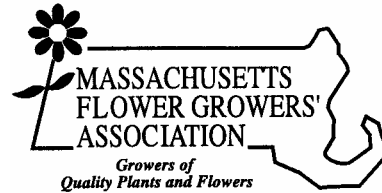




**UMass  
Extension**

*Greenhouse Crops and Floriculture Program*



## **Winter Flower Growers-Retailers Program February 10, 2010**

**D&D Greenhouses, 32 Hudson Road, Stow, MA**

*Sponsored by The Massachusetts Flower Growers' Association and  
University of Massachusetts Extension Greenhouse Crops and Floriculture Program*

**8:00 – 9:30 Visit Local Growers at Open Houses (See Directions on Back)**

*JP Bartletts and Cavicchio Greenhouses, Sudbury, MA*

**9:00 Registration:** Complimentary Coffee, Donuts

**9:30 Welcome:** Dave Volante, Volante Farms, President MFGA, Dan and Don Toranto, D&D Greenhouses

**9:45 – 10:30 Reducing Plant Stretch Sustainably**

*Rich McAvoy, Greenhouse and Floriculture Specialist, University of Connecticut*

There are many chemical and non chemical ways to keep plant height in check. Rich will highlight cultural practices such as low dose PGR applications methods, low phosphorus fertility, water stress, temperature and light control and ways to effectively use chemical growth regulations to reduce plant stretch.

**10:30– 11:15 Making Your Business Profitable in 2010. What you need to do!**

*Rick Segel, Rick Segel & Associates, Inc., Retail Marketing and Sales Training Professional, Director in the Massachusetts Retailers' Association and author of "Retail Business Kit for Dummies"*

Rick will provide you with the skills to be "**Profitable**" this year. Rick is provocative, interactive and funny with many years of business experience. He will provide you with the skills and ideas that you can incorporate into your business right away. Whether you are a Garden Center, Farm Stand or Wholesale Grower, you will learn how to sell your products and services with the goal to be profitable in 2010.

**11:15 – 12:15 Using Biological Control for Spring Crops (1 pesticide credit requested)**

*Ron Valentin, Biobest*

D&D Greenhouses is beginning year two using biological control agents for their spring crops. Ron will present their action plan, how they got started and what's in store for year two. We will conclude with a tour of D&D.

**12:15 – 1:30 Catered Lunch and MFGA Business Meeting – Lunch Reservations requested by February 4th**

**1:30 – 1:50 The Chrysanthemum White Rust Phenom**

*Paul Lopes, University of Massachusetts*

Chrysanthemum White Rust is a quarantined disease in Massachusetts. Paul will provide an update about Chrysanthemum White Rust in Massachusetts and actions that MFGA has taken.

**1:50 – 2:50 Are You Changing Your Business to Meet the Challenges of the Economy and New Marketplace?**

*Rick Segel, Rick Segel & Associates, Inc.*

What to change.....How to change...Making changes in your business is hard to figure out, but needed to be successful more so now, than ever before in our horticultural businesses. Rick Segel will discuss how to make changes to your business now and for the future to be successful. He will challenge you, provide ideas and help you to be better in this competitive climate of 2010. This is a "Must" session to attend for all members, be it retail or wholesale.

**2:50- 3:30 How a Website Can Work for Your Business**

Learn how a website can benefit your business, how to get started and what it takes to keep one going strong.

## Description and Directions to Greenhouse Open Houses

**Host: D&D Farms** [www.ddfarmsinc.com/](http://www.ddfarmsinc.com/)

D & D Farms has over 140,000 sq. ft. of greenhouse growing area for pansies, perennials, annuals, mixed and flowering hanging baskets, 4" and 6" crops and flowering mums and asters. In 2005 they built a Westbrook Skyline II gutter-connected, glass open roof designed greenhouse.

### Coming from the South:

Take 495 North to Exit 27 (Bolton & Stow Route 117). Go East on Route 117 approximately 4 miles. Take right onto Hudson Road, in front of Gulf gas station. Drive up Hudson Road 200 yards and D & D Farms is on left side.

### Coming from the North:

Take 495 South to Exit 27 (Bolton & Stow Route 117). Go East on Route 117 approximately 4 miles. Take right onto Hudson Road, in front of Gulf gas station. Drive up Hudson Road 200 yards and D & D Farms is on left side.

### From Route 128:

Take Exit 26 Waltham (Route 117) and follow signs to Route 117. From rotary go east towards Waltham center to first light take a left after light following signs to Route 117. At next light take left onto Route 117 going West Follow Route 117 into Stow center. At Stow center (common with traffic light) continue West on Route 117 for about 2 miles take left turn after Gulf gas station onto Hudson Road. Go 200 yards on Hudson Road and D & D Farms is on left.

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**J.P. Bartlett Co., Inc. Route 20, Sudbury, MA (978-443-8851)** [www.bartlettgreenhouses.com/](http://www.bartlettgreenhouses.com/) Seven acres of wholesale greenhouse production, with recent greenhouse construction with a new state of the art energy distribution system within the greenhouse range. Crops include geranium cuttings and plants, hanging baskets and annuals.

**From East:** Take Rte 128 to Rte 20. Take Rte 20 west to Sudbury. Greenhouses are on Rte 20 on right.

**From West:** Take Rte 495 to Rte 20. Take Rte 20 east to Sudbury. Greenhouses are on Rte. 20 on left.

**Cavicchio Greenhouses, Codjer Lane, Sudbury, MA (978-443-7177)** [www.cavicchio.com/](http://www.cavicchio.com/) Large, wholesale grower with new wood chip boilers.

**From East:** Take Rte 128 to Rte 20. Take Rte 20 west to Sudbury. Take right onto Union Ave., then left onto Codjer Lane. Greenhouses are on the right.

**From West:** Take Rte 495 to Rte 20. Take Rte 20 east to Sudbury. Take left onto Union Ave., then left onto Codjer Lane. Greenhouses are on the right.

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## Winter Flower Growers' Program Pre-registration Form

**Lunch Reservations by February 4, 2010**

Names \_\_\_\_\_

If you are an **MFGA Member** (dues are paid) then any additional attendees for this meeting **beyond 3** get free registration.

Firm \_\_\_\_\_

Address \_\_\_\_\_

### Registration Cost:

\_\_\_\_\_ MFGA Member Registration \$25 per person = \_\_\_\_\_

\_\_\_\_\_ Non MFGA Member \$30 per person = \_\_\_\_\_

\_\_\_\_\_ Lunch \$15 per person = \_\_\_\_\_

**Total = \_\_\_\_\_**

**Make Checks Payable to: Massachusetts Flower Growers' Association (or just: MFGA)**

**Send to: 8 Gould Road**

**Bedford, Ma. 01730**