



NORTHEAST GREENHOUSE CONFERENCE AND EXPO 2021

Growing the Northeast's floriculture industry for 48 years!

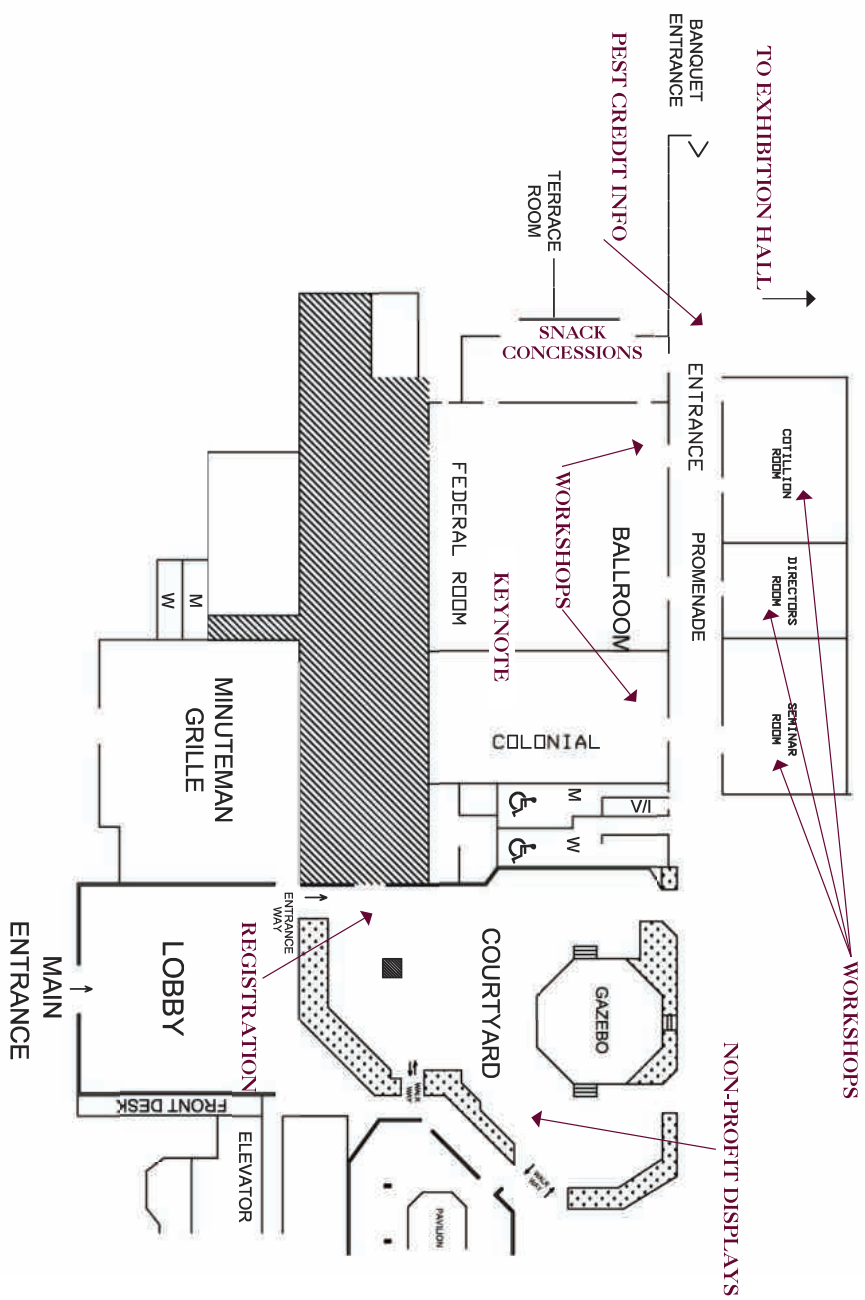
NOVEMBER
3 & 4, 2021

BOXBORO REGENCY HOTEL
Boxborough, Massachusetts



PROGRAM

HOTEL FLOOR PLAN

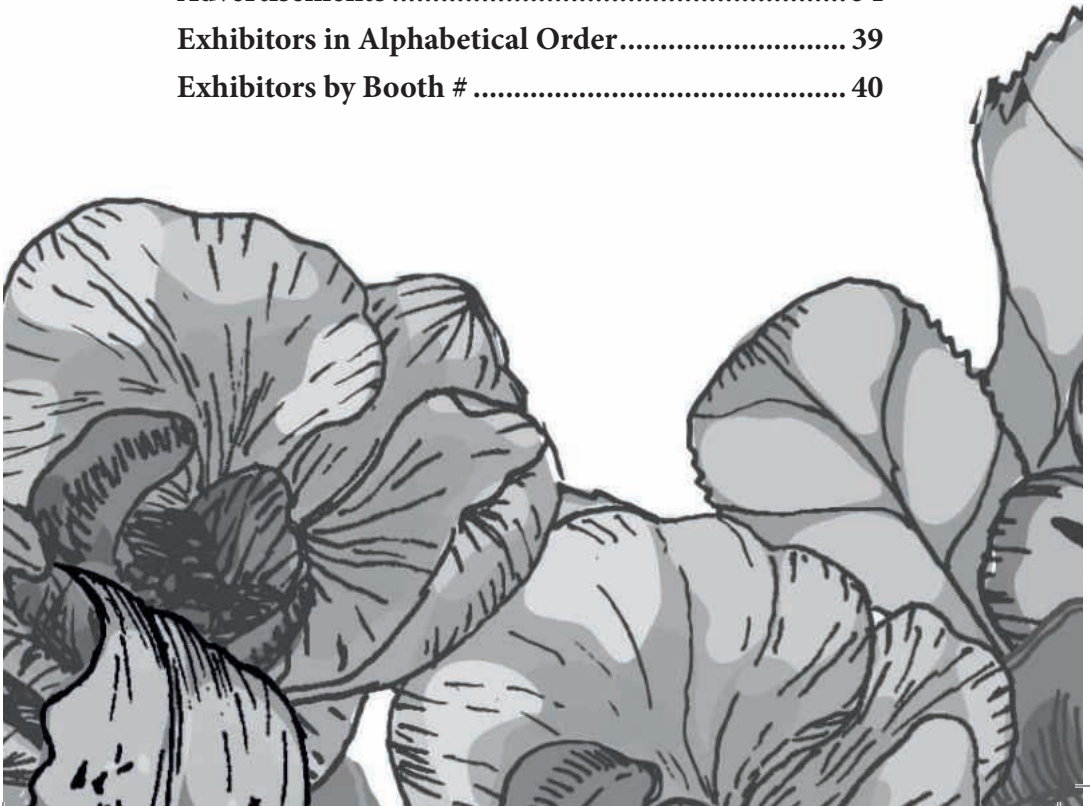




NORTHEAST GREENHOUSE 2021

CONFERENCE AND EXPO

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ACKNOWLEDGMENTS

The Northeast Greenhouse Conference is co-sponsored by New England Floriculture, Inc., a group of grower representatives from the Northeast, in collaboration with University and Cooperative Extension staff in each state who specialize in greenhouse crops and management.

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GENERAL INFORMATION

NAME BADGE FOR ENTRY

All attendees, exhibitors, speakers and moderators **MUST** check in at the Conference Registration Desk onsite to pick up their nametag, and prominently display it during the conference. Nametags will be required for entry into all areas, and special designated nametags will be required for entrance into the educational workshops.

FLORICULTURE PEST MANAGEMENT GUIDE

The New England Greenhouse Floriculture Guide (also referred to as the "Pest Management Guide") is a 250+ page publication that has been the reference-of-choice for hundreds of greenhouse growers throughout the Northeast since its inception. The manual presents biological, cultural and chemical management information for insects, diseases, weeds and plant growth regulation. The Guide is updated every two years by floriculture faculty and staff from the six New England State Universities, and is published by New England Floriculture, Inc.

The 2021-2022 New England Greenhouse Floriculture Guide is now available online, for free (<http://negfg.uconn.edu>) as well as via a Print-on-Demand service! The printed guide costs \$35 (plus tax & shipping). If you purchased a printed copy of the guide for only \$30 when you registered to attend the conference, you can pick up your guide when you check in! We have a limited number of guides for sale onsite for \$35. Go to the NEGC Website for the link to purchase the print-on-demand Guide.

PESTICIDE RECERTIFICATION CREDITS



Sessions with this insect image next to the presentation title have been approved for Pesticide Recertification Credit. Pesticide applicator recertification credits will be available at the conference for the six New England states plus New York. A total of 16 one-hour presentations (each worth 1 (one) credit) will be offered. If you want to earn recertification credits, attend the appropriate sessions. Check at the Pesticide Credit Information Table outside the meeting rooms to determine the process you should follow to complete credit submission for your state. **All applicators should check in at the pesticide credit information table BEFORE you attend a session!**

Key to New England (NE) license categories:

- 26=Greenhouse (private license)
- 29=Nursery (private license)
- 31=Vegetable (private license)

Key to New York (NY) license categories:

- 1a=Agricultural Plant
- 3a=Ornamental and Turf
- 24=Greenhouse and Florist
- 25=Nursery, Ornamentals and Turf

GENERAL INFORMATION

TRADE SHOW

Visit with participating companies in the Exhibit Hall and discover the newest innovations in our industry, learn about new products and services, network with your professional peers, gather information for future purchases, and order products that will enhance what you currently offer. Be sure to check out State Resource and Nonprofit Organizations. These displays offer free and low-cost services to help your business. Displays will be located in the Courtyard.

FOOD OPTIONS

Pre-registration included the option to purchase lunches that will be ready for you to pick up at lunch time. There will

be additional boxed lunches available for purchase on site. Grab and go breakfast options and coffee will also be available for purchase. Please note that the hotel restaurant is closed for breakfast and lunch.

POST CONFERENCE SURVEY

We value your feedback! Please take a moment to visit negrighthouse.org for a link to our online conference evaluation. We'd appreciate your thoughts and comments about your experience at this year's event. Participants will be entered into a raffle for a chance to win two registration passes for the next NEGC conference and expo and a Floriculture Pest Management Guide. Thank you!

KEYNOTE PRESENTATION: JOHN KENNEDY

Wednesday, November 3

The Attraction and Retention of Top Talent

1:30 PM - 2:30 PM // Federal Room

One of the biggest challenges our industry faces is the ability to attract and retain top talent. Join John Kennedy as he delivers this dynamic and timely topic that addresses how to build a culture of attraction through leadership, teamwork, values and volition.

The biggest question anyone can ask in this economy—Why would anyone want to come work with you? Another tough question—Would you work with you? John Kennedy will help you answer these questions with the right answers of opportunity to build a successful culture of attraction and retention.



Learn more about John on page 24.

PESTICIDE RECERTIFICATION CREDITS

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PESTICIDE CREDIT KEY

KEY TO NY LICENSE

CATEGORIES

- 1a=Agricultural Plant
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- 24=Greenhouse and Florist
- 25=Nursery, Ornamentals and Turf

KEY TO NE LICENSE

CATEGORIES

- 26=Greenhouse (private license)
- 29=Nursery (private license)
- 31=Vegetable (private license)



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displaying this image.

PESTICIDE CREDIT APPROVED SESSIONS

APPROVED SESSIONS - WEDNESDAY, NOVEMBER 3

9:00 – 10:00 AM	Botrytis Prevention and Management (Cover Bloom Safety) <i>NY: 1a, 3a, 24, 25; NE: 26, 29, 31</i>
10:30 - 11:30 AM	Principles of Integrated Pest Management (IPM) in Ornamental Crops/Principios de Manejo Integrado de Plagas (MIP) en Cultivos Ornamentales <i>NY: 1a, 3a, 24, 25; NE: 26, 29, 31</i>
10:30 - 11:30 AM	Invasion of the Plant Snatchers: Invasive PESTs Affecting Ornamentals <i>NY: 1, 3a, 24, 25; NE: 26, 29, 31</i>
3:00 - 4:00 PM	Mum's the Word: Secrets About Pests and Diseases of Chrysanthemum <i>NY: 1, 3a, 24, 25; NE: 26, 29, 31</i>
3:00 - 4:00 PM	Sanitation for Disease Management <i>NY: 1a, 3a, 24, 25; NE: 26, 29, 31</i>

PESTICIDE CREDIT APPROVED SESSIONS

APPROVED SESSIONS - WEDNESDAY, NOVEMBER 3 (CONTINUED)

4:00 - 5:00 PM	Pest Scouting in Nursery Production/Monitoreo de plagas en la producción de viveros <i>NY: 1a, 3a, 24, 25; NE: 26, 29, 31</i>
4:00 - 5:00 PM	Results of Research Trials & Hot Issues in Greenhouses <i>NY: 1a, 3a, 24, 25; NE: 26, 29, 31</i>
4:00 - 5:00 PM	Top Issues in Greenhouses <i>NY: 1a, 3a, 24, 25; NE: 26, 29, 31</i>

APPROVED SESSIONS - THURSDAY, NOVEMBER 4

9:00 - 10:00 AM	Single Cells + Slime = Bacteria to Avoid in the Greenhouse <i>NY: 1a, 3a, 24, 25; NE: 26, 29, 31</i>
10:30 - 11:30 AM	Root Rots and Their Management Strategies <i>NY: 1a, 3a, 24, 25; NE: 26, 29, 31</i>
1:30 - 2:30 PM	How to Handle and Release a Variety of Beneficial Anthropods for Greenhouse Biocontrol, Including Mistakes to Avoid <i>NY: 1a, 3a, 24, 25; NE: 26, 29, 31</i>
2:30 - 3:30 PM	Managing Diseases on Herbs <i>NY: 1a, 3a, 24, 25; NE: 26, 29, 31</i>
2:30 - 3:30 PM	Upcoming Challenges in Biocontrol/BCA Compatibility with Traditional Products <i>NY: 1a, 3a, 24, 25; NE: 26, 29, 31</i>
3:30 - 4:30 PM	Practices to Have an Effective IPM and Biocontrol Program <i>NY: 1a, 3a, 24, 25; NE: 26, 29, 31</i>
3:30 - 4:30 PM	Keep Yourself Up to Date with What's Happening in Pest Management <i>NY: 1a, 3a, 24, 25; NE: 26, 29, 31</i>
3:30 - 4:30 PM	Diseases of Perennials and Their Management <i>NY: 1a, 3a, 24, 25; NE: 26, 29, 31</i>



SCHEDULE AT-A-GLANCE

Tuesday, November 2

10:00 AM - 7:00 PM	Exhibitor Set-Up	Parade Room
2:00 PM - 6:00 PM	Exhibitor Registration	Courtyard

Wednesday, November 3

7:00 AM - 5:00 PM	Registration & Information Desk Open	Courtyard
9:00 AM - 10:00 AM	Concurrent Educational Sessions	See page 12 for details
10:00 AM - 10:30 AM	Refreshment Break with Exhibitors <i>Sponsored by Bayer</i>	Parade Room
10:00 AM - 5:00 PM	Trade Show Open	Parade Room
10:30 AM - 11:30 AM	Concurrent Educational Sessions	See pages 12-13 for details
11:30 AM - 1:30 PM	Lunch & Visit the Exhibit Hall	Parade Room
1:30 PM - 2:30 PM	Keynote Presentation: The Attraction & Retention of Top Talent <i>John Kennedy</i>	Federal Room
2:30 PM - 3:00 PM	Break & Visit the Exhibit Hall	Parade Room
3:00 PM - 4:00 PM	Concurrent Educational Sessions	See pages 13-14 for details
4:00 PM - 5:00 PM	Concurrent Educational Sessions	See page 14 for details
5:00 PM - 6:00 PM	Northeast Greenhouse Conference Welcome Reception and Townhall Panel "What's in Store for 2022?" Light hors d'oeuvres and cash bar available. All invited to attend. <i>Sponsored by: Ball Seed</i>	Courtyard/ Colonial

SCHEDULE AT-A-GLANCE

Thursday, November 4









7:30 AM - 3:00 PM	Registration & Information Desk Open	<i>Courtyard</i>
8:00 AM - 3:00 PM	Trade Show Open	<i>Parade Room</i>
8:00 AM - 9:00 AM	Concurrent Educational Sessions	<i>See page 15 for details</i>
9:00 AM - 10:00 AM	Concurrent Educational Sessions	<i>See pages 15-16 for details</i>
10:00 AM - 10:30 AM	Refreshment Break with Exhibitors <i>Sponsored by ICL Specialty Fertilizers</i>	<i>Parade Room</i>
10:30 AM - 11:30 AM	Concurrent Educational Sessions	<i>See pages 16-17 for details</i>
11:30 AM - 1:30 PM	Lunch & Visit the Exhibit Hall	<i>Parade Room</i>
1:30 PM - 2:30 PM	Concurrent Educational Sessions	<i>See pages 17-18 for details</i>
2:30 PM - 3:30 PM	Concurrent Educational Sessions	<i>See pages 18-19 for details</i>
3:00 PM	Trade Show Closes	
3:30 PM - 4:30 PM	Concurrent Educational Sessions	<i>See page 19 for details</i>

Thank You to Our Session Moderators

Mark Adams
Sue Adams
Ann Hazelrigg
Christy King
Elizabeth Lamb
Jason Lanier
Angela Madeiras
Neil Mattson

Cora McGehee
Joe Polseno
Sarah Salatino
Muhammad Shahid
Rick Simpson
Lisa Tewksbury
Matt Wallhead









EDUCATIONAL SESSION GRID - WEDNESDAY

ROOM	FEDERAL	COLONIAL	COTILLION	SEMINAR
TRACK	Floriculture Disease & Pest Management	Business & Marketing	Taller de Producción Agrícola	Floriculture Production Pointers
9:00 - 10:00 AM	Botrytis Prevention and Management (Cover Bloom Safety) 	Let's Figure Out Gen X, Y & Z	Working Efficiently & Effectively/Trabajando de Manera Eficiente y Efectiva	Silicon as Plant Beneficial Nutrient: Improving Growth and Plant Health
10:30 - 11:30 AM	Invasion of the Plant Snatchers: Invasive Pests Affecting Ornamentals 	Applying a Lean Approach in Different Parts of the Business	Principles of Integrated Pest Management (IPM) in Ornamental Crops/ Principios de Manejo Integrado de Plagas (MIP) en Cultivos Ornamentales 	Develop a Nutrient Program: Fertilizer Fundamentals
3:00 - 4:00 PM	Mum's the Word: Secrets About Pests and Diseases of Chrysanthemum 	Mitigating May Madness	Tips to Ensure Consumer Success with Compact Fruiting Vegetables for Patio and Indoor Gardening/Consejos para garantizar el éxito del consumidor con vegetales compactos para jardinería de interior y en patios	Sanitation for Disease Management 
4:00 - 5:00 PM	Results of Research Trials & Hot Issues in Greenhouses 	One Hour Strategic Plan	Pest Scouting in Nursery Production/ Monitoreo de plagas en la producción de viveros 	Top Issues in Greenhouses 



Pesticide Recertification Credit has been approved for sessions displaying this image.

EDUCATIONAL SESSION GRID - THURSDAY

ROOM	FEDERAL	COLONIAL	COTILLION	SEMINAR	DIRECTORS
TRACK		Greenhouse Cut Flower Production	Production of Hydroponic Leafy Greens	Floriculture Production Pointers	
8:00 - 9:00 AM		Managing the Daylength and Light Intensity of Specialty Cut Flowers in the Greenhouse	Specialty Leafy Green Production: Managing the Environment and Culture	Energy Conservation Strategies for Greenhouse Crop Production	
TRACK	Floriculture Disease & Pest Management	Production of Cannabis sativa	Production of Hydroponic Leafy Greens	Perennial Plant Production	Operational Improvements Grab Bag
9:00 - 10:00 AM	Single Cells + Slime = Bacteria to Avoid in the Greenhouse 	Cannabis Biology and Stock Plant Production	Tips for Producing High-quality, Non-flowering and Flavorful Culinary Herbs...		Assessing Greenhouse Structural Health with Drones
10:30 - 11:30 AM	Root Rots and Their Management Strategies 	Production of Cannabis sativa	Water and Nutrient Management for Leafy Greens	Plant Growth Regulators in Herbaceous Perennial Production	Mycorrhizal Fungi: Practical Guidance for Growers (<i>Allied Trade Sponsored</i>)
1:30 - 2:30 PM	Greenhouse Biocontrol	The Most Common Cannabis Pests and Their Control Options	Understanding Greenhouse Climate Control for High Yielding Leafy Greens and Herbs	Tune in to Green Infrastructure Through the Power of Plants	Business & Marketing
	How to Handle and Release a Variety of Beneficial Arthropods... 				Putting Horticulture Back Into Popular Culture
2:30 - 3:30 PM	Upcoming Challenges in Biocontrol/BCA Compatibility with Traditional Products 	Integrated Rootzone Management in Cannabis Production	Managing Diseases on Herbs 	Improving Irrigation Applications	Meeting
3:30 - 4:30 PM	Keep yourself Up to Date with What's Happening in Pest Mgt. 	Optimizing CBD Yields	Practices to Have an Effective IPM and Biocontrol Program 	Diseases of Perennials and Their Management 	

EDUCATIONAL SESSION DESCRIPTIONS

Wednesday, November 3 • 9:00 - 10:00 AM

TRACK: Business & Marketing // **ROOM:** Colonial

Let's Figure Out Gen X, Y & Z

Amanda Thomsen, Kiss My Aster

A fun and fast-paced presentation examining the perceptions we all have about different generations and how to lure each one in to become lifelong customers. Expect loads of concrete data, creative solutions and engaging stories applicable to both garden centers and landscaping companies.

TRACK: Taller de Producción Agrícola // **ROOM:** Cotillion

Working Efficiently & Effectively/Trabajando de Manera Eficiente y Efectiva

Gerson Cortes, FlowVision

Lean Flow is all about working smarter, not harder. Lean out your process by reducing/eliminating non-value-added work, and making your product flow. Learn how utilizing Lean Flow techniques can improve your efficiency, and quality while at the same time making the job easier. /Lean Flow se trata de trabajar de manera más inteligente, no más difícil. Optimice su proceso reduciendo / eliminando el trabajo de no valor agregado y haciendo que su producto fluir. Descubra cómo la utilización de técnicas de Lean Flow puede mejorar su eficiencia y calidad y, al mismo tiempo, facilitar el trabajo.

TRACK: Floriculture Disease & Pest Management // **ROOM:** Federal

Botrytis Prevention and Management (Cover Bloom Safety)

Fulya Baysal, Tennessee State University

The ability of Botrytis cinerea to cause disease in greenhouses and fields, as well as in subsequent handling, storage, and transportation makes this fungus an economically important pathogen in vegetable and ornamental industry. In this presentation, we will address different approaches used for Botrytis management, including sanitation, chemical methods and biological control.

TRACK: Floriculture Production Pointers // **ROOM:** Seminar

Silicon as Plant Beneficial Nutrient: Improving Growth and Plant Health

Muhammad Shahid, University of New Hampshire

The addition of silicon to our plant production and maintenance systems has been shown to have beneficial effects on growth and development, particularly in the areas of pest and disease resistance. We will explore some of these effects and talk about ways you can add silicon to your plant health management systems.

Wednesday, November 3 • 10:30 - 11:30 AM

TRACK: Business & Marketing // **ROOM:** Colonial

Applying a Lean Approach in Different Parts of the Business

Gerson Cortes, FlowVision

Lean Flow is a business strategy that can be applied to all parts of your business. Learn how Lean Flow can not only be applied in Shipping, and Production, but in the Office, and Sales and Marketing as well. Lean out all of your processes, reduce your cost and improve your profitability.

TRACK: Taller de Producción Agrícola // **ROOM:** Cotillion

Principles of Integrated Pest Management (IPM) in Ornamental Crops/Principios de Manejo Integrado de Plagas (MIP) en Cultivos Ornamentales

Vanessa Campoverde, University of Florida

Participants will learn principles of IPM in ornamental plant production, symptoms and signs of plant diseases, plant disease components and examples of bacterial, fungal and viral diseases. /Durante esta sesión, participantes aprenderán acerca de principios de MIP en producción de cultivos ornamentales. Síntomas y signos de enfermedades en plantas. Los componentes que llevan al desarrollo de la enfermedad y ejemplos de enfermedades causadas por bacterias, hongos y virus.

EDUCATIONAL SESSION DESCRIPTIONS

TRACK: Floriculture Disease & Pest Management // **ROOM:** Federal

Invasion of the Plant Snatchers: Invasive Pests Affecting Ornamentals

Elizabeth Lamb, Cornell Cooperative Extension

It seems that the number of new invasive pest species affecting ornamental plants increases every year. Using spotted lanternfly, box tree moth, lily leaf beetle and elm zigzag sawfly, this session will look at the role of the garden center/greenhouse in working with the public to keep them aware and ready to deal with the new species.

TRACK: Floriculture Production Pointers // **ROOM:** Seminar

Develop a Nutrient Program: Fertilizer Fundamentals

Chris Currey, Iowa State University

Managing mineral nutrition for greenhouse crops is important for producing healthy and attractive plants. But there is more to managing nutrients than buying a bag of fertilizer. This session will focus on the fundamentals of fertilizer-nutrient concentrations, nitrogen form, phosphorous, and micronutrients- and get you thinking "beyond the bag". This session aims to help develop a successful fertilization program, whether you are starting from scratch or fine-tuning what you are already doing.

Wednesday, November 3 • 3:00 PM - 4:00 PM

TRACK: Business & Marketing // **ROOM:** Colonial

Mitigating May Madness

Amanda Thomsen, Kiss My Aster, Sue Adams, Adams Fairacre Farms, & Dan Snyder, Adams Fairacre Farms

Ideas to reduce stress and craziness that you can apply before the madness of the spring busy season even begins!

TRACK: Taller de Producción Agrícola // **ROOM:** Cotillion

Tips to Ensure Consumer Success with Compact Fruiting Vegetables for Patio and Indoor Gardening/ Consejos para garantizar el éxito del consumidor con vegetales compactos para jardinería de interior y en patios

Celina Gomez, University of Florida

Sales for home gardening products including transplants, containers, substrate, and other planting needs have steadily increased in recent years. There are numerous opportunities for the greenhouse industry to capitalize from this growing market trend. This presentation will describe general yield, growth, and quality characteristics from new compact fruiting vegetables for patio and indoor gardening. Discussions will also cover important details to consider when transitioning production from ornamental to edible plants. The talk will conclude with some tips to ensure consumer success and repeat purchases from the millions of new and seasoned home gardeners in America./Las ventas de productos de jardinería como trasplantes, contenedores, sustrato y otros, han aumentado de una manera constante durante los últimos años. Existen varias oportunidades para que la industria de invernaderos aproveche esta popular tendencia de mercado. Esta presentación describirá características generales de rendimiento, crecimiento y calidad de varios vegetales compactos para jardinería de interior y en patios. También discutiremos detalles importantes a considerar al hacer la transición de producir plantas ornamentales a vegetales. La charla concluirá con algunos consejos para garantizar el éxito del consumidor y asegurar más compras de los millones nuevos y experimentados consumidores involucrados en la jardinería de vegetales.

TRACK: Floriculture Disease & Pest Management // **ROOM:** Federal

Mum's the Word: Secrets About Pests and Diseases of Chrysanthemum

Margery Daughtrey, Cornell University & Dan Gilrein, Cornell Cooperative Extension of Suffolk County

This talk will cover inside information about the pests (thrips, aphids and more) and diseases (Fusarium wilt, Bacterial leaf spot, Foliar nematodes, etc) that can mess with your mums. Learn how to avoid problems, how to recognize trouble when it arrives, and ways to manage pestilence and plagues particularly for mums from the specialist's perspective.

EDUCATIONAL SESSION DESCRIPTIONS

TRACK: Floriculture Production Pointers // **ROOM:** Seminar

Sanitation for Disease Management

Fulya Baysal, Tennessee State University

This presentation addresses why you should use sanitation practices at plant production, mechanically transmitted plant diseases, common disinfectants and improved sanitation/hygiene practices through research results.

Wednesday, November 3 • 4:00 - 5:00 PM

TRACK: Business & Marketing // **ROOM:** Colonial

One Hour Strategic Plan

John Kennedy, John Kennedy Consulting

John Kennedy's "Start Moving Mountains" platform is utilized by each of his strategic planning clients and is the very best way to drive engagement, accountability, and execution of your game plan. The overall outcome is a balanced approach to "Vision, Values, and Volition" along with an Accountability Coach to ensure measurement, metrics and traction are being delivered on a consistent basis. Without traction and accountability, it's just a plan!

TRACK: Taller de Producción Agrícola // **ROOM:** Cotillion

Pest Scouting in Nursery Production/Monitoreo de plagas en la producción de viveros

Vanessa Campoverde, University of Florida

During this session, participants will learn principles of scouting for pests and diseases in nursery crops. Examples of types of reporting and tools to use./Durante esta sesión, los participantes aprenderán acerca de los principios del monitoreo de plagas en cultivos de viveros Ejemplos de reporte de plagas y materiales a usar.

TRACK: Floriculture Disease & Pest Management // **ROOM:** Federal

Results of Research Trials & Hot Issues in Greenhouses

Dan Gilrein, Cornell Cooperative Extension of Suffolk County

This presentation will cover results of some recent pest management trials we've been working on. We'll also review some new pest issues to watch for in production of herbaceous ornamental crops.

TRACK: Floriculture Production Pointers // **ROOM:** Seminar

Top Issues in Greenhouses

Rick Yates, Griffin Greenhouse Supplies, Inc.

Griffin's GGSPRO fielded over 18,000 technical inquiries in 2019. There are some problems and inquiries that come up much more than others. In a solution based presentation we will identify some of those key issues and how best to remedy them.

Wednesday, November 3 • 5:00 - 6:00 PM

Reception // **ROOM:** Courtyard/Colonial

Townhall Panel: What's in Store for 2022?

The last two years have brought immense change to the greenhouse industry. Hear from supply chain experts emerging trends for 2022. Will consumer interest in gardening stay elevated or go back to pre-2020 levels? What are the must have hard and live goods for 2022? Are supply chain challenges here to stay and how to cope?

Steve Castorani, North Creek Nurseries; Andy Huntington, Proven Winners; Christopher Valley, Prides Corner Farms, Inc.; Brian Sullivan, Griffin Greenhouse Supplies, Inc.; Moderator Neil Mattson, Cornell University

EDUCATIONAL SESSION DESCRIPTIONS

Thursday, November 4 • 8:00 - 9:00 AM

TRACK: Greenhouse Cut Flower Production // **ROOM:** Colonial

Managing the Daylength and Light Intensity of Specialty Cut flowers in the Greenhouse

Roberto Lopez, Michigan State University

Are some of your specialty cuts flowering too early and others too late? Many specialty cut flowers are daylength sensitive and providing the correct photoperiod during the plug and finishing can greatly impact time to harvest, stem length, and number of harvestable stems. Roberto will also show you how the light quality provided by supplemental lighting can influence time to harvest and quality of crops requiring long day lengths.

TRACK: Production of Hydroponic Leafy Greens // **ROOM:** Cotillion

Specialty Leafy Green Production: Managing the Environment and Culture

Chris Currey, Iowa State University

Specialty leafy greens are increasingly popular with consumers, and producers want to meet that demand. Arugula, kale, pac choi, and swiss chard can diversify any leafy green production program, and this session will focus on how to produce these crops efficiently and effectively. Strategies for managing temperature, light, and mineral nutrition will be presented, and you will walk away with production silutions for your specialty leafy greens.

TRACK: Floriculture Production Pointers // **ROOM:** Seminar

Energy Conservation Strategies for Greenhouse Crop Production

A. J. Both, Rutgers University

After labor costs, energy costs are typically the second highest production cost for greenhouse crop production. Therefore, it is important to assess energy consumption practices and evaluate alternative strategies. This presentation will focus on two of the main energy consuming practices in commercial greenhouse operation: Temperature and light control. Heating, ventilation, and lighting systems will be discussed as well as improvements or modifications that can help reduce energy consumption.

Thursday, November 4 • 9:00 - 10:00 AM

TRACK: Production of Cannabis sativa // **ROOM:** Colonial

Cannabis Biology and Stock Plant Production

Allison Justice, The Hemp Mine

In this session Dr. Allison Justice will be discussing protocols for proper stock plant management. This will include IPM strategies, crop cycling, and expected yields.

TRACK: Production of Hydroponic Leafy Greens // **ROOM:** Cotillion

Tips for Producing High-quality, Non-flowering and Flavorful Culinary Herbs by Manipulating Light, CO2 and Temperature

Roberto Lopez, Michigan State University

Growing culinary herbs or thinking about adding them to your crop portfolio? Roberto will share his team's recent research that shows how light (intensity and duration), carbon dioxide concentration, and temperature interact and can be utilized to reduce propagation and production time and increase quality and yield of potted and hydroponically grown cut culinary herbs. Learn how you can use light intensity to influence key basil volatile compounds that ultimately affect the flavor and aroma of basil and what consumers really desire when it comes to these attributes.

TRACK: Operational Improvements Grab Bag // **ROOM:** Director's

Assessing Greenhouse Structural Health with Drones

Matthew Wallhead, University of Maine

Dr. Wallhead will give an introductory presentation on the advantages and limitations of using drones to assess greenhouse structural health. Various methods of evaluating and monitoring structural health such as multispectral and thermal imaging will be discussed in addition to common hardware, flight planning software, acquiring a drone pilots license and regulations pertaining to the commercial use of drones.

EDUCATIONAL SESSION DESCRIPTIONS

TRACK: Floriculture Disease & Pest Management // **ROOM:** Federal

Single Cells + Slime = Bacteria to Avoid in the Greenhouse

Margery Daughtrey, Cornell University

Do you think you can outwit a one-celled organism? Think again! They don't stay single for long—certain bacteria can cause leaf spots, soft rots, vascular wilts and galls to make your greenhouse crops unsaleable. Learn more about evil-doers such as *Xanthomonas*, *Pseudomonas*, *Dickeya* and *Pectobacterium*. Get a new appreciation for genetic resistance, culture-indexing and sanitation, and learn what materials can be used to fight back against bacteria that attack the plants you grow.

TRACK: Perennial Plant Production // **ROOM:** Seminar

Best Perennial Performers at the Penn State Flower Trials

Sinclair Adams, Pennsylvania State University

Penn State added Perennial Plants to the trials in 2014, and have tested hundreds of perennial entries since that time. Plants are grown for three successive winters to evaluate hardiness in USDA zone six, and evaluated four times during the growing season. Plants are evaluated for uniformity, overall growth, foliar quality, and flowering. These plants are grown in-ground in mulched beds, with drip irrigation. Fertility is provided by liquid soluble formulas during the growing season, and plants are protected from deer browsing by fencing from October to early May. This presentation will elaborate on the best performers from the last five years, but will include some stars from earlier testing.

Thursday, November 4 • 10:30 - 11:30 AM

TRACK: Production of *Cannabis sativa* // **ROOM:** Colonial

How to Use Light in Cannabis Cultivation

Youbin Zheng, University of Guelph

Lighting is essential and one of the largest cost components in controlled environment (e.g., indoor and greenhouse) drug-type cannabis production. Drug-type cannabis production can roughly be divided into the following stages: propagation, vegetative growth and flowering stage. Different stages of cannabis cultivation requires different light quality (i.e., spectral combination) and intensity. This talk will discuss on what light (e.g., light spectrum and technology) and how much light to use in controlled environment cannabis cultivation from propagation to flower harvesting. It will mainly be based on the results from our extensive research over the past few years.

TRACK: Production of Hydroponic Leafy Greens // **ROOM:** Cotillion

Water and Nutrient Management for Leafy Greens

Neil Mattson, Cornell Cooperative Extension

A healthy hydroponic crop begins with adequate water quality and nutrient management plan that supplies all 12+ essential nutrients to your crop. The session will cover what to look for on laboratory water test and how to solve common water quality issues. Fertilizer recipes for leafy greens and herbs will be presented and daily/weekly management discussed. The session will conclude with symptoms and solutions of common nutrient disorders.

TRACK: Operational Improvements Grab Bag // **ROOM:** Director's

Mycorrhizal Fungi: Practical Guidance for Growers (Allied Trade Sponsored)

Josef Racsko, Mycorrhizal Applications



The use of mycorrhizal fungal inoculants has gained popularity in the last few years in ornamental and horticultural production. Growers use mycorrhizal inoculants to increase water and nutrient uptake, promote vegetative growth, enhance plant health, reduce stress effects on the plants, etc. These inoculants are widely accepted as potential alternatives or complements to chemical fertilizers and pesticides. Mycorrhizal inoculants contain living organisms that require special attention and knowledge of their compatibility with other production technology elements. In this session, attendees will learn about how these organisms affect water and nutrient availability, how long they persist in the soil, how the growing media/substrates are affected on a physical and chemical level by these inoculants, and how these organisms can be combined with traditional pesticides and fertilizers. This session will help growers understand how to make the best decision about which of these inoculant products will benefit their production and provide maximum return on investment.

EDUCATIONAL SESSION DESCRIPTIONS

TRACK: Floriculture Disease & Pest Management // **ROOM:** Federal

Root Rots and Their Management Strategies

Mary Hausbeck, Michigan State University

Pathogens below the soil-line offer unique challenges, remaining hidden until the damage is done. Knowing the likely suspects and their favorite targets can help design effective prevention strategies. Tips on what to do when disease is already established will also be provided.

TRACK: Perennial Plant Production // **ROOM:** Seminar

Plant Growth Regulators in Herbaceous Perennial Production

Joyce Latimer, Virginia Tech

Plant growth regulators are simply another production tool that you can use to improve the quality, habit, and salability of your herbaceous perennials. Learn more on how growth retardants as well as growth enhancers can fit into your production practices.

Thursday, November 4 • 1:30 - 2:30 PM

TRACK: Production of Cannabis sativa // **ROOM:** Colonial

The Most Common Cannabis Pests and Their Control Options

Suzanne Wainwright-Evans, Bug Lady Consulting

Cannabis growers face many challenges, pests being one of them. This session will cover the key pest insect and mites commonly found on cannabis crops as well as their control options focusing on biological control.

TRACK: Production of Hydroponic Leafy Greens // **ROOM:** Cotillion

Understanding Greenhouse Climate Control for High Yielding Leafy Greens and Herbs

Neil Mattson, Cornell Cooperative Extension

Understanding greenhouse climate control for high yielding leafy greens and herbs.

TRACK: Business & Marketing // **ROOM:** Director's

Putting Horticulture Back Into Popular Culture

C.L. Fornari, Garden Communicators

At one time gardening and horticulture would have fit in this definition, but in the late 20th century and early aughts, we began to worry about "plant blindness" and how to attract younger people to horticulture. Twenty years after the turn of the century, people have begun to turn back to plants. Starting with the renewed interest in houseplants and vegetable gardening, and reinforced by image driven social media, plants began to once again enter the mainstream. This was kicked into high gear during the pandemic of 2020, and the demand for plants and interest in gardening that started when people were quarantined at home continues to grow. This talk looks at where and how we can continue to build on these trends. C.L. offers ideas for how IGC's and others in the green industry can keep new gardeners interested and help them to be successful. We'll look at how we can meet the public where they are, and make links between plants and what people care about.

TRACK: Greenhouse Biocontrol // **ROOM:** Federal

How to Handle and Release a Variety of Beneficial Arthropods for Greenhouse Biocontrol, Including Mistakes to Avoid

John Sanderson, Cornell University

How can you ensure that the beneficials you've purchased will work their best? Learn how to avoid making mistakes in how you release and manage beneficial organisms to maximize the cost-effectiveness of your investment. Learn best practices for receiving shipments and storing a variety of beneficials (and which ones should not be stored), and how to release them into your greenhouse for best results.

EDUCATIONAL SESSION DESCRIPTIONS

TRACK: Perennial Plant Production // **ROOM:** Seminar

Tune in to Green Infrastructure Through the Power of Plants

Steve Castorani, North Creek Nurseries

From function, to aesthetic, to food source – producing plants that provide ecosystem services has become a rapidly expanding market opportunity for nursery growers and installers globally. Today, green infrastructure projects, including stormwater management and mitigation, green roofs, rain gardens, and bioswales are simultaneously curbing runoff, providing seasonal appeal, and nourishing our environment. Native plants used in these systems are beneficial for pollinators and create a lasting aesthetic impression. Join this session and learn more about why native plants are integral to providing solutions to stormwater management.

Thursday, November 4 • 2:30 - 3:30 PM

TRACK: Production of Cannabis sativa // **ROOM:** Colonial

Integrated Rootzone Management in Cannabis Production

Youbin Zheng, University of Guelph

This talk will discuss the important aspects of rootzone management (e.g., nutrient recipes and rates, water and oxygenation) and how to do Integrated Rootzone Management (IRM) in drug-type cannabis production for achieving better quality and yield. IRM is key for the success of all controlled environment (e.g., indoor and greenhouse) plant productions. IRM is a comprehensive approach to creating and maintaining a rootzone with adequate water, nutrients, and oxygen within an appropriate temperature range, and without being limited by abiotic or biotic stressors. This talk will mainly be based on the results from the extensive research we have been conducting over the past years.

TRACK: Production of Hydroponic Leafy Greens // **ROOM:** Cotillion

Managing Diseases on Herbs

Mary Hausbeck, Michigan State University

Greenhouse herbs as transplants for consumers and for fresh produce have increased in popularity. In this session, growers will learn of the diseases that may occur on herbs and the effective approaches to prevent losses. Basil downy mildew will be covered in detail with information provided regarding the latest fungicide approaches and the available disease resistant cultivars.

TRACK: Meeting // **ROOM:** Director's

Connecting Virtually and In Person - A Garden Communicators Meeting

C.L. Fornari, Garden Communicators

Whether you are a grower, in garden retail, a designer, or a passionate plant geek, you are communicating to the public about horticulture. Gather today to first hear a talk titled "Compellingly Zooming Into The Future ~ the benefits of communicating with customers virtually once we no longer have to do so" by C.L. Fornari. Learn how virtual programs can benefit your business moving into 2022 and beyond, and how to make such talks compelling. After this 30 minute presentation, we'll break into four special interest groups so that you can connect with others about Social Networking, In-person Events, Retaining the COVID Customer, and Learning About the Association for Plant Communicators: GardenComm.

TRACK: Greenhouse Biocontrol // **ROOM:** Federal

Upcoming Challenges in Biocontrol/ BCA Compatibility with Traditional Products

Ron Valentin, Bioworks, Inc.

In this presentation Ronald will highlight current and upcoming challenges. In addition, a deeper dive into the subject of compatibility. What is compatible and what isn't is not an easy question to answer. We will talk about the importance of how to approach BCAs and bio-control and will touch on the subject of 'what can I still spray' to more 'how do I avoid to get to the point where I have to spray'. We will also discuss this with an example of what can happen and did happen in a real situation.

EDUCATIONAL SESSION DESCRIPTIONS

TRACK: Perennial Plant Production // **ROOM:** Seminar

Improving Irrigation Applications

Amanda Bayer, University of Massachusetts, Amherst

Increasing production sustainability required improved application of production inputs. More efficient irrigation practices reduce the amount of water needed for production, decreasing the environmental impact of production, and can improve plant quality. Manipulation of irrigation for controlling plant growth will also be discussed.

Thursday, November 4 • 3:30 - 4:30 PM

TRACK: Production of Cannabis sativa // **ROOM:** Colonial

Optimizing CBD Yields

Allison Justice, The Hemp Mine

In this session Dr. Allison Justice will be discussing how to optimize CBD (and other cannabinoid) yields in controlled environments and field production. This session will discuss lighting, planting times, and cultivar selection.

TRACK: Production of Hydroponic Leafy Greens // **ROOM:** Cotillion

Practices to Have an Effective IPM and Biocontrol Program

Ron Valentin, Bioworks, Inc.

In this presentation the focus will be on a systematic approach to using BCAs and Biocontrol in Leafy green and herbs. The use of sustainable systems, including banker plants will be part of this approach. The most common pest and their BCAs will be highlighted. The approach of using BCAs as a first line of defense will be discussed.

TRACK: Greenhouse Biocontrol // **ROOM:** Federal

Keep Yourself Up to Date With What's Happening in Pest Management

Suzanne Wainwright-Evans, Bug Lady Consulting

Get the latest news on what is happening in the pest management world. This will include new biocontrol products, techniques and tools to help with your IPM program.

TRACK: Perennial Plant Production // **ROOM:** Seminar

Diseases of Perennials and Their Management

Sinclair Adams, Pennsylvania State University

This presentation will include virus, Phytoplasmas (MLO's), bacterial diseases, & fungal examples of diseases, as well as control procedures (chemical, cultural, biological, and the use of resistant varieties). Identification procedures for diseases will be elaborated and methods for successful control will be explained.

MEET THE PRESENTERS

SINCLAIR ADAMS

Pennsylvania State University
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Sinclair received a BS from the University of Wyoming in Plant and Soil Science in 1983, and a MS from the University of Vermont in Plant and Soil Science in 1988. He is an Extension Educator in Floriculture with Penn State Extension, based in Lebanon County PA, and has been the Flower Trial Director since 2013. He has been in education at multiple institutions including the University of Vermont (Adjunct) in 2013, Temple University (Adjunct & Senior Lecturer) from 2000 to 2006, and Temple University as a Research Fellow from 2002 to 2006. He also served at The Barnes Foundation as an instructor from 1995 to 1997. Sinclair has over 30 years industry experience; recently, as Plant Scientist for Vermont Organics Reclamation, and owner of Dunvegan Nursery from 1989 to 2009. He was also a Range Manager at Greenleaf Enterprises from 1988 to 1989, and Assistant Horticulturalist at The Brandywine Conservancy. Sinclair has been published in research on The Penn State Flower Trials, as well as on plant propagation, nitrogen nutrition of perennial plants, stock plant management, germplasm releases from 1990 to 2013 in ASHS proceedings, Journal of Environmental Horticulture, HortScience, Perennial Plant Association, Daylily Journal, IPPS proceedings, and American Nurseryman. He has been an invited speaker at Penn State Seminar series, The Western PA Greenhouse Conference, Mifflinburg Central Greenhouse Meeting, Mid-Atlantic Fruit & Vegetable Conference, Lancaster Agricultural Industry Conference, the Vermont Flower Show, University of Vermont, Solar Fest, Perennial Plant Association, Northern New England Nursery Conference, Millersville Native Plant Conference, US National Arboretum, Lahr Conference, Delaware Extension Meeting, New England Greenhouse Conference, and International Plant Propagators Society. Holder of 15 plant patents, Sinclair has developed Tiarella, Chrysanthemum, and Phlox selections for industry, and is a member of ASHS, PPA, Pi Alpha Xi, and the Hardy Plant Society.

SUE ADAMS

Adams Fairacre Farms
sooadams@aol.com

Sue Adams is vice-president of Adams Greenhouses, a five acre operation in Poughkeepsie, NY. Their largest account is the family's four garden centers which they supply with over four million garden plants. Sue works closely with Adams' marketing department, creating special promotions, brochures and website information. She is an award winning container designer, graduate of Cornell University, serves on the New England Floriculture Board and is president of New York State Flower Industries. She is speaking for her company's merchandises who love talking to customers but are too shy to speak in front of a group.

AMANDA BAYER

University of Massachusetts, Amherst
abayer10@umass.edu

Dr. Mandy Bayer is an Extension Assistant Professor of Sustainable Landscape Horticulture at UMass Amherst. She has a BS in Landscape Contracting from Penn State, a MS in Crop Sciences from the University of Illinois, and a PhD in Horticulture from the University of Georgia. Her research and extension outreach focuses on increasing the sustainability of built landscapes through improved landscape establishment and maintenance and improving ornamental plant production practices. She is particularly interested in improving irrigation and fertilizer use.

MEET THE PRESENTERS

FULYA BAYSAL

Tennessee State University
fbaysalg@tnstate.edu

Dr. Fulya Baysal-Gurel is an associate professor at the Tennessee State University Otis L. Floyd Nursery Research Center in McMinnville, TN. Her research program focuses on the on the development of sustainable, environmental friendly and economical management practices for woody ornamental diseases. Research emphasis areas are 1) detection, diagnosis of fungal, oomycete, bacterial and viral diseases on woody ornamentals using both molecular and classical techniques in nursery production and their management, 2) detection of pathogen and biocontrol agent populations through soil ecosystems, 3) molecular characterization of soil-borne pathogens of field and container-grown woody ornamentals in Tennessee and determining the grower perceptions and knowledge of soil-borne pathogens on woody ornamental production and management practices available and 4) development of sanitation practices for mechanically transmitted woody ornamental diseases.

A. J. BOTH

Rutgers University
both@sebs.rutgers.edu

A.J. Both is a Professor and Extension Specialist in Controlled Environment Engineering in the Department of Environmental Sciences at Rutgers University. His research focuses on methods and systems to provide the optimum growing environment in protected plant production facilities and include topics such as hydroponics, supplemental lighting, crop modeling and the use of energy in agricultural systems. He teaches undergraduate and graduate classes at the School of Environmental and Biological Sciences. He serves as an associate/consulting editor for publications by the American Society of Agricultural and Biological Engineers and the American Society for Horticultural Science. He is involved in the development of professional standards that address the design and operation of commercial and research plant production facilities.

VANESSA CAMPOVERDE

University of Florida
evcampoverde@ufl.edu

E. Vanessa Campoverde is a bilingual University of Florida/ (IFAS) Educator. She provides training to growers and green industry professionals in south Florida since 2011. Ms. Campoverde began her career in agriculture since 2001 working at The International Potato Center in Peru. After graduating from her Master's in Plant Pathology from the University of Florida, she worked as a plant research scientist for the Plant Diagnostic Clinic at the Tropical Research and Education Center in Homestead, FL. Campoverde has gained invaluable experience in leadership and agricultural projects involving research, teaching and Extension appointments in collaboration with research institutions, society organizations, academia and private industry. She has interacted with local, national and international audiences in Latin America and USA. Vanessa was recipient of the UF/IFAS Award for Excellence in Internationalizing Extension, Florida Association of County Agricultural Agents Young Professional Award among other recognitions.

MEET THE PRESENTERS

STEVE CASTORANI

North Creek Nurseries

steve@northcreeknurseries.com

Steve Castorani is President, CFO and co-Founder of North Creek Nurseries of Landenberg, Pennsylvania, a progressive nursery specializing in perennial, fern, vine, and ornamental grass plug production with an emphasis on Eastern regional native plants. In 2004, Steve co-created the American Beauties Native Plant® brand, which distributes plants to independent garden centers throughout regions of the United States. He also co-owns an independent garden center—Gateway Garden Center located in Hockessin, Delaware with his wife Peg, a business they established in 1986. Steve is past president of the International Plant Propagator's Society, and became a Society Fellow in 2005. In 2012 he had the honor of receiving the society's most prestigious Award of Merit. Steve is very involved in his state's green industry and served two years as President of the Delaware Nursery and Landscape Association, as well as serving on the Delaware Invasive Species Council, developing guidelines for the implementation of an invasive species policy for the state. Most recently, Steve became the 2020 recipient of the Paul Ecke Jr. Commercial award given by The American Horticultural Society in recognition of his contributions to commercial horticulture.

GERSON CORTES

FlowVision

cortes@flowvision.com

Gary's 36 years of Lean Flow Manufacturing experience includes actual implementations in factories where he worked at as well as guiding Lean Flow implementations in companies around the world. In 1998 Gary and three other partners founded FlowVision, LLC, - The Lean Business & Supply Chain Consulting Group. He has implemented in companies that produce as few as one product a day in the semiconductor capital equipment industry and as many as 20 billion coins a year at the US Mint. His experience ranges from high tech, high volume to machine intensive, low volume, make to order industries. Some of the products that he implemented Lean Flow on include: Ultrasound and cat-scan medical equipment, sanitary ware, semiconductor capital equipment, networking equipment, SMT lines, leather, and electromechanical equipment.

CHRIS CURREY

Iowa State University

ccurrey@iastate.edu

Christopher J. Currey is an Associate Professor of Horticulture in the Department of Horticulture at the Iowa State University, specializing in greenhouse and controlled-environment crop production. Dr. Currey received his B.S and M.S. degrees from the University of Minnesota, and received his Ph.D. from Purdue University. Chris has responsibilities in teaching, research, and Extension. He teaches courses on greenhouse operations and management, hydroponic food crop production, floriculture crop production, and landscape plant production. Chris' greenhouse crop and controlled-environment research is focused on providing research-based best-management practices to support commercial producers of ornamental and food crops to improve productivity, profitability, and sustainability using and managing light, temperature, mineral nutrition, and plant growth regulators.

MEET THE PRESENTERS

MARGERY DAUGHTREY

Cornell University
mld9@cornell.edu

Margery Daughtrey is a Senior Extension Associate with the Section of Plant Pathology and Plant-Microbe Biology of Cornell University. She has conducted a research and extension program on the management of diseases of ornamental plants since 1978, at Cornell's Long Island Horticultural Research and Extension Center in Riverhead, NY. She educates growers on management of greenhouse and nursery crop diseases, runs a diagnostic laboratory and investigates controls for boxwood blight, impatiens downy mildew, and other terrible diseases. Daughtrey holds a B.S. degree in Biology from the College of William and Mary and an M.S. in Plant Pathology from the University of Massachusetts. She is coauthor of several books, including Diseases of Herbaceous Perennials and the recent Compendium of Bedding Plant Diseases and Pests.

C.L. FORNARI

clforfarni@gmail.com

C.L. Fornari speaks to the public and professionals in the green industry about plants, gardens and horticulture. She writes a regular column for Garden Center Magazine and is the author of eight books, host of GardenLine on WXTK and co-host of the Plantrama podcast. Her not-so-secret mission is to get horticulture back into pop culture...in the meantime she cultivates plants at Poison Ivy Acres on Cape Cod and blogs at www.GardenLady.com.

DAN GILREIN

Cornell Cooperative Extension of Suffolk County
dog1@cornell.edu

Dan Gilrein is Extension Entomologist with Cornell Cooperative Extension of Suffolk County and has been with Cornell since 1987. He provides extension and research information concerning pest management for growers of greenhouse and other crops and also for landscape professionals.

CELINA GOMEZ

University of Florida
cgomezv@ufl.edu

Dr. Gómez has a BS from Zamorano University in Honduras, a MS from the University of Arkansas, and a PhD from Purdue University. She joined the Environmental Horticulture Department at the University of Florida in late 2016, where she has research (60%) and teaching (40%) responsibilities. She leads a cross-commodity research program that supports specialty crop production in Controlled Environments. Her area of expertise is plant lighting and hydroponics and teaches 'Greenhouse and Nursery Crop Culture' and co-teaches 'Hydroponic Systems' and 'Advanced Controlled Environment Plant Production'. Dr. Gómez is the University representative for the NCERA-101 (Committee on Controlled Environment Technology and Use) and the NE-1835 (Resource Optimization in Controlled Environment Agriculture). She also serves as faculty advisor to the Zamorano Alumni Association at UF, comprised of international graduate students and staff.

MEET THE PRESENTERS

MARY HAUSBECK

Michigan State University
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Dr. Hausbeck's research and extension programs reflect Michigan's diversity and currently include asparagus, snap bean, broccoli, carrot, celery, cucurbits (cucumber, melon, pumpkin, squash), onion, pepper, tomato, greenhouse vegetable transplants, and ginseng. She has a long history of working in floriculture crops, with emphasis on poinsettia, geranium, cut flowers, bedding plants, and herbaceous potted plants. Although the Hausbeck laboratory is involved in a wide variety of research projects reflective of her broad commodity responsibility, her overall goal is to increase growers' profitability through novel and integrated disease management strategies.

ALLISON JUSTICE

The Hemp Mine
allisonjustice@gmail.com

Allison Justice graduated Clemson University with a Ph.D. in Plant and Environmental Science. After graduation, Dr. Justice joined the cannabis industry, teaming up with OutCo LLC., a vertically integrated cannabis producer in San Diego, CA. She pioneered industry research focused on controlled agricultural lighting and post-harvest production. Currently, Dr. Justice is founder and CEO of The Hemp Mine, a South Carolina based vertically integrated hemp company. In addition to farming 30 acres, The Hemp Mine supplies premium hemp genetics bred in house across the US. The Hemp Mine produces a wide array of consumer products ranging from smokable flower to topicals to tinctures of different concentrations for both humans and animals. These consumer products are sold in over 1,500 retail stores in the southeast.

JOHN KENNEDY {KEYNOTE SPEAKER}

John Kennedy Consulting
john@ishakeitup.com

John Kennedy is a professional speaker, strategist and author who, over the last two decades, has been building and delivering business sales, service and success strategies to over 500,000 audience members world-wide, one innovative idea at a time.

ELIZABETH LAMB

Cornell Cooperative Extension
eml38@cornell.edu

Elizabeth Lamb is the coordinator for Ornamental IPM for the New York State Integrated Pest Management Program. She works with ornamental producers to find effective, economical and environmentally sound techniques to prevent losses from insect, disease, weed, and other pests. She has been in this position, part of Cornell Cooperative Extension since 2006. She has a MS from Cornell and a PhD from the University of Minnesota. One of her primary interests is in the use of biological control to manage insect pests.

JOYCE LATIMER

Virginia Tech
jlatime@vt.edu

Dr. Joyce Latimer is the Extension Specialist for Greenhouse Crops for Virginia Cooperative Extension (VCE). She assists local VCE agents in solving grower problems, provides direct support to commercial greenhouse operators, and develops educational programming for VCE agents and greenhouse operators. She also serves as an educational advisor to the Virginia Greenhouse Growers Association. Joyce conducts research on plant growth and development with over 30 years of experience with growth regulation of herbaceous perennials.

MEET THE PRESENTERS

ROBERTO LOPEZ

Michigan State University
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Dr. Roberto Lopez is an associate professor and controlled environment/floriculture extension specialist with a 45% research, 30% teaching, and 25% extension appointment in the Department of Horticulture at Michigan State University. His research focuses on propagation and production of young and finish plants (including bedding plants, specialty cut flowers, leafy greens, and culinary herb crops) in the field, high tunnels, and greenhouses. His cut flower research aims to increase yield, stem length and caliper, quality and reduce production time by manipulating the growing environment.

NEIL MATTSON

Cornell Cooperative Extension
neil.mattson@cornell.edu

Neil Mattson is a professor and greenhouse extension specialist in the School of Integrative Plant Science at Cornell University. Neil joined Cornell in 2007 after completing his PhD from the University of California Davis and Master's from the University of Minnesota. Neil is the director of Cornell's Controlled Environment Agriculture group and his research is focused on optimizing crop performance and resource use efficiency of greenhouse flower and vegetable crops. Particular research interests include LED lighting and environmental control to reduce energy use and fertilization strategies to improve crop performance.

JOSEF RACSKO

Mycorrhizal Applications
Graham.Hetland@mycorrhizae.com

A biorational industry veteran, Dr. Racsko has conducted extensive research on the topic of mycorrhizal fungi, and the benefits that they can provide plant producers. Jozsef has a Masters and a PhD degree in plant physiology. After his studies, in 2008, Jozsef took a research position at the Ohio State Univ. where he also served as an extension agent for tree fruit growers. In 2012, Jozsef joined Valent BioSciences as Product Development Manager for plant growth regulators (PGRs). After the acquisition of Mycorrhizal Applications, LLC by Valent BioSciences he was relocated from Chicago to Southern Oregon as Technology Manager. In this role, he manages the mycorrhiza and PGR research programs at MA and production technology development activities of mycorrhizal fungi.

JOHN SANDERSON

Cornell University
jps3@cornell.edu

John Sanderson has been a professor in the Department of Entomology at Cornell University for over 30 years. He has research/extension responsibilities for arthropod pest management on greenhouse crops, with an emphasis on biological and integrated control. He has done research on every serious greenhouse pest and most of the predators, parasitoids, and pathogens used against them. He has given numerous talks at many of the major national and regional greenhouse grower conferences, and published articles in major trade magazines. His primary goal is to help growers accomplish cost-effective, sustainable management of the pests that plague greenhouse crops.

MEET THE PRESENTERS

MUHAMMAD SHAHID

University of New Hampshire
Muhammad.Shahid@unh.edu

Muhammad is working as Greenhouse and Nursery Production State Specialist/Extension Associate Professor in the Cooperative Extension and Department of Agriculture, Nutrition & Food Systems, UNH. He received a PhD in horticultural stress physiology. His areas of expertise include plant physiology and biochemistry, nutrient and water management, plant growth regulators, abiotic stresses and hydroponic/aeroponic systems.

DAN SNYDER

Adams Fairacre Farms
DSnyder@adamsfarms.com

Dan Snyder is the Recruiting and Training Coordinator for a family-owned business of over 1,300 employees, Adams Fairacre Farms. He earned his Bachelor's degree in Business Economics from SUNY Oneonta while working at Adams throughout his college education and when he graduated, he accepted an IT position with Adams to begin his professional career. After a year of working in IT, he transferred to HR as the Training Coordinator, eventually taking on Recruitment and has been doing so for the past six years. Dan is a proud member of the Beta Gamma Sigma honor society for top business school students and a 2020 graduate of the Leadership Dutchess program. Dan now continues his search for new talent and expertise every day in hopes of bringing those individuals to continue their careers with Adams.

AMANDA THOMSEN

Kiss My Aster
amanda@kissmyaster.com

Amanda Thomsen is a horticulturist, garden designer, keynote speaker, freelance writer, backyard consultant, and author living in suburban Chicago. Amanda wants to help the world live more sustainably (but without a load of effort and twice the fun)! Amanda has been working in gardens, garden centers and landscaping for the last 20 years. Her focus is bringing rule-breaking fun, a little kitsch and a lot of humor into an industry that is often thought of as stodgy and full of rules. Amanda speaks and gives classes at events of all sizes throughout the United States.

RONALD VALENTIN

Bioworks, Inc.
rvalentin@bioworksinc.com

Ronald Valentin was born in the heart of the greenhouse industry in the Netherlands. His family owned a greenhouse operation and his father started using biological control in 1971. At a very young age Ronald developed an interest for the "bugs" and as a teenager he was managing and producing the biological control agents for the family greenhouse operation. After finishing his education in crop protection management, biochemistry and vegetable production at State Secondary College of Agriculture in De Lier the Netherland, he embarked on a career in biological control in 1986. After working in biological control technical support in the Netherlands and several other European countries, he came to Canada for his first visit in 1996. After traveling to Canada once every 6 to 7 weeks in 1996 and 1997 he immigrated to Canada in December 1997. In March 2004 he became a Canadian Citizen. Over the years Ronald has worked with many growers to set up sustainable and effective pest management programs with as a focus to use BCA's as a first line of defense. He also has trained and managed technical support teams in Europe, Canada and the USA. Ronald is currently Director of Technical Business, BCA at BioWorks, out of Victor, NY. Ronald is very passionate about making an IPM and biological control approach work for each and every grower as well as reducing the use of pesticides for the better of the environment and the future.

MEET THE PRESENTERS

SUZANNE WAINWRIGHT-EVANS

Bug Lady Consulting

buglady@bugladyconsulting.com

Suzanne Wainwright-Evans is a horticultural entomologist specializing in integrated pest management. Suzanne has been involved in the Green Industry for more than 30 years with a primary focus on biological control and using pesticides properly. She is a graduate of the University of Florida with degrees in both Entomology and Environmental Horticulture. She has worked throughout the United States and internationally consulting to greenhouses, nurseries, landscapers, cannabis production and interiorscape companies. Additionally, Suzanne has published articles in trade magazines and scientific journals. She teaches workshops and lectures professionally to industry groups bringing her scientific as well as practical approach to learning. She is the owner of Buglady Consulting, now in business for 21 years.

MATTHEW WALLHEAD

University of Maine

matthew.wallhead@maine.edu

Dr. Matt Wallhead is the Ornamental Horticulture Specialist with Cooperative Extension and Assistant Professor of Horticulture in the School of Food and Agriculture at the University of Maine in Orono. He conducts applied research that responds to the needs of Maine's ornamental horticulture industry and educates growers on management practices that will enable them to increase production efficiency and profitability.

RICK YATES

Griffin Greenhouse Supplies, Inc.

ryates@griffinmail.com

Rick Yates has been providing technical support for greenhouse and nursery growers for over 29 years through Griffin Greenhouse Supplies. As Technical Services Manager for GGSPRO, Rick has created over 100 technical bulletins in addition to writing for various trade publications and the Griffin Gazette. He also regularly speaks on topics including: pest control, pollinator safety, growth regulators, plant nutrition and crop culture at many venues across the country. Rick received his B.S. in Horticulture from the University of Maryland in 1979.

YOUBIN ZHENG

University of Guelph

yzheng@uoguelph.ca

Dr. Zheng is a professor at the University of Guelph, Canada, and the president of the Canadian Society for Horticultural Science. He has extensive research experience in controlled environment plant production and published more than 130 peer-reviewed scientific papers. His recent research focus includes indoor cannabis and other medicinal and nutraceutical plant production, greenhouse ornamental and vegetable production, nursery and landscape plant production. Dr. Zheng has been actively involved in indoor cannabis production research in the past years, and his group has published North America's first few peer-reviewed scientific papers on indoor cannabis production. He developed and currently is teaching the world first university-level Cannabis Production course. Dr. Zheng has been frequently invited to speak about his research results nationally and internationally.

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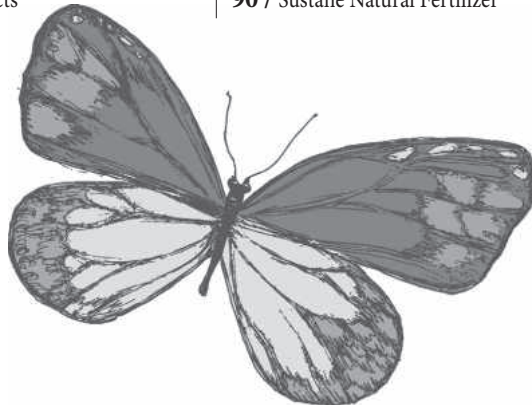
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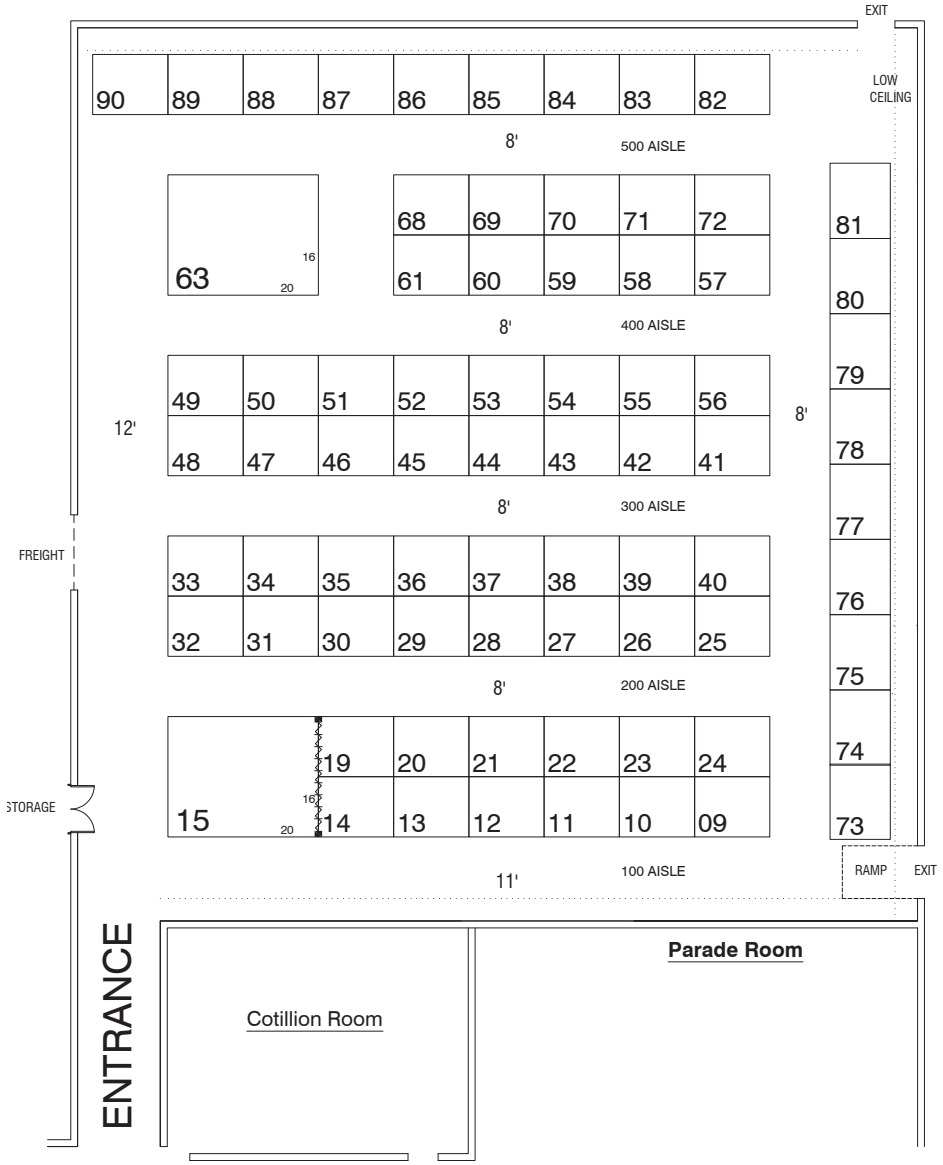


EXHIBITORS - BY BOOTH

- 9 / Texpak, Inc.
- 10 / Farm Credit East ACA
- 11 / Pace49 Inc.
- 12 / East Jordan Plastics, Inc.
- 13 / Bioworks, Inc.
- 14 / Meister Media Worldwide
- 15 / Ball Seed
- 19 / Lambert Peat Moss Inc
- 20 / TakkaCor Technologies
- 21 / Sonco Pipe & Tube
- 22 / IPM Laboratories, Inc.
- 23 / OESCO Inc.
- 24 / KUBTEC Scientific
- 25 / Paul Boers Manufacturing
- 26 / Plant Products
- 27 / ASB Greenworld, Inc
- 28 / Neptune's Harvest
- 29 / Helena Agri Enterprises
- 30 / BioSafe Systems
- 31 / Bayer Greenhouse and Nursery
- 32, 33 / Mycorrhizal Applications
- 34 / Horticultural Professionals
- 35 / Biobee USA
- 36 / Premier Tech Horticulture
- 37 / Candidus
- 38 / Maril Products Inc.
- 39 / Messersmith Biomass Boilers
- 40 / JP Bartlett Co, Inc.
- 41, 56 / Jolly Farmer Products
- 42, 43 / PEX Inc.
- 44, 45 / Prides Corner Farms
- 46 / Charter Oak Nursery Sales
- 47 / Gro 'n Sell, Inc
- 48 / DS Cole Growers Inc
- 49, 50 / Progressive Grower Inc.
- 51 / King Farm
- 52 / United Greenhouse Systems, Inc.
- 53 / Envirem Organics Ltd
- 54 / KOBA Corp
- 55 / BASF
- 60 / Biobest
- 61 / Automated Systems
- 63 / Griffin Greenhouse Supplies, Inc.
- 69 / Smart Farm Innovations, LLC
- 73 / Syngenta Professional Solutions
- 74 / Country Folks Grower
- 75 / Rimol Greenhouse Systems
- 76, 77 / Northeast Greenhouse & Nursery Supply
- 78 / Oldcastle, APG
- 79 / Lynx Associates, Inc
- 81 / Koppert Biological Systems, Inc.
- 82 / J.C. Van Der Spek Greenhouse Services, LLC.
- 83 / Chestnut Hill Marketing
- 84 / Connecticut Greenhouse Company, LLC
- 86 / Eastern Shore Nursery of Virginia
- 87 / Weaverline, LLC
- 88, 89 / Pleasant View Gardens
- 90 / Sustane Natural Fertilizer



EXHIBITOR MAP



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