



**NORTHEAST
GREENHOUSE 2014**
CONFERENCE AND EXPO

Growing the Northeast's floriculture industry for 42 years!
Mass Mutual Center @ Springfield, Massachusetts @ November 5 & 6, 2014



Keynote Presentation: Acres Online Live

Presented by: Chris Beytes, editor *GrowerTalks*/*Green Profit*
at the 2014 Northeast Greenhouse Conference and Expo,
Mass Mutual Center in Springfield, MA. www.negreenhouse.org

Do you get the weekly email newsletter *Acres Online* from *GrowerTalks* editor Chris Beytes? Almost 27,000 industry insiders from around the world depend on his news and insights to help them keep up with the fast-paced world of professional horticulture. Chris combines 30 years of industry experience, professional journalism skills and a wry sense of humor to keep it informative, fact-filled and fun. And now he's live! In *Acres Online Live*, Chris will share the latest horticulture industry trends from around the world New England, North America and the world—the most timely information you need for the coming season. From downy mildew in the U.S., floral trends from Europe and more, Chris will cover the gamut. And you can expect a few things he wouldn't dare put in print!

Chris Beytes is editor of *GrowerTalks* and *Green Profit* magazines, contributing editor of *FloraCulture International* and the author of the widely read weekly e-newsletter *Acres Online*. He got his start in horticulture in 1980 at the University of Florida, after buying three six-packs of Benary's Cocktail begonias for his then-girlfriend (now wife) Laurie. She instantly switched her major to horticulture, he majored in journalism and minored in horticulture, and upon graduation in 1983 they opened Indian River Ornamentals, growing flowering potted plants for Florida florists and garden centers.

In 1993, after almost a decade of greenhouse ownership, he took the job as managing editor of *GrowerTalks* and moved to Chicagoland. Since then, he's moved up the Ball Publishing editorial and publishing ladder and is now Editor, managing the division for Ball Horticultural Co.

In his position, Chris travels the U.S. and the world to stay current on the latest horticultural production, marketing and retailing technologies and trends, sharing what he learns in the pages of *GrowerTalks*, *Green Profit* and *Acres Online*, which is received by almost 27,000 industry folks in 68 countries.

Chris practices what he preaches: His own garden has been featured in *Better Homes and Gardens*, thanks to Laurie's prowess with flowers pots. In any given summer, there are about 200 containers (all terra cotta) on his back patio.

The Northeast Greenhouse Conference and Expo is sponsored by the Extension programs of the six New England State Universities, New York State and New England Floriculture, Inc. For more information on the Northeast Greenhouse Conference and Expo, visit the website, www.negreenhouse.org

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