



BRADFIELD  
ORGANICS

Bob Scott



Johnathan Cude



Andy Seckinger



Kim Lovelace-Young



Craig Pisarkewicz



Art Follett, Lindsi Oestermann



Gary Hinegardner



Bill Harbstreet



Pea  
Ridge  
Forest

Mike Rood



Jeff Smith



Green Industry Continuing Education



## Growing Together 2010

Thursday February 4th, 9:00am- 4:30pm  
Bradford Research Center  
4968 Rangeline Road, Columbia, MO



Missouri State  
Florists' Association  
P.O. Box 632  
Columbia, MO 65205  
(573) 882-9631  
trinkleind@missouri.edu



Missouri Landscape &  
Nursery Association  
P.O. Box 81  
Bowling Green, MO 63334  
(636) 922-3656



Plants of Merit



MISSOURI

8:00-8:45 Registration



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Missouri State Florist Association  
Winter Short Course

8:45-9:00 “Growing Together with MLNA” - Presidents Update-Bryan Stringer-Plans for 2010

9:00-9:45 **Adding Social Networking To Your Marketing Mix**-Judy Allmon, Director of Business Development, Clarity Connect Inc. All a-twitter about social marketing? Spice up your perfect marketing mix with this ingredient to create more sales.

9:45-10:15 **Panel Discussion—Social Networking** lead by Judy Allmon-Director of Business Development, Clarity Connect Inc. Panel Participants: Dan Simmons, Ellen Barredo, Sandi Hillermann-McDonald, Curtis Stillwell

10:15-10:30 **Break with Vendors**

10:30-11:30 **New Bedding Plants for 2010**- Derek Schrof, Sales Representative, Ball Seed

11:30-12:30 **Lunch** **Pest Update - Collin Wamsley** - Entomologist, Missouri Department of Agriculture  
**MLNA-Green Industry Stars Certification Program Update** - Chris Starbuck  
**Mike Collins**, Director /Professor, Division of Plant Sciences, University of Missouri

12:30-1:00 **Recognition of Vendors - See back panel for complete list.**

**Break out Sessions - Choose between the following programs**

1:00-2:00 **Geraniums & Vegetative Annuals**  
Joe Rawley, Syngenta Horticultural Products

1:00-2:00 **Bio-fuels Effects on the Horticulture Industry**  
Gary Hinegardner, Sales Representative, Missouri Mulch

2:00-3:00 **Greenhouse Growing My Way**  
Al Cordle, Bonnie Plant Farm

2:00-3:00 **Ornamental Insect, Diseases & Their Controls**  
Andy Seckinger, Marketing Manager, OHP

3:00-3:15 **Break - Visit Vendors**

3:00-3:15 **Break - Visit with Vendors**

3:15-4:00 **Alternative Energy Sources for Greenhouse Heating**  
Roger Reed, S&R Sales Company

3:15-4:00 **Plants of Merit - 2010 Program Update**  
Chris Nejelski, Plants of Merit Coordinator, Missouri Botanical Gardens

4:00-4:45 **pH Management in Greenhouse Nutrition**  
David Trinklein, University of Missouri

4:00-4:45 **Panel Discussion - Coping in a Down Economy**  
**Panelist:** Luke Young, Alice Longfellow, Art Follet, Lyndsi Oestermann, Mark Sharp