



Commercial Flower Growers Fall Conference

Three excellent speakers provided a lot of food for thought for the people attending the Commercial Flower Growers of Wisconsin Fall Conference In Denmark, WI, September 16.

PDF copies of all of the presentations can be linked to via their titles.

Peter Konjoian spoke first on [Calculating Crop Revenue and Profitability](#) and followed it up with [Crop Shrinkage: The Silent Assassin](#).

[Konjoian](#) is co-owner of Konjoian's Greenhouses in Andover, Mass and is president of Konjoian's Floriculture Education Services (KFES). He is also a member of the OFA board of directors and spoke at this year's OFA Shortcourse.

Suzanne Baker, co-owner of [Rush Creek Growers](#) in Spring Valley, Wisconsin, spoke on "Growing Green" and provided an introduction to sustainable greenhouse production.

Harvy Lang of Syngenta brought information on [New and Popular varieties](#) being offered for 2009-2010 and then covered steps to be taken to achieve [Profitable Geranium Production](#).

Floral Plant Growers provided lunch and a tour for those in attendance.

High Tunnel Conference Video

Cornell University recently sponsored a seminar on utilizing High Tunnels for extending the season early and late for vegetables, flowers and berries.

Watch the complete presentation [HERE](#)

Encouraging Young Gardeners

One of the best ways to reach the new generation of gardeners is through their children.

<http://www.thebulbproject.org/> is an excellent place to start.

If you are a teacher or master gardener there are all kinds of activity ideas, how-to resources, videos and basic information resources.

If you are a retailer, there are ideas on how to partner with schools and youth groups.



YouTube Channel about [Bulb Flower Growing](#)

The Netherlands Flower Bulb Information Center has 19 videos on planting and caring for and using flower bulbs, both indoors and out.

2010 Color Trends

Pantone has issued their 2010 Color Trends report and [Greenhouse Product News](#) has translated it into News You Can Use for the Green Industry. The theme for 2010: "splashes of sunshine".

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Profit Producing Words

According to Andrew Dumais in "Marketing" the following words are the most persuasive words in the English Language. Use them in your next marketing campaign to see how they work.

Discover
Guarantee
Love
New
Results
Save

Easy
Health
Money
Proven
Safety
You

Others to consider are:

Announcing
Fast
How
Power
Secrets
Why

Benefits
Free
Now
Sale
Solution
Yes

First American Garden Award Competition

Since April, visitors to 17 U.S. public gardens have been voting for their favorite garden plants. The winners of the First [American Garden Award](#) competition are Rudbeckia 'Tiger-Eye Gold,' followed by Petunia 'Baby Duck Yellow' and Pentas 'Northern Lights Lavender.'



The American Garden Award is a new competition started by the All-America Selections board of directors. The competition enables garden visitors to text message or phone in their votes.

Northern Green Expo

The 2010 Northern Green Expo has launched a web site (www.NorthernGreenExpo.org) that includes an online vendor and product directory.

The Expo will be held January 6-8, 2010 at the Minneapolis Convention Center. The trade show and educational sessions are produced by MNLA and the Minnesota Turf and Grounds Foundation.

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