

IPPS EASTERN REGION CONFERENCE PROGRAM

The Yankee Way: Questioning, Learning and Sharing

September 21-24, 2016

Marriott Hartford Downtown, Hartford, Connecticut

Tuesday, September 20

2:00–7:00 PM	Eastern Region Board of Directors' Meeting
7:00–9:00 PM	Poster and Display Session set-up (Contact David Kidwell-Slak if you would like to present a poster: David.Kidwell-Slak@ARS.USDA.gov or 301-351-8396.)
7:00–9:00 PM	Registration

Wednesday, September 21

6:30–7:00 AM	Registration
7:30 AM–5:00 PM	Pre-Conference Tour: The Arnold Arboretum and Mt. Auburn Cemetery
3:00–5:00 PM	Poster and Display Session Set-up
5:30–7:00 PM	Welcome Reception at the Marriott Hartford Downtown: appetizers and cash bar. Silent Auction opens for bidding.
5:30–7:00 PM	Registration
7:00 PM	Dinner on your own. There are numerous dining options within easy walking distance of our host hotel.

Thursday, September 22

7:30–11:00 AM	Registration
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General Session:

8:00–8:15 AM	Welcome and Introductions Brian Decker , President, IPPS Eastern Region, North America
8:15–8:45 AM	<i>Broken Arrow Plants: An Exploration of Underutilized Plants, Our Introductions and the Future</i> Adam Wheeler , Broken Arrow Nursery, Hamden, CT Since its inception, Broken Arrow Nursery has strived to be a premiere destination nursery that acquires, develops, and grows rare, unusual, and garden-worthy plants. This lecture will focus on an overview of the plants that we are known for including past plant introductions, underutilized and exceptional offerings as well as a glimpse into the future.

8:45–9:15 AM	<i>Foliar Application of Rooting Hormones</i> Brian Decker , Decker Nursery, Groveport, OH Brian will present an overview of 5 years of experience using foliar application of IBA in rooting softwood and hardwood cuttings of woody ornamentals.
9:15–9:35 AM	IPPS Awards Presentations Peggy Walsh Craig , Recognition Committee Chair
9:35–9:55 AM	Coffee Break
9:55–10:25 AM	<i>Propagation of Aronia by Seed, Cuttings, Tissue Culture and Grafting.</i> Mark Brand , University of Connecticut, Storrs, CT Mark will cover the full gamut of propagation techniques of <i>Aronia</i> : how to propagate by seed, with a focus on ploidy, apomixis, and dormancy; by cuttings, both softwood and hardwood; and by using micropropagation techniques and regeneration from cotyledons. Grafting will also be covered with a focus on different rootstock species and their influences on the <i>Aronia</i> scion performance.
10:25–10:50 AM	<i>Update on Greenhouse Coverings</i> John Bartok , University of Connecticut, Storrs, CT Advances in glazing materials and systems are offering growers new opportunities when building or upgrading greenhouses. Learn more about long life, better light transmission, reduced heat loss and electricity generation.
10:50–11:15 AM	<i>Marketing Natives</i> Jessica Lubell , University of Connecticut, Storrs, CT What's holding back the native shrub market? Jessica will discuss the need for education about landscape use, lack of plant availability, quality of nursery stock, and perceived drawbacks of cultivar use.
11:15–11:30 AM	Buses load for afternoon conference tours.
11:30 AM – 6:00 PM	Conference tour to: Summer Hill Nursery , Broken Arrow Nursery , and Casertanos Greenhouse and Farms
6:00 PM	Dinner on your own. There are numerous dining options within easy walking distance of our host hotel.

Friday, September 23

7:00–7:30 AM	Registration
8:00–8:30 AM	<i>A Step Forward: New Production Area Design and Construction</i> Lincoln Gillon , Canterbury Horticulture, Canterbury, CT Propagation Supervisor/Liner Production Manager Lincoln Gillon will discuss the journey to improve and expand the Propagation/Production facilities at Canterbury Horticulture.
8:30–9:00 AM	<i>American Chestnut Restoration</i> Kendra Collins , USDA Forest Service, South Burlington, VT American chestnut was once an important hardwood in eastern forests, however the accidental importation of chestnut blight has driven the species to functional extinction. Learn about the current state of species restoration efforts, as well opportunities to get involved with this historic, range-wide project.

9:00–9:30 AM	<p><i>Propagation of Challenging Plants: Creating a System That Works</i> Jim Johnson, Rutgers Cooperative Extension, Millville, NJ Propagation of plants that others have had problems accomplishing can range from quite rewarding to exceptionally frustrating. Jim will describe a systems approach to experimental design, review successes and failures for four species that he has recently worked on and also describe an unintended consequence that occurred.</p>
9:30–10:00 AM	<p><i>From Nursery to Nature: Propagating Plants for Pollinators</i> Annie White, University of Vermont PhD student, Burlington, VT Our industry has the unique opportunity to play an important role in bringing back our declining pollinators by selecting, propagating, marketing, and selling plants that provide optimal nectar and pollen resources. Annie White, a horticultural researcher and ecological landscape designer, will share her research and experiences studying the fascinating ways in which plants and pollinators interact. She'll review some of the best plants for pollinators and discuss the drawbacks/benefits of promoting non-native and native cultivars for use in pollinator-friendly landscapes.</p>
10:00–10:20 AM	Coffee Break
10:20–11:05 AM	<p><i>Panel on Branding</i> Love them or hate them, brands are now a fixture in the horticulture industry. This panel discussion will address how brands have changed the way we do business from breeding to growing to sales and merchandising. It will also offer solid suggestions on making the most of the marketing clout behind a well-run brand. Mark Sellew, Prides Corner Farms, Lebanon, CT Steve Castorani, North Creek Nurseries, Landenberg, PA Natalia Hamill, Bailey Nurseries, Newport, MN</p>
11:05–11:30 AM	<p><i>Plant Something</i> Cheryl Goar, Arizona Nursery Association, Tempe, AZ The Plant Something campaign is a grassroots marketing campaign for the nursery industry. The original goal was to increase the sale of plants and trees in Arizona but it has now expanded to eventually increase sales across the U.S. and Canada becoming an international campaign for the nursery industry. Cheryl will explain the project from its humble beginnings to where it is now and how you can become involved!</p>
11:45 AM	Buses load for afternoon conference tours.
12:00– 6:00 PM	Conference tour to: Prides Corner Farms , The Plant Group and Canterbury Horticulture
6:30-7:30 PM	Cocktail Hour with final Silent Auction bidding (cash bar)
7:30 PM	Banquet and Auction

Saturday, September 24

6:30–7:30 AM	Eastern Region Board of Directors' Meeting
7:30–11:00 AM	Registration

General Session

- 8:00–8:30 AM ***Growing Using Hydroponics in the Northeast***
Stephen Weinstein, CT Hydro Farm, East Hartford, CT
Stephen will explore hydroponic farming concepts, the advantages and disadvantages of greenhouse growing vs field farming, the profitability of hydroponic greenhouses and using greenhouse for part time hydroponic growing.
- 8:30–9:15 AM ***Panel Discussion: The Role of GAO's and GMO's in Horticulture***
The panelists will state their beliefs on what Horticulture's involvement should be regarding Genetically Modified Organisms - in this case plants. Labeling, gene splicing and other modifications will be touched on, ending with audience questions and statements.
Bill Barnes, Barnes Horticultural Services, Warrington, PA
Dale Pierson, Pierson Nurseries, Biddeford, ME
Mark Brand, University of Connecticut, Storrs, CT
- 9:15–9:40 AM ***Evaluating Hydrangea Performance - The Test Garden at Heritage***
Mal Condon
Heritage Museum and Gardens, Sandwich, MA
Mal has been collecting, propagating, and growing hydrangeas for more than 40 years. His presentation will focus on the newly created Test Garden at Heritage where the newest hydrangea introductions will be evaluated and compared on several cultural levels: overall growth, bloom count, plant and bud (bloom) cold hardiness, and reblooming capability. Although the much favored *H. macrophylla* species will receive the most attention, new intros of other species will be similarly appraised.
- 9:40–10:10 AM **IPPS Eastern Region Business Meeting**
- 10:10–10:25 AM **Coffee Break**
- 10:25–10:40 AM ***IPPS-ER 2017: Grand Rapids, Michigan!***
Paul Pfeifer, Hidden Lake Gardens- Michigan State University, Tipton, MI
Time for a tempting preview of our 2017 conference tour stops and locale – save the dates on your 2017 calendar now!
- 10:40–11:30 AM ***Horticultural Insights to Plant Conservation and Climate Change***
Jesse Bellemare, Smith College, Northampton, MA
Ecologists suspect that many plant species lack the capacity to disperse and migrate at rates sufficient to keep up with rapidly shifting climatic conditions. Some researchers and plant conservation advocates have made the provocative suggestion that we might intentionally translocate climate-threatened species northward, into new areas where these species are not native. This unprecedented approach has generated contentious debate. In this context, the field of native plant horticulture, which has long grown species beyond their range boundaries within the eastern US, might offer unique insights into plant responses to new climatic conditions and help better calibrate our estimated invasion risk. This talk will highlight these connections between horticulture, ecology, and conservation, as well as review ongoing field research.

11:30 AM–12:00 PM

Viticulture in New England

Elsa Petit, University of Massachusetts, Stockbridge, MA

The industry of cool climate viticulture is growing thanks to newly bred varieties adapted to our local conditions. A number of vineyards have been opening recently in New England. Elsa will describe the main opportunities and challenges of viticulture in New England.

12:00–12:30PM

Hops

Jim LaMondia, Connecticut Agricultural Experiment Station, Windsor, CT

Alexander DeFrancesco, Hop Growers Association, Northland, CT

Hops, the key flavor ingredient in brewing craft beer, is an increasingly popular crop in the eastern U.S. Jim will discuss the research being conducted on hop varieties, resistance to disease, and trellis systems and Alexander will speak to the challenge of starting hop production.

12:30–1:00 PM

New Plant Forum

Moderator: Charles Tubesing, The Holden Arboretum, Kirtland, OH

Enjoy this popular session which gives attendees an opportunity to introduce a new plant. In addition to new plant introductions, the new plant forum is also an opportunity to call attention to a species or cultivar that although not “new” is underappreciated, underutilized and worthy of wider use.

Contact Charles if you have a plant you would like to present:

Ctubesing@holdenarb.org or 440-602-3840 (In keeping with the spirit of the IPPS motto To Seek & To Share, please consider participation in the New Plant Forum as a chance to share and not as an opportunity for commercialism.)

Meeting adjourns