi Research and Extension Center**

Thursday, July 23rd, 2009

7:00 a.m. – 8:30 a.m. Breakfast Buffet (Eagle Ridge Conference Center)

8:30 a.m. - 10:25 a.m. “Green and Sustainable - *What Does that Mean and are we Headed There?*”

Panel discussion with audience participation, Randy Graves ASLA, Partner Madison Planting and Design Group; Roger Gallian, Greenhouse Manager, Lakeland Yard and Garden; Rick Webb, Owner, Louisiana Growers; and Michele Andre, Sales Representative, Ball Horticultural Company; Cindy Moran, Owner, Moran’s Nursery.

10:25 a.m. – 11:10 a.m. Break with Exhibitors

Concurrent Sessions: Track 1 (Auditorium)

11:10 a.m. – 11:55 a.m. “Top Landscape Performers”

Dr. Jim Robbins, Professor and Extension Horticulturist, University of Arkansas, Little Rock, AR

The University of Arkansas landscape plant evaluation program began in 1999 and has three sites across the state. Dr. Robbins will give you a glimpse into those plants that have become stalwart performers and that you may want to consider producing or placing in your retail inventory for your clients.

12:00 p.m. – 12:45 p.m. “Vegetable Varieties for Retail Sales and Home Garden Use”

Dr. Jimmy Boudreaux, LSU AgCenter School of Plant, Environmental and Soil Sciences, Baton Rouge, LA

If you are thinking a tomato is a tomato, then you may not be growing and selling the right ones to your clients. Dr. Boudreaux will show you the leading vegetable varieties from the standpoint of production, disease resistance and longevity in summer’s heat.

12:50 p.m. – 1:55 p.m. Lunch – Association Reports

1:55 p.m. – 2:10 p.m. Drawing in Exhibit Hall (*You Must be Present to Win!*)

2:15 p.m. – 3:00 p.m. Agri-Tourism “Marketing Outside the Box”

Ms. Rachel Carter, MSU Extension Agricultural Economist, Mississippi State University, Starkville, MS

It’s been said that AgriTourism is where agriculture and tourism meet. You may be thinking it’s not for me. But have you hosted a garden club from another city at your garden center or nursery? If so and if it was successful, then it is for you. Now, how do you magnify that on a weekly basis? Rachel will show you how and help you put your thinking cap on to maximize your true potential.

3:05 p.m. – 3:50 p.m. Break with Exhibitors

3:55 p.m. – 4:40 p.m. “Using Display Gardens as a Sales Tool”

Jason Powell owner of Petals from the Past, Jemison, AL

Location, Location, Location. What do you do when you are “**47 miles from location?**” Jason will show you how Petals from the Past has become a thriving hub of activity and shopping from customers wanting to tour the display gardens, attend one of over a dozen classes or seminars, and have the time of their life. With seating for 150, the nursery has become a center for Agri-Tourism.

4:45 p.m. – 5:30 p.m. “Electronic Marketing Alternative Venues to Bring in Customers”

Dr. Kim Morgan, Assistant Extension Professor, Mississippi State University, Starkville, MS

Every day you hear new words like Garden Blogs, Twitter, Face Book, My Space, and countless more, but what does that have to do with you? Well can you imagine you just unloaded several hundred new blooming SunPatiens and you went to your cell phone and instantly told 100 of your best customers “**You Ought to See the New SunPatiens Just Unloaded**” without making a phone call? Electronic Marketing holds great potential and Dr. Morgan will push your comfort zone to help you in this new venue.

Leave for Crystal Springs Dinner and Viewing of Mississippi State University Trials

Concurrent Sessions: Track 2 (Mallard Conference Room)

11:10 a.m. – 11:55 a.m. “Fifty Herbaceous Natives with Market Potential”

Brian Trader, PhD, Assistant Professor, Mississippi State University, Starkville, MS

New varieties are appearing daily from South Africa, Australia and the Mediterranean and yet there are those wanting natives. Dr. Trader will show you the ones that have the best landscape show, wildlife appeal, and market potential, to make you money.

12:00 p.m. – 12:45 p.m. “Fifty Native Woody Ornamentals Needed in the Marketplace”

Bob Brzuszek, Assistant Professor Landscape Architecture, Mississippi State University, Starkville, MS

As the words “Green and Sustainable” make their way into our dictionaries, our industry’s consumers are starting to request natives that have landscape pizzazz, provide food and nesting for birds and yet have low input from water and pesticides. These plants are out there and Bob will show you his choices for propagating and marketing.

12:50 p.m. – 1:55 p.m. Lunch – Association Reports

1:55 p.m. – 2:10 p.m. Drawing in Exhibit Hall (*You Must be Present to Win!*)

2:15 p.m. – 3:00 p.m. “Adaptability & Beauty Using Natives”

Randy Graves, ASLA and Partner Madison Planting and Design Group, Madison, MS

Madison Planting and Design Group has been a leader in using native plant material. Randy will tell you the basis for his decisions on what plant goes where from the standpoint of adaptability, habit and aesthetics. He will tell you many of his favorite plants and show you how they fit in today’s modern landscape.

3:05 p.m. – 3:50 p.m. Break with Exhibitors

3:55 p.m. – 4:40 p.m. “The Trend in Native Plants, Growing and Marketing”

Rick Webb, Owner of Louisiana Growers, Amite, LA

Like the song that says *I was Country when Country wasn’t cool*, Louisiana Growers and Rick Webb have been a beacon of sorts in the native plant world. Rick will discuss the current trends, and reveal his favorite plants. He will give a glimpse into the nursery operation, propagation, and his marketing strategy.

4:45 p.m. – 5:30 p.m. “Rain Gardens a Beautiful Solution”

Kristin Lamberson, Interpretive Garden Specialist, Strawberry Plains Audubon Center, Holly Springs, MS

A rain garden sounds very romantic and exotic, but what is it really? Kristin will discuss the idea behind the catchy title and some of the rain garden projects she has worked on in the past. She will show that those areas with standing water or water run-off can be enhanced and turned into beautiful gardens using native plants that will benefit wildlife and manage storm water.

Leave for Crystal Springs and Viewing of Mississippi State University Trials



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COMPANY INFORMATION:

Company Name: _____ Contact Name: _____
 Address: _____ City: _____ State _____ Zip _____
 Business Phone: _____ Fax: _____ Cell Phone: _____
 Email: _____ Web Site: _____

ATTENDEE REGISTRATION:

Registration Fees: Before July 1 = \$125.00 per person
 After July 1 = \$150.00 per person

Please Note: We have changed this conference to two days ONLY by your request. Registration fees include both days; at this time we have no one-day only prices.

Register: (Name)

1. _____, 4. _____
 2. _____, 5. _____
 3. _____, 6. _____

EXHIBITOR REGISTRATION:

- "Gold Exhibitor" 3 Booths @ \$600.00 (Inc. 3 Registrations)
- "Silver Exhibitor" 2 Booths @ \$400.00 (Inc. 2 Registrations)
- "Bronze Exhibitor" 1 Booths @ \$250.00 (Inc. 1 Registration)

 (Name for Badge) (Name for Badge) (Name for Badge)

MEALS:

(Please put the total # of people attending each meal, including the meals that are in the Registration Price)

Meals:	Total Attending (meals):	Total Cost (meals):
July 22, 2009 Buffet Lunch (12:35pm)	_____	\$ <u>Price Included In Reg.</u>
July 22, 2009 Hamburger Dinner (6:00pm-7:30pm)	_____	\$ <u>Price Included In Reg.</u>
July 23, 2009 Buffet Breakfast (7:00am-8:30am)	_____	\$ <u>Price Included In Reg.</u>
July 23, 2009 Buffet Lunch (12:50pm)	_____	\$ <u>Price Included In Reg.</u>
July 23, 2009 Dinner Cookout @ Crystal Springs @ \$13.00ea.	_____	\$ _____

TOTAL AMOUNT (ATTENDEE, EXHIBITOR & MEALS) = \$ _____

Mail: MNLA
 PO Box 4190
 Brandon, MS 39047
Phone: 601-919-8111
Web: www.msnla.org
Email: infomsnla@aol.com

Date _____ Amount _____ ExpDate _____ SecurityCode _____
 Visa/MasterCard # _____
 Billing Address _____
 Signature on Card _____
**You may fax your registration if credit card is used for payment.
 Fax # 601-919-3388**

For Hotel Reservations, please contact the Eagle Ridge Conference Center at 601-857-7100. Deadline for reservations is July 1, 2009. Limited Rooms Available. After July 1, please call for room availability.

**Mid South Greenhouse Growers
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