



Garden Center Symposium

January 27-28, 2009 are the dates for this year's Garden Center Symposium being held at the Country Springs Hotel in Waukesha, WI.

This educational symposium is an opportunity for growers, wholesalers and retailers to participate in educational seminars, visit with vendors and learn from each other as we go in to the 2010 season.

The agenda, registration information and a list of the vendors can be found at www.gardencentersymposium.com. On-line meeting registration is available.

Additional Upcoming Events

[Mid-Am Horticultural Trade Show](#), January 20-22, 2010, Chicago, IL

[Northern Green Expo](#), January 6-8, 2010, Minneapolis Convention Center

Field Trial Information

The West Madison Agricultural Research Station with sponsorship from the Commercial Flower Growers was again the site of several flower and vegetable trials. The results are an excellent way to see how varieties do in Wisconsin's climates. [Link here](#) and you will find all the results at the bottom of the page.

Results from trials in other parts of the country can be [found here](#).

AAS 2010 Selections

The newest All America Selections winners are:

[Gaillardia F1 'Mesa Yellow'](#) - Flower award winner

[Snapdragon F1 'Twinny Peach'](#) - Bedding Plant winner

[Viola F1 'Endurio Sky Blue Martien'](#) - Cool Season Award Winner

[Zinnia 'Zahara Starlight Rose'](#) - Bedding Plant Award Winner

Complete details on each of these plants can be found at the [AAS website](#).



Zinnia 'Zahara Starlight Rose'

Easter Lily Production

The Easter lily crop for 2010 follows a mid-date crop schedule. A mid-date schedule for Easter that falls between April 3-15 is best from a grower perspective because it doesn't require any special management tactics to either slow down or speed up crop development. Also, in northern climates, having the crop out of the greenhouses at the end of March allows plenty of time to fill them up for spring production.

To help you schedule your Easter crop, [this article provides](#) some dates and guidelines to help you along.

Heating Efficiency

Fall is a good time to have your heating system serviced in preparation for the upcoming cold winter months. The cost is usually more than offset by the 5-10 percent gain in efficiency. [Read on](#) for information on a few things that may be overlooked.

Perennials Marketing Contest

For three years, Plant Publicity Holland and the Perennial Plant Association gathered photos and descriptions of stellar retail displays for its Perennials Marketing Contest. Here is [a visual tour of entries](#) that caught the eyes of the judges and helped garden centers boost interest in perennials.



New Varieties from Around the World

[Garden Center Magazine](#) has provided a list of indoor and outdoor plants that will be new on the market.

Promoting the Green Industry

Would you support a grass roots national marketing promotion?

Here's an article from [Greenhouse Grower.com](#), making a case for doing just that.

Following that, here's [a counter argument](#) calling for support of a grass roots marketing program already in place, [America In Bloom](#).

Poinsettias

Gordon Johnson, Commercial Horticulture Agent in Delaware has a [series of posts](#) on Poinsettia growing including:

- Poinsettia Leaf Distortion
- Cloudy Weather and Calcium on Poinsettias
- Pythium on Poinsettias
- Weak Side Stems and Stem Breakage

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