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New England Greenhouse Conference & Expo Featuring Educational Seminars for the Garden Center Retailer and Retail Grower

Retailers and retail growers must constantly identify market trends and adjust to market forces in order to remain profitable and grow their business. The 2008 New England Greenhouse Conference & Expo features a number of educational sessions for the garden center retailer and the retail grower.

On Wednesday, November 5, two half-day symposiums will focus on ‘Maximizing the Retail-Grower Advantage’ and ‘Marketing Green’. In the first session, you will hear Robin Brumfield (Rutgers University) discuss the costs associated with various activities involved in both retailing and growing at the same time. Tina Bemis (Bemis Farms Nursery) and a panel of distinguished grower/retailers (Peter Konjoian, Scott Longfellow & Tom Schultz) will talk about the problems they have faced as retail-growers and how they have reached a profitable balance. In the second symposium, Brian Krug (University of New Hampshire) will introduce the various aspects associated with ‘Marketing Green’ and Jennifer Dennis (Purdue) will help you determine if there is a marketing niche for you under the ‘green’ umbrella. Finally, a panel of distinguished growers (Chris Schlegel, Henry Huntington and Lloyd Traven) will talk about the changes they have made to reach the ‘Green’ consumer.

On Thursday November 6, well-known garden center consultant Kurt Fromherz (Sunrise Marketing) will talk about “Marketing in the New Reality” and the adjustments retailers will need to make as market demand moves from commodities to service. In return engagements, Jennifer Dennis will talk about ‘Identifying and Reaching New Customers’ and Kurt Fromherz will tell you how to ‘Reach your eCustomers’— or establishing and maintaining an online marketing presence.

Finally, on Friday, November 7th, Lloyd Traven and Stephanie Cohen will participate in our ‘Making Money’ segment. Stephanie will relate ‘Trends from The Trenches’ as she reviews “New Ideas you can use to Increase Your Bottom Line”. Lloyd Traven will revisit an old crop with a new twist as he tells you how to go about ‘Making Money with Poinsettias’, a lesson that will have meaning beyond this crop.

New England Greenhouse Conference & Expo is sponsored by the Extension programs of the six New England State Universities and New England Floriculture, Inc. For more information about the New England Greenhouse Conference and Expo, visit the web site, <http://www.negreenhouse.org>

To be added to our mailing list to receive the 2008 New England Greenhouse Conference Program or for more information, **contact: Cindy Delaney, Show Coordinator,** Delaney Meeting & Event Management, 1 Mill Street, Suite 301, Burlington, VT 05404, Phone: 802-865-5202, Fax: 802-865-8066, Email: info@negreenhouse.org