

Rolling the Dice with Cut Flowers



November 17 - 18, 2009
Hilton Memphis, Tennessee
939 Ridge Lake Blvd, Memphis, TN



Day One: Tuesday, Nov. 17

8:00 - 8:45 a.m.	Registration
8:45—9:00 a.m.	Introduction & Overview
9:00 - 10:00 a.m.	Fired Up About Cut Flowers Ko Klaver, Zabo Plant, Pittsburgh, PA
10:00 - 11:00 a.m.	Organic Cut Flower Production Mark Cain, Dripping Springs Garden, Huntsville, AR
11:00 - 12:00 noon	Welcome to MY Farm Van Cheeseman, The Gardens at Bluebird Farms, Holly Springs, MS

12:00 - 1:30 p.m. LUNCH & Trade Show

Keynote: Dr. Allan Armitage, Professor, University of Georgia

1:30 – 4:45 p.m. Concurrent Sessions (break included)

Basic

Dave Dowling, Farmhouse Flowers & Plants,
Brookeville, MD

Advanced

Frank Arnosky, Texas Specialty Cut Flowers,
Wimberley, TX

5:30—7:00 p.m. Optional tour of the Dixon Gallery & Gardens. Transportation on your own (maps provided). Tour, hors d'oeuvres & drinks compliments of DGG.
SIGN UP REQUIRED.

Dinner on your own

Day Two: Wed. Nov. 18

- 7:30 – 8:30 a.m. Welcome to My Farm
Vicki Stamback, Bear Creek Farms, Stillwater, OK
- 8:30 – 9:30 a.m. What Market is Best for You? - panel
farmers' markets Amy Phelps, Pearl River Blues berry farm, Lumberton, MS
florists wholesale Terry Hannah Home & Garden, Memphis, TN
Darrell Johnson/Fred C. Gloeckner & Co., Johnson Greenhouses
Duncanville, AL
- 9:30 – 9:45 a.m. *BREAK*
- 9:45 – 10:45 a.m. The Best Trees and Shrubs for Woody Cut Flowers
Lane Greer, Oklahoma State University, OK
- 10:45 – 11:45 a.m. Effective Cost Accounting
Vicki Stamback, Bear Creek Farms, Stillwater, OK
- 11:45 - 12:45 p.m. LUNCH**
- 12:45 – 1:45 p.m. Postharvest Techniques for Consistent Quality
Gay Smith, Chrysal, USA, Portland, OR
- 1:45 – 2:30 p.m. Snapdragons
Darrell Johnson, Johnson Greenhouses, Duncanville, AL
- 2:30—3:15 p.m. Perennials as Cut Flowers
Janet Bachmann, Riverbend Gardens, Fayetteville, AR
- 3:15—3:30 p.m. Grower Assessment & Program Evaluation
Dr. Ron Rainey, University of Arkansas, AR

Lodging:

The host hotel is the fabulous Hilton Memphis (939 Ridge Lake Blvd, Memphis, TN). We have negotiated an excellent conference rate of \$99 (plus tax) for single or double occupancy rooms. You must contact the hotel directly for room reservations. You may call the toll free number at 1-800-445-8667 or direct at 901-684-6664. Please tell them you are with the University of Arkansas for the Rolling the Dice with Cut Flowers event. If you chose to make your reservations online you can go to www.hiltonmemphis.com. Our Group/Convention Code is: UA1118. Make sure you enter this code so that you get the discounted conference rate. The cutoff date to block reservations is Monday, November 10. The Hilton Memphis is 11.6 miles from the Memphis International Airport (MEM). A complimentary shuttle is provided by the hotel and leaves the hotel **at the top of the hour** from 6:00 a.m. until 10:00 p.m. and the ride takes about 20 minutes. When you land, you may go to the baggage claim to use the courtesy phone (or you may call 901-684-6664) to request a shuttle to come pick you up. For those traveling by car, self parking is free.

Other local attractions:

Dixon Gallery & Gardens: <http://www.dixon.org/>; 4339 Park Ave; 4 miles from the Hilton

The Memphis Botanic Garden: <http://www.memphisbotanicgarden.com/>; 750 Cherry Rd; 4 miles from the Hilton

Graceland: <http://www.memphisbotanicgarden.com/>; 3734 Elvis Presley Blvd; 14 miles from Hilton

UT West Tennessee, Rsch. & Educ. Cntr, Jackson: 605 Airways Blvd. 78 miles. Exceptional Trial Gardens.

Rolling the Dice with Cut Flowers Registration Form

Cost: Early bird registration (by November 10) is \$85.00, which includes lunches, breaks, and handouts.
Single day: \$55.00. (On-site registration is \$125.00/single-day is \$70.00)

*Detach and return. Contact Holly Beason (501) 671-2237 for more information.
Please fill out one form per person. Photocopy if needed.*

Name: _____ Phone: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____

Full registration: Nov. 17th ONLY Nov. 18th ONLY

Day one (select one 3 hour session): Beginner Advanced

Dixon Gallery & Garden Tour (limited to 35 people):

If you prefer a vegetarian meal, check this box:

Return Registration Form by November 10 to:

Holly Beason
Attn: Cut Flower Workshop
U of A Cooperative Extension Service
PO Box 391
Little Rock, AR 72203-0391

**Make checks payable to:
Agricultural Development Council (ADC).**

This workshop was funded by a grant from the Southern Region Risk Management Education Center.
Conference location: Hilton Memphis, 939 Ridge Lake Blvd, Memphis, TN