



Greenhouse Profitability Seminar

October 6, 2009, at Lewis Ginter Botanical Garden-Richmond, VA

8:30 – 9:00 Registration
9:00 am Welcome and Introductions
9:15 – 12:45 Morning Session

Dr. Charles Hall, Professor and Ellison Chair of International Floriculture, Texas A&M University

Remember when your algebra teacher said some day you'll use this stuff?



Dr. Brian Whipker, Professor and Extension Floriculture Specialist, North Carolina State University

Understanding and Managing Production Costs

12:00 – 12:45 Lunch provided
12:45 – 3:30 Afternoon Session



Dr. Charles Hall

Different isn't always better, but Better is always different!

Grower Panel (moderated by Charlie Hall and Brian Whipker)

How do you intend to stay profitable?

What are your predictions for fall sales? Christmas??



Special thanks to Gold level Speaker Sponsors: Scotts
Special thanks to Silver level Sponsors: JR Peters, Inc.



SPECIAL EVENT FOR ASSOCIATION MEMBERS!!

All members of the supporting associations, VFGA, NCCFGA and MGGA, as well as sponsors are invited to attend at reception with the speakers. The reception will be held from 6:30 to 8:00 pm Monday, October 5th at Boulevard Flower Gardens, 2022 Ruffin Mill Road, Colonial Heights VA. For directions, contact Joyce Latimer, 540-231-7906 or jlatime@vt.edu. THIS IS A MEMBERS ONLY EVENT!!



Co-Sponsored by the Maryland Greenhouse Growers Association and the North Carolina Commercial Flower Growers Association



Virginia Cooperative Extension

A partnership of Virginia Tech and Virginia State University www.ext.vt.edu



VIRGINIA STATE UNIVERSITY

VFGA Greenhouse Profitability Seminar, October 6, 2009: PRE-REGISTRATION FORM

Name of Attendee: _____
Additional attendees from same firm _____
Business Name: _____
Address: _____
City, State, Zip: _____
Email/phone _____
Lunch (note #) Vegetarian? ____ Yes ____ No
Attending Reception? ____ Yes (please enter number attending) ____ No

Pre-Registration Costs (postmarked no later than September 25th)

| | | |
|---|---------|----------|
| Non-members of VFGA, NCCFGA, or MGGA | \$35.00 | \$ _____ |
| Current (2009) VFGA, NCCFGA or MGGA members and others from same firm | \$25.00 | \$ _____ |

Want to become a VFGA member or renew your Membership?

| | | |
|---|---------|----------|
| Member Firms (voting, only one membership per firm required) | \$75.00 | \$ _____ |
| Individual (Associate) membership (non-voting, individual membership) | \$50.00 | \$ _____ |
| Educator (non-voting) | \$25.00 | \$ _____ |

Amount Enclosed \$ _____

Late Registration or at the door: \$40.00 (Association members and non-members).

Please make check payable to: VFGA (Virginia Flower Growers Association). Fees to cover handouts, breaks and lunch. Mail to: Maura Wood, VFGA Secretary, P.O. Box 10074, Blacksburg, VA 24062; For program information contact Joyce Latimer at 540-231-7906 or jlatime@vt.edu

Do you have a question for Charlie Hall, Brian Whipker or our Grower Panel??

Directions to Lewis Ginter Botanical Gardens (<http://www.lewisginter.org/>):

From Downtown Richmond (I-95 North)

On I-95 North take Exit 80, the Lakeside Avenue exit. Keep to the right and take the right at the first light onto Lakeside Avenue. (You'll see the brown Lewis Ginter Botanical Garden sign.) Follow Lakeside. You will see the Garden entrance just after you cross the intersection at Lakeside Avenue and Hilliard Road.

From Washington, D.C. (I-95 South)

From I-95 South take Exit 83B, the Parham Road Rt. 73 West exit. (Right before this exit you will see the brown Lewis Ginter Botanical Garden sign.) On Parham, quickly get into your far left lane. At the second stoplight, take a left onto Brook Road (also known as Route 1 South). At the third stoplight, take a right onto Lakeside Avenue. (At the light you will see a brown Lewis Ginter Botanical Garden sign.) As you go down Lakeside Avenue, you will see the Garden entrance to your right.

From Charlottesville (I-64 East): Come into Richmond on I-64 East. Get on to I-95 North to Washington, D.C. Follow directions for I-95 North.

From Williamsburg (I-64 West): Come into Richmond on I-64 West. Get on I-95 North to Washington, D.C. Follow directions for I-95 North.