



Flower Growers Winter Meeting and Education Program Thursday February 8, 2018

King Farm Inc., 15 Scales Lane, Townsend, MA

*Sponsored by the Massachusetts Flower Growers' Association and
University of Massachusetts Extension Greenhouse Crops and Floriculture Program*

Special Feature: Allied Trade Tables

8:30 – 9:50 am Open House at greenhouses

King Farm, www.kingfarminc.com/

The Flower Hutch, www.flowerhutchma.com/, 42 Bayberry Hill Rd. Townsend, MA

9:30 am Registration: Complimentary Coffee

9:50 am Welcome: Bart King- President MFGA, Dana, Barbara and Christy King, King Farm

10:00 am-11:00 10+ Ways to find \$10,000 in business. Erin Pirro, Farm Credit East

Topics will include: How to make your expense dollar go further, Everything's a tradeoff: how do you know it's the right one?, Price taker or profit maker: what's your perspective?, Manage margins crop by crop, Know your costs so you can price appropriately, What's the right amount to grow?, Grow less and charge more, Managing shrink and more.

11:00 – 12:00 A California Spring Trial Tour – Think Spring with Jim Nau, Ball Horticulture

Jim is the Manager of the Gardens at Ball Horticulture, and has been the organizer of the Spring Trials Tour for Ball Horticulture. He will lead us on a Spring Trial Tour and see how the Breeding organizations present their products to Growers and Retailers. He will point out some of the key items introduced in 2017 that you are growing this spring, and maybe we will have a peak at what's coming up for 2018. Everyone on the bus!

12:00- 1:00 Catered Lunch – Reservations requested by Feb 6, 2018

MFGA Annual Meeting- Bart King, President and Bob Luczai, Secretary MFGA

1:00 – 2:00 pm Adding Sales Horsepower- Emerging Trends & Concepts

John Johnston, Retail Education Manager for Griffin Greenhouse and Nursery Supply

John has been helping Retailers improve their business bottom line for over 30 years. He will point out some key ideas to improve your retail sales using examples he has seen in his travels around the country as a retail consultant. Some of those examples will include retailers in Massachusetts

2:00 – 3:00pm New Worker Protection regulations and Requirements

Laurie Rocco, Pesticide Inspector, MDAR Crop and Pest Service (1 pesticide credit)

Laurie will discuss the current EPA WPS regulations on the use of respirators including respirator fit test, medical evaluation and other WPS updates. This is part of what is in effect for 2018 to comply with WPS. Also to be discussed is what to expect when having an inspection. Discussion on Storage Recommendations will also be part of the presentation

For more information contact: Bob Luczai, MFGA - 781-275-4811 or Geoffrey Njue 781-891-0650 x12, UMass Extension Greenhouse Crops and Floriculture Program

<http://www.umass.edu/umext/floriculture/> or <http://www.massflowergrowers.com/>

Winter Flower Growers' Program-Feb 8- Registration Form

Lunch Reservations by February 6, 2018

All Names _____

Firm _____

Address _____

Email _____

Registration includes AM coffee and lunch!

Make check payable to and return to:

Mass Flower Growers' Association, 8 Gould Rd., Bedford, MA 01730

First Registration @ \$40.00 = \$ _____

_____ No. Additional Registrations x \$35.00/person = \$ _____

Total registrations \$ _____

Allied Trade Table Show _____ 1- 6' table x \$60 per table = \$ _____

For credit card payment, add \$5.00

Total = _____

MFGA Fax: 781-275-8668

For info call MFGA office at 781-275-4811

Or Bob Luczai at 508-935-8264

Credit card – we can now take credit card payment for your registration

We accept—(indicate) Visa, American Express, MasterCard and Discover

Information to provide

Name on Card: _____

Card Number: _____ Expr Date: MM/YY ____/____

Zip Code of billing address: _____ CVC code _____

For information email:

Bob Luczai (massflowergrowers@gmail.com) 508-935-8264

Geoffrey Njue, (gnjue@umext.umass.edu) 781-891-0650 ext. 12

Note: Registration at the door (day of the meeting) is available but the lunch may not be guaranteed. We will try to accommodate as many people as possible.