SOCIETY OF AMERICAN FLORISTS

Register by January 20 and SAVE $50!

25 Educational Sessions | 24 Expert Speakers
3 Hands-On Workshops
PLUS! Tabletop Showcase of IPM Products and Services
AND Growing Operations Tour!*  

Get details and register today

safnow.org/ppmc
Talk directly with suppliers of crop production tools and services about their products’ benefits and effective use for your growing operation.

Noon - 5 p.m.
Optional Growing Operations Tour*
Visit local growing operations – and go behind the scenes of their production and pest management practices. Learn from other growers, and pick up valuable strategies for your operation.

*Additional fee applies. Box lunch and transportation provided.

6 - 7:30 p.m.
Networking Reception
Some of the brightest learning discoveries arise from casual conversations. Mix and mingle with growers, researchers and educators while building professional and social networks. And, take your first lap through the Tabletop Showcase.

Tabletop Showcase Hours:
- Thursday: 6-7:30 p.m.
- Friday: 7-8 a.m., 10-10:30 a.m., 2:30-3 p.m.
- Saturday: 7-8:10 a.m., 10-10:30 a.m.

Earn CEU Credits!
Ensuring that attendees can earn Pesticide Recertification CEU credits is always a focus of SAF’s Pest & Production Management Conference. Nearly 20 states offer recertification CEU credits to P&PMC attendees. The number of CEU credits awarded differs by state.

IMPORTANT: Your state issued applicator certificate number is required in order to document CEU credits on site. Please be sure to bring it with you.

Conference Coordinators
Aaron J. Palmateer, Ph.D., University of Florida
Cristi Palmer, Ph.D., IR-4 Project
Stanton Gill, Ph.D., University of Maryland

Thursday, February 19

Talk directly with suppliers of crop production tools and services about their products’ benefits and effective use for your growing operation.

Suppliers: Showcase Your Products
Put your products in front of growers and greenhouse operators as well as their production staff. For details about exhibiting in the Tabletop Showcase, contact SAF’s Laura Weaver at 800-336-4743, ext. 221; meetings@safnow.org.
The workshops were excellent because they brought in fresh material collected the day of or the day before, so we had firsthand experience with real-world examples.

**Friday, February 20**

**7 - 8 a.m.**

**Continental Breakfast & Tabletop Showcase**

**8 - 8:05 a.m.**

**Introduction**

**8:05 - 8:45 a.m.**

**Neonics & the Current Public Relations Relationship to Pollinators and Growers at the Retail Level**

*Gary Mangum, Bell Nursery USA*

Mangum describes the results of Bell Nursery’s experiment to produce without neonics, revealing internal production details, and shares why he believes the industry can benefit from the current public dialogue.

**8:45 - 9:30 a.m.**

**Neonicotinoid Impact On Pollinators**

*Richard S. Cowles, Ph.D., Connecticut Agricultural Experiment Station*

Uses of neonicotinoids are threatened by consumer demands for “neonic-free” ornamental products. Cowles examines the scientific evidence on the risk to pollinators. Learn how to minimize risks and understand why neonic use usually does not jeopardize pollinators. The least toxic choices, relative to pollinator health, will also be discussed.

**9:30 - 10:00 a.m.**

**Pollinator Stewardship Initiative**

*Nancy A. Rechcigl, Syngenta*

IDM continues to be an issue for *Impatiens walleriana*, but wise use of plant protection products is effective. Rechcigl and Trolinger deliver an update on IDM incidences in 2014, discuss the biology and factors influencing infection of this pathogen that are being researched, and present strategies for protection.

**10 - 10:30 a.m.**

**Refreshment Break & Tabletop Showcase**

**10:30 - 11:15 a.m.**

**Preventing Bacterial Outbreaks Across Multi-Crop Greenhouse Systems**

*David J. Norman, Ph.D., University of Florida*

Research redefining host/pathogen interactions might challenge established greenhouse management practices. Norman discusses a case study of xanthomonas of poinsettia and geranium, and examines questions including: Are distinct species of xanthomonads limited in host range when infecting ornamentals? What effect does the greenhouse environment play in altering disease virulence and host susceptibility? Norman also gives a research update on new strains of bacterial wilt.

**11:15 a.m. - Noon**

**Update on Impatiens Downy Mildew (IDM): Managing the Disease and Avoiding Resistance**

**Lunch**

*Sponsored by the American Floral Endowment*

**Terril Nell, Ph.D., AAF, American Floral Endowment**

Hear about the latest AFE research projects and grants, and the priorities for future industry funding.

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Educational Tracks

Choose one educational track or switch tracks for the presentations you want to hear.

PRODUCTION

1 - 1:45 p.m.
Expanding Your Fertilizer Tool Kit for Healthier Plants
Neil Mattson, Ph.D., Cornell University
Your fertilizer impacts plant quality, shelf life and marketability. Mattson points out new tools for correcting and preventing nutrient disorders, strategies to optimize root-zone pH, and techniques to extend plant shelf life.

1:45 - 2:30 p.m.
Using PGRs for Early Control of Plant Growth and Development
Joyce Latimer, Ph.D., Virginia Tech
With a focus on herbaceous perennials, Latimer shows how to use branching agents to improve plant architecture and gives tips on tank mixes with growth retardants and using early PGR liner dips to provide growth regulation and maximize plant quality.

PATHOGENS

1 - 1:45 p.m.
Tobacco Mosaic Virus (TMV) and Related Tobamoviruses
Scott Adkins, Ph.D., USDA-ARS
Learn about TMV symptoms, transmission and management, as well as the results of sanitation trials with TMV and related tobamoviruses. Adkins also will highlight several emerging viruses.

1:45 - 2:30 p.m.
How Do We Beat Rose Rosette?
Mark Windham, Ph.D., University of Tennessee
Rose rosette has killed thousands of cultivated roses in the eastern United States in production facilities, commercial plantings and private gardens. The range of rosette continues to increase in the Midwest, Northeast and Deep South. Windham explains what to do if you suspect rose rosette.

PESTS

1 - 1:45 p.m.
Banker Plants for Pests
Lance Osborne, Ph.D., University of Florida, Mid-Florida Research and Education Center
Cindy L. McKenzie, Ph.D., USDA-ARS
There have been a number of positive programs and some total failures in the development of Banker Plant Systems. New initiatives are aimed at preventing failures. We’ll also revisit potential systems for mealybugs.

1:45 - 2:30 p.m.
European Pepper Moth
Stanton Gill, Ph.D., University of Maryland
The European pepper moth is one of the latest of the sneaky pests that have slipped into the United States and Canada from Europe and is busy spreading itself into production facilities. Learn how to detect this pest rapidly and efficiently, and find out what the best control strategies are.

WEEDS

1 - 1:45 p.m.
Top 10 Ways to Improve Weed Control Inside Your Greenhouse
Christopher Marble, Ph.D., University of Florida Mid-Florida Research and Education Center
Greenhouses are a breeding ground for many weed species. To make matters worse, there are few herbicides labeled for use inside enclosed structures. Learn how to improve your greenhouse weed control program using new and improved chemical and non-chemical methods that are sure to save you time, money and headaches.

1:45 - 2:30 p.m.
Invasives: When Plants Go Bad!
Christopher Marble, Ph.D., University of Florida Mid-Florida Research and Education Center
The ornamentals industry is often - fairly or unfairly — targeted as being a major source of “invasive plants” — plants originally sold for consumer use but which then escape and become invaders … weeds! How can you help be part of the solution?

2:30 - 3 p.m.
Refreshment Break & Tabletop Showcase

“This meeting was the best ever. The breakouts were great. No one was exhausted from ‘lecture hall’. It was interspersed with ‘lab’.”
Hands-On Workshops

Test your knowledge and practice your diagnostic and scouting skills using live samples and real-world tools during in-depth hands-on workshops. Each of these 45-minute small-group sessions repeats three times so you can participate in all three!

3:30 - 4:15 p.m. | 4:15 - 5:00 p.m. | 5:00 - 5:45 p.m.

**Pesticide Product Labels: What the Label States... And Doesn't State**

Every U.S. EPA registered product used for crop protection has a label - written by research scientists - with specific instructions on its environmentally safe use, how to protect the workers who handle it, rates for effective control of target pests, application specifics and more. Learn about the information you should find on a label, how various companies present it and the different types of labels in the marketplace.

3:30 - 4:15 p.m. | 4:15 - 5:00 p.m. | 5:00 - 5:45 p.m.

**Disease Identification**

Learn how to recognize some of the most common diseases and get practice using test kits to diagnose them.

7 - 8:10 a.m.

Continental Breakfast & Tabletop Showcase

8:10 - 8:15 a.m.

Introduction

8:15 - 8:45 a.m.

**Precision Irrigation: Technology and Production Impacts**

Marc W. van Iersel, Ph.D., University of Georgia

Precision irrigation in greenhouses has many benefits that go well beyond reducing water use. Learn how it can be used to reduce disease, manipulate plant growth, cut fertilizer use, and increase profits. And van Iersel discusses the latest technology to improve greenhouse irrigation practices.

9:15 - 10 a.m.

**Scouting**

Liz Felner, Ph.D., University of Florida, IFAS Extension
Juanita Popenoe, Ph.D., University of Florida, IFAS Extension

A good scouting program is one of the most important components of a successful — and profitable — growing operation. But the success of your scouting program will depend on the experience, skill, and enthusiasm of your employees — both the designated scouts and other production personnel. Learn how you can improve (or begin) a scouting program that will improve your business, and your bottom line.

“The unique focus of this conference is that it brings together researchers, growers and suppliers to focus on IPM.”

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10 - 10:30 a.m.  
Refreshment Break & Tabletop Showcase

10:30 - 11:15 a.m.  
Biocontrol of Thrips  
*Michael Brownbridge, Ph.D., Vineland Research and Innovation Centre, Canada*

Learn about biocontrol tools used in Canadian floriculture greenhouses to manage thrips, often without the need of chemical sprays. A case study will be presented on a successful management program integrating several biocontrol agents at different stages of crop development. Hear about research findings that can help improve overall efficacy and impact of the natural enemies selected and on key considerations when developing and implementing a biocontrol regime for your greenhouse.

11:15 a.m. - Noon  
Whitefly Control Update  
*Lance Osborne, Ph.D., University of Florida, Mid-Florida Research and Education Center  
Cindy L. McKenzie, Ph.D., USDA-ARS*

McKenzie and Osborne discuss a recently published rotation project and plans for additional research to better manage resistance. This research is critical in light of the demands on the industry to reduce the use of certain classes of pesticides.

Noon - 1 p.m.  
Lunch

1 - 1:30 p.m.  
IR-4: Back to the Future for Pest, Disease & Weed Management  
*Cristi Palmer, Ph.D., IR-4 Project*

Find out about pest, pathogen and weed management needs over the last 10 years as identified in the IR-4 Ornamental Horticulture Program Grower & Extension Survey. Palmer also discusses new tools, and IR-4 successes and future directions.

1:30 - 2:00 p.m.  
IDM Disease Management  
*Aaron J. Palmateer, Ph.D., University of Florida  
Cindy L. McKenzie, Ph.D., USDA-ARS*

Palmateer provides an overview of impatiens downy mildew in Florida, shares results from recent fungicide efficacy studies, and offers disease management recommendations for commercial growers and landscape professionals.

2 - 2:30 p.m.  
Dodging Downy Mildew  
*Margery Daughtrey, Cornell University*

Learn about two relatively new downy mildew diseases on coleus and basil and the essentials of their biology important for cultural management. Daughtrey discusses good cultivar choices for coleus. She also discusses research on the likely ability of oospores to allow IDM to overwinter in the northern United States.

2:30 - 3:15 p.m.  
Brown Marmorated Stink Bug in Greenhouse Annuals and Perennials  
*Stanton Gill, Ph.D., University of Maryland*

The brown marmorated stink bug is a plant pest spreading across the United States at an alarming rate. Gill presents research findings conducted cooperatively between University of Maryland and Delaware State University Extension on potential damage on herbaceous annuals and perennials caused by the insect.

3:15 p.m.  
Closing Comments

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**Hotel and Travel Information**

**Where You’ll Stay**  
Rosen Plaza Hotel  
9700 International Drive, Orlando, FL 32819  
407-996-9700  
Room Rates and Reservations: The SAF rate is $145 single/double. To reserve a room, please call the hotel at 407-996-9700 and mention the Society of American Florists to get the group rate.  
Deadline: The cut-off date for guaranteeing the SAF room rate is Jan. 19, 2015.

**Transportation to the Hotel**  
The conference hotel is 13 miles from Orlando International (MCO). The hotel points to two shuttle service options, with round-trip fees starting at $28. For details, visit rosenplaza.com/location-and-transportation/airport-shuttles.
Registration

Please complete this form for each attendee. Photocopies are acceptable.

Name

Nickname for Your Badge

Company Name

Address

City State Zip

Phone Cell

E-Mail

Emergency Contact Phone

Do you require special accommodations to participate in P&PMC, such as accessible meeting room, interpreter, or special dietary considerations? If yes, please attach a written description of your needs.

Registration includes: Thursday evening reception, continental breakfast and lunch on Friday and Saturday, all educational sessions, conference proceedings and tabletop exhibits.

Registration Fee

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☐ Optional Growing Operations Tour (includes transportation and boxed lunch): $50

Payment

Registration Fee $___________

Optional Growing Operations Tour $___________

Total Payment $___________

☐ Check ☐ Visa ☐ MasterCard ☐ American Express

Card Number Expiration Date

Name of Cardholder

Signature of Cardholder

Refund policy: The registration fee, less 15 percent handling charges, will be refunded if cancellation is received in writing by SAF on or before Jan. 31, 2015. There are no refunds after Feb. 1, 2015.
February 19-21
Orlando, Florida

Get Expert Answers:

25 Educational Sessions  |  24 Expert Speakers  |  3 Hands-On Workshops

PLUS! Tabletop Showcase of IPM Products and Services
AND Growing Operations Tour!*

Growers, greenhouse and nursery operators, and landscape managers —

REGISTER NOW TO PROTECT YOUR PROFITS!