

AGENDA: INNOVATIVE PRODUCTION & MARKETING STRATEGIES

8:30 Registration and Continental Breakfast

9:00 **How We've Come to Think Like Customers**

Terry Skillin, Skillin's Greenhouses, Falmouth ME

Learn how assessing customers' needs, suggesting new plants in a comfortable way, and making people feel that they're in good hands can improve your bottom line and increase repeat sales.

10:00 Break

10:15 **Putting Your Business on the Digital Map: Roadside Marketing in the Digital Age**

Dr. Shane Brandt, UNHCE Extension Specialist, Geospatial Technologies

Learn how to use mapping to drive potential customers to your business when searching maps online, and when using their GPS units and smartphone in the car. This presentation explains the importance of getting your business listed accurately in a variety of online databases, and will point you to resources that will help you update and manage your listing on many of the most important sites. Make sure your digital storefront is visible to potential customers everywhere digital maps are used!

11:15 **Will Your 2012 Risk Management Plan Ensure You'll be in Business in the Future?**

Mike Sciabarrasi, Extension Professor, Ag. Business Management, UNH Cooperative Extension

Anticipating, avoiding and planning for accidents and uncertain negative outcomes are fundamental to business survival. What should you include as part of your business strategy to provide an adequate safety net?

11:45 **Lunch and Plant Discussion: Our Favorite Plants - and Yours**

Dr. Leonard Perry, Univ. of Vermont Extension, and Dr. Lois Berg Stack, Univ. of Maine Extension

Bring the names of several of your top sellers, favorite plants and new cultivars, woody or herbaceous, to discuss with others at your table over lunch. We'll then have a chance after lunch to share with all and compile the top choices in a list that can be sent to all attendees. Dr. Perry also will give some highlights of his cold climate field trials on new perennials.

1:15 **Alternative Tree Production Systems for New England Nurseries**

Dr. Cathy Neal, UNH Extension Professor, and Dr. Dan Lass, Professor, Isenberg School of Management, Univ. of Massachusetts

We will present preliminary research results comparing trees growing in traditional field production, pot-in-pot, and in-ground fabric container systems; growth responses, root structure, planting costs and market preferences. Whether you grow or purchase trees, you will learn something useful in making future business decisions.

2:30 **Strategies for Diagnosing Plant Problems to Help your Clients and Customers**

Ann Hazelrigg, Plant Diagnostic Clinic Coordinator, University of Vermont Extension

Ann will address how to diagnose infectious and non-infectious disease problems of landscape plants, and how to help your customers manage common diseases. You'll learn common problems that garden center/nursery employees can diagnose for customers, diagnostic procedures, and how/when/where to send a lab sample. (Pesticide Credit)

DIRECTIONS

The Common Man Restaurant

**25 Water Street
Concord, NH 03301
603-228-3463**

From I-93 N or S, take exit 13 for US-3/ Manchester St towards downtown Concord. The restaurant is on right. Park across the street in the lot marked for event parking.

From I-89, merge onto I-93N then follow above directions.

From other locations, use maps at

www.thecman.com/map.htm

PESTICIDE CREDITS

1 pesticide recertification credit available for private or commercial applicator pending approval.

REGISTRATION.

If paid by February 27, the registration fee is \$30 per person, which includes continental breakfast and lunch.

On-line registration available at:

https://www.events.unh.edu/RegistrationForm.pm?event_id=9693

Space is limited, register early!

Registrations after February 27 will be accepted if space is available but the fee is \$40 per person.

For late registration or if you are unable to register on-line, please contact Suzanne Hebert at UNH Cooperative Extension, 603-862-3200 or suzanne.hebert@unh.edu.

WHAT'S NEW IN YOUR BUSINESS FOR 2012? WHO SHOULD ATTEND?

Owners, managers and employees of wholesale and retail nurseries and garden centers. Why? It's no longer enough to do the same things as last year, even in a good economy. Customers are more savvy and have more choices, but are short on time and may be confused by the huge number of information sources out there. How can you position yourself to be known as a source of top quality plants, superior customer service, AND the most up-to-date, reliable information on plants and gardening?

New Hampshire Risk Management Education programs are a collaborative effort of the University of New Hampshire Cooperative Extension, New Hampshire Department of Agriculture, Markets and Food, USDA Farm Service Agency, USDA Risk Management Agency, NOFA New Hampshire and private crop insurance agencies.

For more information about our workshops

visit our website:

[http://extension.unh.edu/Agric/
RiskManagement.htm](http://extension.unh.edu/Agric/RiskManagement.htm)



USDA Risk Management Agency

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For more information, please contact

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Dr. Leonard Perry
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Dr. Lois Berg Stack
University of Maine
207-581-2949 or lstack@umext.maine.edu

For any special arrangements including dietary, physical access, or other accommodation requests, including the ability to pay, please contact Suzanne Hebert at 603-862-3200 or suzanne.hebert@unh.edu. Ten working days are needed to facilitate special needs requests.

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USDA Risk Management Agency

and



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NORTHERN NEW ENGLAND NURSERY CONFERENCE



MARCH 2, 2012
8:30AM TO 3:30PM

THE COMMON MAN RESTAURANT
25 Water Street
Concord, NH