



## Winter Flower Growers Program Thursday February 8, 2018

**King Farm Inc., 15 Scales Lane, Townsend, MA**

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

**Special Feature: Allied Trade Tables**

**8:30 – 9:50 am Open House at greenhouses**

**King Farm, [www.kingfarminc.com/](http://www.kingfarminc.com/)**

**The Flower Hutch, [www.flowerhutchma.com/](http://www.flowerhutchma.com/), 42 Bayberry Hill Rd. Townsend, MA**

**9:30 am Registration: Complimentary Coffee**

**9:50 am Welcome: Bart King- President MFGA, Dana, Barbara and Christy King, King Farm**

**10:00 am-11:00 10+ Ways to find \$10,000 in business. Erin Pirro, Farm Credit East**

Topics will include: how to make your expense dollar go further, Everything's a tradeoff: How do you know it's the right one?, Price taker or profit maker: what's your perspective?, Manage margins crop by crop, Know your costs so you can price appropriately, What's the right amount to grow?, Grow less and charge more, Managing shrink and more.

**11:00 – 12:00 A California Spring Trial Tour – Think Spring with Jim Nau, Ball Horticulture**

Jim is the Manager of the Gardens at Ball Horticulture, and has been the organizer of the Spring Trials Tour for Ball Horticulture. He will lead us on a Spring Trial Tour and see how the Breeding organizations present their products to Growers and Retailers. He will point out some of the key items introduced in 2017 that you are growing this spring. And maybe we will have a peak at what's coming up for 2018. Everyone on the bus!

**12:00- 1:00 Catered Lunch – Reservations requested by Feb 6, 2018**

**MFGA Annual Meeting- Bart King, President and Bob Luczai, Secretary MFGA**

**1:00 – 2:00 pm Adding Sales Horsepower- Emerging Trends & Concepts**

**John Johnston, Retail Education Manager for Griffin Greenhouse and Nursery Supply**

John has been helping Retailers improve their business bottom line for over 30 years. He will point out some key ideas to improve your retail sales using examples he has seen in his travels around the country as a retail consultant. Some of those examples will include retailers in Massachusetts

**2:00 – 3:00pm New Worker Protection regulations and Requirements**

**Laurie Rocca, Pesticide Inspector, MDAR Crop and Pest Service (1 pesticide credit)**

Laurie will be discussing the current EPA WPS regulations which will include: Medical evaluation requirements, fit test and Respirator requirements. This is part of what is in effect for 2018 to comply with WPS. Also to be discussed is what to expect when having an inspection. Discussion on Storage Recommendations will also be part of the presentation

**For more information contact:** Bob Luczai, MFGA - 781-275-4811 or Geoffrey Njue 781-891-0650 x12, UMass Extension Greenhouse Crops and Floriculture Program

<http://www.umass.edu/umext/floriculture/> or <http://www.massflowergrowers.com/>

Winter Flower Growers Program  
Thursday, February 8, 2018  
King Farm Inc. • 8:30am–3:00 pm

Registration Form—Lunch registration by February 6, 2018 *see note below on same day registration*

Business name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Names of those attending:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Mail or fax to 781-275-8668 or email to [massflowergrowers@gmail.com](mailto:massflowergrowers@gmail.com)

Make check payable to and return to: Mass Flower Growers' Association, 8 Gould Road, Bedford, MA 01730

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First registration x \$40.00 per person = \$40.00

Each additional registration x \$35.00 =

6' Allied Trade show table x \$60.00 =

\$5.00 for using credit card

Total due =

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Credit card—we can now take credit card payment of your dues.

We accept (please indicate):    Visa    American Express    MasterCard    Discover     Reset choice

**Information to provide**

Name on card:

Card number:

Exp. date (MM/YY):

Zip code of billing address:

CVC code:

**For more information—**

Bob Luczai: [massflowergrowers@gmail.com](mailto:massflowergrowers@gmail.com) or 508-935-8264

Geoffrey NJue: [gnjue@umext.umass.edu](mailto:gjnue@umext.umass.edu) or 781-891-0650, ext. 12

**Note:** registration at the door (day of the meeting) is available but the lunch may not be guaranteed. We will try to accommodate as many people as possible.