



**Flower Growers Winter Meeting and Education Program  
For Greenhouse Growers and Garden Retailers  
Tuesday February 4, 2020**

***Cavicchio Greenhouses Inc., 110 Codjer Lane, Sudbury, MA***

*Sponsored by the Massachusetts Flower Growers' Association*

**Special Feature: Allied Trade Tables- Open 8:30am-3pm**

**8:00 – 9:00 am Open House-- Visit before you come to the meeting**

J.P. Bartlett Co. Inc., 578 Boston Post Road, Rte.20, Sudbury

Russell's Garden Center, 397 Boston Post Road- Rte. 20, Wayland

**8:00 am Registration open Complimentary Coffee and Pastries**

**9:15 am Welcome: Glenn Harrison, Operations Manager, Cavicchio Greenhouses**

**9:30 -10:30 Basics of Pesticide Safety and Handling. Michael Oleykowski - Syngenta Crop Protection (1 pesticide recertification credit) (Categories 26, 29, and 31)**

In this presentation core principles of pesticide safety and handling will be reviewed along with horticultural principles within the Jeopardy Game format. The audience will stay engaged as three contestants vie for top prizes as they show their knowledge of basic pesticide safety and handling CORE principles.

**10:45 – 11:45 Practical Approaches of IPM for Bedding Plants. Jeremy Webber, Technical Sales Representative, Koppert Biological Systems Inc. (1 pesticide recertification credit) (Categories 26, 29, and 31)**

This presentation will discuss the basics of how biological control agents and compatible chemistry work together to control the most common pests in the crop, all through the lens of practicality and cost effectiveness

**11:45 – 12:00 Continue Visit with Allied Trade vendors**

**12:00- 1:00 Catered Lunch – Reservations requested by Jan 31, 2019**

**MFGA Annual Meeting- *Jeff Doherty, President and Bob Luczai, Secretary MFGA***

**1:00 – 2:15 Key ideas for improving retail sales - “Step Back, Look Up and Refresh”. Judy Sharpton, Growing Places Marketing**

Judy's presentation will discuss the key elements of store design, layout and marketing to make a store more attractive. She will also discuss the current consumer research that motivates purchases and how the physical layout of a store can be improved to make it more efficient and profitable

**2:15 – 3:15 Overview of Hemp regulations in Massachusetts. Sarah Grubin, Hemp Program**

**Coordinator, Massachusetts Department of Agricultural Resources & John Turner, Heritage Hemp CBD**  
Sarah will discuss the regulatory framework for the MA Hemp Program including rules and licensing, she will also introduce the new USDA Interim Final Rule for US Domestic US Hemp. Josh Turner, Heritage Hemp CBD will give an overview of what his company does as a Hemp company in Massachusetts and what you need to know about this plant as an agricultural crop. Open Q&A at end.

**For more information contact:** Bob Luczai, MFGA - 781-275-4811/c508-935-8264

<http://www.massflowergrowers.com/>

**Winter Flower Growers' Program—Registration  
Form Lunch Reservations by January 31, 2020**

All Names \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Registration includes lunch! Registration must be received by January 31, 2020

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

First registration @ \$55.00 = \$

Number of additional registrations x \$50.00/person = \$

Total registration = \$

Allied Trade Table Show: 1 – 6' table x \$60 per table = \$

**Special offer:**

Separate attendance -individuals interested in  
attending Hemp Session only, cost \$25 per person = \$

Total = \$

Fax the form to MFGA at 781-275-8668 or email to [massflowergrowers@gmail.com](mailto:massflowergrowers@gmail.com).

For more information call MFGA office at 781-275-4811, Bob Luczai at 508-935-8264 or  
email [massflowergrowers@gmail.com](mailto:massflowergrowers@gmail.com).

**Credit card:**

We accept (indicate):    Visa    American Express    MasterCard    Discover

Name on card:

Card number: \_\_\_\_\_  
\_\_\_\_\_

Expiration date (MM/YY): \_\_\_\_\_ / \_\_\_\_\_

Billing address zip code: \_\_\_\_\_ CVC code: \_\_\_\_\_

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