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Plant, Soil and Insect Sciences

Floralert



Winter Flower Growers' Meeting

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

Wednesday, February 20, 2008

Cavicchio Greenhouses, 110 Codjer Lane, Sudbury, MA

- 8:00 – 10:00** **Visit Local Growers at Open Houses** (*See Directions on Back*)
- * J.P. Bartlett Co., Inc.
 - * Russell's Garden Center, Route 20, Wayland
 - * Cavicchio Greenhouses, (Host greenhouse-tours will be available)
- 9:00** **Registration:** Complimentary Coffee, Donuts
- 9:50** **Welcome:** Fred Dabney, President MFGA, Quansett Nursery, Paul Cavicchio, Cavicchio Greenhouses
- 10:00 – 10:45** **Woodchip Generated Energy –**
How it works & state programs available for energy systems and conservation
Jake Cavicchio, Cavicchio Greenhouses
 Jake will explain the new woodchip boiler system that has just been put on-line.
Gerry Palano, Renewable Energy Coordinator, MA Department of Agricultural Resources
 Gerry will provide information on programs available to farmers for energy generating systems and energy conservation.
- 10:45 – 11:30** **A Look at New Plants and Ideas for Combination Planters**
Kristin Graham, Chris Schlegel, D.S. Cole Growers, Loudon, New Hampshire
 Kristin & Chris will introduce some new exciting plants to use for combination planters and more...
- 11:30 – 12:00** **Association Business Meeting and Legislative Update**
Fred Dabney, Quansett Nurseries and Bob Luczai, MFGA
Henry Gillet, Legislative Consultant
Doug Petersen, Commissioner of Agriculture, MA Department. of Agricultural Resources
- 12:00 – 1:15** **Catered Lunch** – Reservations requested by February 15, 2008
- 1:15 – 2:00** **Know the Latest Consumer Trends to Improve Your Retail Profits**
Susan McCoy, Garden Media Group, Chadds Ford, Pennsylvania
 The Garden Media Group is a division of IMPACT Marketing & Public Relations, an award-winning public relations and marketing communication firm well established and respected in the gardening industry. GMC specializes in the lawn & garden public relations industry.

 Susan will discuss the latest information on consumer trends to help your retail business compete and profit in the marketplace.
- 2:00- 2:50** **Integrated Pest Management on Perennials**
Leanne Pundt, University of Connecticut
 Leanne will discuss strategies for managing key insects and diseases for perennials as well as new and emerging pests and diseases. *1 pesticide recertification credit has been requested for this session*
- 2:50-3:30** **Massachusetts Medical Insurance Programs: What you need to know**
Eric Dahlberg, Massachusetts State Health Connector Agency
 Eric will explain the latest requirements and programs available for medical insurance in Massachusetts. (*Growers are welcome to stay to get their questions answered.*)

For more information contact: The MFGA - 781-275-4811 or UMass Extension Floriculture Program – Tina Smith 413-545-5306 or Paul Lopes, 508-295-2212 ext. 24

www.umass.edu/umext/floriculture

www.massflowergrowers.com

United States Department of Agriculture cooperating. University of Massachusetts Extension offers equal opportunity in programs and employment.

Directions to Greenhouse Open Houses

HOST: Cavicchio Greenhouses, Codjer Lane, Sudbury, MA (978-443-7177) This is a large, wholesale grower and supplies distributor serving the retail and landscaping Industries. They grow annuals, garden mums, perennials, poinsettias.

Highlights- *New wood chip boilers to heat this large greenhouse operation*

Directions: FROM EAST TAKE ROUTE 128 TO ROUTE 20. TAKE ROUTE 20 WEST TO SUDBURY. TAKE RIGHT ONTO UNION AVE THEN LEFT ONTO CODJER LANE. GREENHOUSES ARE ON THE RIGHT.

FROM WEST: TAKE ROUTE 495 TO ROUTE 20. TAKE ROUTE 20 EAST TO SUDBURY. TAKE LEFT ONTO UNION AVE. THEN LEFT ONTO CODJER LANE. GREENHOUSES ARE ON THE RIGHT.

J.P. Bartlett Co., Inc. Route 20, Sudbury, MA (978-443-8851) There are 7 acres of wholesale greenhouse production, with new greenhouse construction. Crops include geranium cuttings and plants, hanging baskets and annuals.

Directions: FROM EAST: TAKE ROUTE 128 TO ROUTE 20. TAKE ROUTE 20 WEST TO SUDBURY. GREENHOUSES ARE ON ROUTE 20 ON RIGHT.

FROM WEST: TAKE ROUTE 495 TO ROUTE 20. TAKE ROUTE 20 EAST TO SUDBURY. GREENHOUSES ARE ON ROUTE 20 ON LEFT.

Russell's Garden Center, Route 20, Wayland, MA (508-358-2283) This is a full service garden center using innovative, marketing ideas.

Directions from points west of Sudbury:

TAKE RT 20 E THROUGH SUDBURY. YOU WILL GO DOWN A HILL, THE TOWN DPW ON THE LEFT. AT THE TOP OF THE NEXT HILL ON THE RIGHT IS RUSSELL'S GARDEN CENTER. THE FIRST ENTRANCE IS JUST PAST THE BRIDGE; A SECOND ENTRANCE IS A LITTLE FURTHER EAST ON RT 20.

Winter Flower Growers' Meeting Registration Form

Lunch Reservations by February 15, 2008

Names _____

Firm _____

Address _____

Email _____

Make check payable to and return to:

_____ No. Registrations x \$30.00/person = _____
Includes lunch !

Mass Flower Growers' Association
8 Gould Rd.
Bedford, MA 01730

Total = _____

Tel: 781-275-4811 Fax: 781-275-8668