

Monday, November 7

GROWERS' SCHOOL

Lynnvale Studios, Gainesville

Spend a full day at Andrea Gagnon's Lynnvale Studios to learn the basics of cut flower production from some of the best growers in the country. The small class size – limited to 80 attendees – encourages questions and participation from new farmers as well as more experienced producers. Lunch is included in registration.

8:00-8:15 a.m.

Introduction and Welcome

Andrea Gagnon, Lynnvale Studio, Gainesville, Virginia

8:15-9:00 a.m.

Market Selection and Effective Sales Techniques

Becky Devlin, Roost Flowers and Design, Virginia Beach, Virginia

9:00-10:00 a.m.

Annuals, Perennials and Bulbs – Which Should You Grow?

Kate Sparks, Lilies and Lavender, Doylestown, Pennsylvania

10:15-11:00 a.m.

Site Preparation: Soils, Irrigation and Weeds

Steve Bogash, Penn State Extension, Chambersburg

11:00-12:00 p.m.

Crop Production

Mike Hutchison, Robin Hollow Farm, Saunderstown, Rhode Island

12:00-1:00 p.m.

Lunch

1:00-2:00 p.m.

Insect and Mite Control for Cut Flowers

Stanton Gill, Extension Specialist,
University of Maryland Extension, Ellicott City

2:00-3:00 p.m.

Disease Management for Cut Flowers

Steve Bogash, Penn State Extension, Chambersburg

3:15-4:00 p.m.

Woody Stems as Cuts

Tom Ford, Penn State Extension, Altoona

4:00-4:45 p.m.

Postharvest: New Information for an Old Problem

John Dole, North Carolina State University, Raleigh

4:45-5:00 p.m.

Wrapping it All Up

All Speakers

Monday, November 7

**ALTERNATIVE ENERGY OPTIONS
FOR COMMERCIAL CUT FLOWER GROWERS**

Co-sponsored by the University of Maryland Extension

The ASCFG is proud to present the first alternative energy workshop specially tailored for cut flower growers. Stanton Gill has pulled together several experts in the field, who will share insights on the best methods and products for growers who would like to reduce their resources input while increasing efficiency – and making more money. Thirty attendees must register by October 1 for the meeting to be held.

9:00-9:30 a.m.

Sustainability and Saving Energy at MacBride and Gill Falcon Ridge Farm

Stanton Gill, Extension Specialist,
University of Maryland Extension, Ellicott City,

9:30-10:00 a.m.

Solar Panels and How They Work

Standard Solar Company representative, Rockville, Maryland

10:00-11:00 a.m.

Effective On-farm Use of Small Wind Turbines

Dr. Carlos Fernandez, Potomac Wind Energy, Dickerson, Maryland

11:15-12:00 p.m.

**Solar Panels, Wind Turbines and High Efficiency Wood Stoves :
What Do They Cost and What Will You Save?**

Brent Rutley, Capitol Nursery and Landscape, Woodbine, Maryland

12:00-1:00 p.m.

Lunch on your own

1:00-1:45 p.m.

Run an Efficient Greenhouse Off the Grid Sustainably and Profitably

John Shepley, Emory Knoll Farm, Street, Maryland

2:00-2:30 p.m.

Using Solar Panels in Irrigation Systems

John Shepley, Emory Knoll Farm, Street, Maryland

2:30-3:15 p.m.

Make Your Farm Equipment More Energy Efficient

Chuck Schuster, Extension Educator, University of Maryland Extension



3:00-10:00 p.m.

FLORAL DESIGN COMPETITION

7:00-10:00 p.m.

KICKOFF RECEPTION

Tom Gleason, informal presentation

Tuesday, November 8

8:00-8:15 a.m.

Welcome and Introduction

Andrea Gagnon, Lynnvale Studio, Gainesville, Virginia
Ko Klaver, Zabo Plant USA, Beltsville, Maryland

8:15-9:45 a.m.

New Varieties Festival

John Dole, North Carolina State University, Raleigh

9:45-10:45 a.m.

Prospects for Alternative Agriculture in a 2012 Farm Bill?

Keith Jones, House Subcommittee on Horticulture and Nutrition

11:00-12:00 p.m.

Woodies at the National Arboretum

Scott Aker, U.S. National Arboretum, Beltsville, Maryland

12:00-1:30 p.m.

Lunch on your own

1:30-2:30 p.m.

Grow Sustainably & Hit the Triple Bottom Line

Casey Sclar, Longwood Gardens, Kennett Square, Pennsylvania

CONCURRENT SESSIONS

2:30-3:30 p.m.

Why Go Dutch?

Bob Wollam, Wollam Gardens
Jeffersonton, Virginia

2:30-3:30 p.m.

**Plan for Falls Sales: Using
Your Structures Wisely**

Polly Hutchison, Robin Hollow Farm
Saunderstown, Rhode Island

3:30-4:30 p.m.

Cut Flower Eucomis

Alicain Carlson, N.C.S.U.
Raleigh

3:30-4:30 p.m.

The Stink on Stink Bugs

Stanton Gill, University of Maryland
Ellicott City

6:30-9:00 p.m.

RECEPTION AND BANQUET

Sponsored by Zabo Plant U.S.A.

Tuesday evening's banquet will let everyone catch up with old friends and make new ones over a good meal. And don't forget about the Research Foundation auction!

Wednesday, November 9

CONCURRENT SESSIONS

8:00-9:00 a.m.

The Big Move

Keith Cramer, Cramers' Posie Patch
Mount Joy, Pennsylvania

9:00-10:00 a.m.

**Grow Customers and Sales
at Farmers' Markets**

Bernie Prince, FRESHFARM Markets
Washington, DC

10:00-10:45 a.m.

Light Up Your Crops with LEDS

Johann Buck, HortAmericas
Fort Worth, Texas

8:00-9:00 a.m.

Conscious Flowers and Food

Sidra Forman, Sidra Forman Flowers
Washington, DC

9:00-10:00 a.m.

Take Your Best Shot

Kristi Odom, Kristi Odom Photography
Reston, Virginia

10:00-10:45 a.m.

It's So Easy Being Green: Eco-Events

Ellen Frost, Local Color Flower
Baltimore, Maryland

10:45-4:30 a.m.

TOURS

Dave Dowling's **Farmhouse Flowers and Plants** is located on a quiet country road just 20 miles from D.C., on farmland that has been in the Dowling family since the early 1940s. It has grown from a small cutting garden in the spring of 1994 to close to three acres of annual and perennial plants and woody shrubs for cutting. Dave grows more than 75 different varieties of flowers .

OR

Established in 1927 by an Act of Congress, the **United States National Arboretum** conducts wide-ranging basic and developmental research on trees, shrubs, turf, and floral plants, including development of new technologies for the floral and nursery industries. The tour will allow growers to discover plants with cut flower potential, especially trees and shrubs.

5:00-10:00 p.m.

TRADE SHOW

Thursday, November 10

8:00 a.m.-4:00 p.m.

TOURS

Wollam Gardens is an 11-acre cut flower farm which sells in the metro D.C. area at seven farmers' markets, numerous specialty florists, wedding and party designers, and select Whole Foods stores.

Wollam Gardens is also a "destination" flower farm where painters, photographers, garden clubs, families, and plant lovers are invited to stroll our fields, talk to our employees, and enjoy the beauty of our 80 plus varieties of trees, shrubs, perennials, bulbs and annuals.

One of the world's largest growers of cut tulips, **Fresh Tulips USA** produces nearly 400,000 stems every day. Its hydroponic greenhouse operation in Stevensburg, Virginia. The company ships about a million tulips a week to Whole Foods Market, Wegmans and Giant Food, in markets as far west as Dallas, north to Boston and south to Miami.

Company Name _____

Address _____ City/State/Zip _____

Phone _____ Fax _____

Email _____

Note: Spouse/partner or two company members of ASCFG member welcome at member rate. This does not mean “two for the price of one”; it means additional attendees pay the same price as the first person. Student registration available to those currently enrolled in a certified horticulture or floral design program. See discounted price below.

Payment Information:

Please bill my: Visa MC Check enclosed

Card Number _____

Exp. _____ Cardholder's Name _____

Make checks payable to the Association of Specialty Cut Flower Growers, or ASCFG.

Cancellation policy: A full refund will be paid if cancellation is received prior to October 1, 2011; one-half refunded prior to October 15; after October 15, 2011 no refund can be made. No exceptions.

**Questions
or to
register by phone
Call (440) 774-2887**

	Growers' School November 7 <i>Register by October 1. Limited to 85.</i> \$150 Member, \$175 Non-member	Alternative Energy Workshop November 7 <i>Register by October 1.</i> \$100 Member, \$125 Non-member	Full Conference Registration November 8 - 9 Sessions, Trade Show, Wed. Tour, Banquet <i>Growers' School not included</i> MARK WED. TOUR PREFERENCE <input type="checkbox"/> Farmhouse Flowers <input type="checkbox"/> U.S. National Arboretum \$395 Member before 10/1/11 \$440 Member after 10/1/11 \$520 Non-member \$100 Student	Educational Sessions Only November 8 - 9 \$325 Member before 10/1/11 \$350 Member after 10/1/11 \$410 Non-member \$250 Member Single Day	Wednesday Tour Only November 9 MARK WED. TOUR PREFERENCE <input type="checkbox"/> Farmhouse Flowers <input type="checkbox"/> U.S. National Arboretum \$75 Register by October 1	Additional Banquet Ticket November 8 \$55 Member, \$75 Non-member	Thursday Post-Conference Tour November 10 \$75 Register by October 1	\$175 I'd like to join the ASCFG today!	TOTAL PER PERSON
LAST NAME	FIRST NAME	Indicate the appropriate registration fee in boxes below							

All Attendees - Please indicate number attending banquet _____ Vegetarian total _____

TOTAL AMOUNT DUE

Return your payment and registration form to ASCFG:

MPO Box 268

• Oberlin, Ohio 44074-0268

• fax (440) 774-2435