

2006  
Perennial  
Plant Conference



University of Connecticut College of Agriculture and Natural Resources



MARCH 8  
2006



Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, Kirklyn M. Kerr, Director, Cooperative Extension System, University of Connecticut, Storrs. An equal opportunity program provider and employer.

# PERENNIAL

PLANT CONFERENCE

Included in the cost of admission:

- Access to all sessions
- Information packet with session summaries
- Buffet lunch
- Parking
- Snacks and beverages during breaks
- **PESTICIDE RECERTIFICATION** credits for attendees from CT, MA, RI, ME, NH, and VT (pending state approval)
- Opportunity to meet speakers and purchase autographed books from the Perennial Plant Conference Bookstore

Sponsored by the Ornamental Plant Extension Team:

**Mark H. Brand**  
*Extension Specialist, Nursery Crops*

**Donna R. Ellis**  
*Extension Educator, Integrated Pest Management*

**Richard J. McAvoy**  
*Extension Specialist, Greenhouse Crops*

**Leanne S. Pundt**  
*Extension Educator, Commercial Horticulture*

2006

Perennial Plant  
Conference  
March 8, 2006

[www.hort.uconn.edu/2006ppc](http://www.hort.uconn.edu/2006ppc)

The Ornamental Plant Extension Team presents the

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PLANT CONFERENCE

# 2006

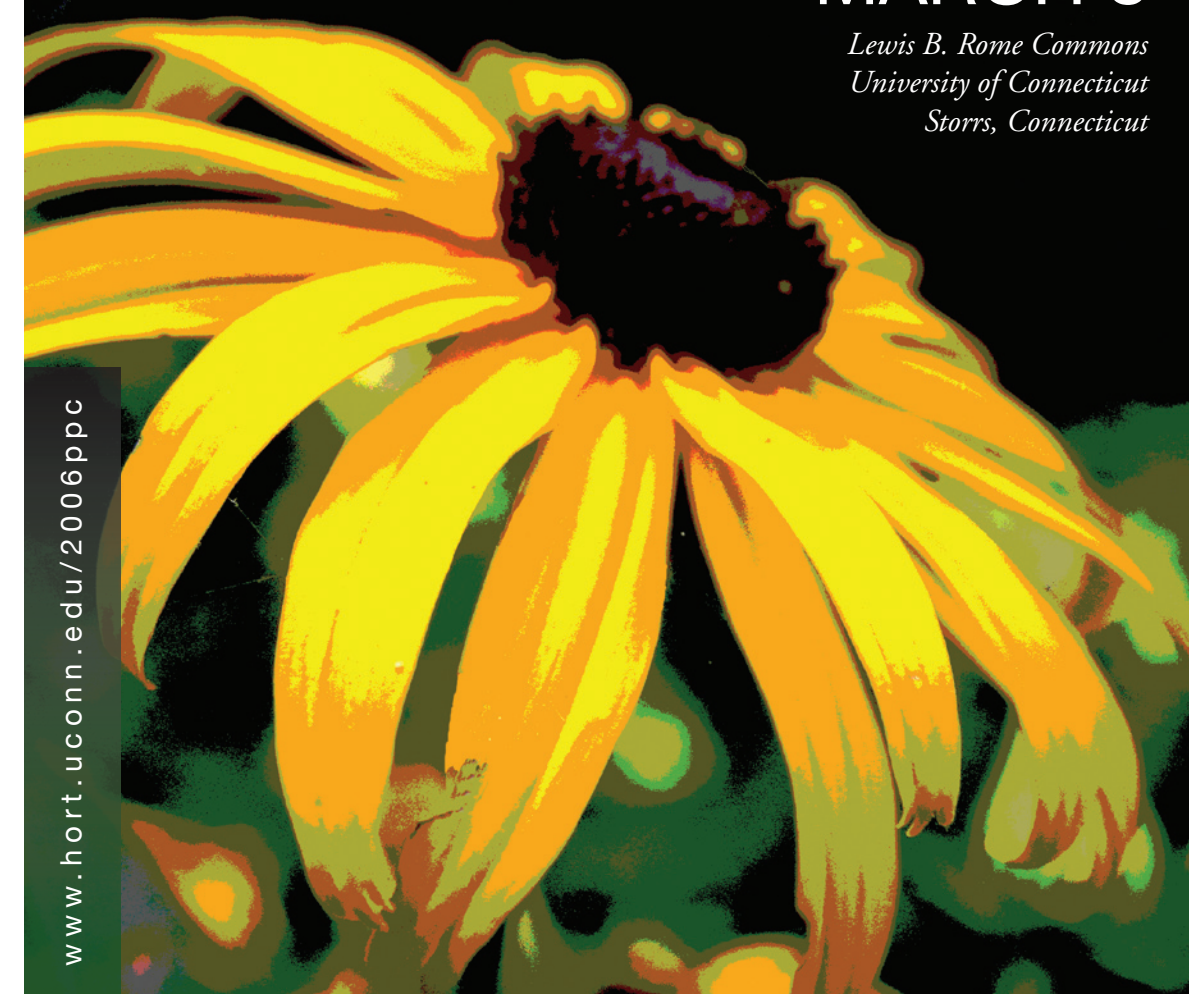
*A Conference for the Professional Horticulturist*

MARCH 8

*Lewis B. Rome Commons  
University of Connecticut  
Storrs, Connecticut*



[www.hort.uconn.edu/2006ppc](http://www.hort.uconn.edu/2006ppc)



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University of Connecticut  
Department of Plant Science  
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Storrs, CT 06269-4067

First Class Mail  
U.S. Postage  
PAID  
Storrs, CT  
Permit No. 36



SCHEDULE

(Attendees may move freely between sessions)

Session A:

- 9:10

**Plants for the Front of the Border, or Shorter Is Better!!!!**  
*Stephanie Cohen, Director Emeritus, Landscape Arboretum, Temple University, Ambler, PA*  
The plants for the front of the border play an important role in tying the garden together from spring to fall. Join Stephanie as she focuses on perennial plants with a long season of bloom, few insect and disease problems, and foliage plants with interesting textures and colors. Recommendations will be made for both sun and shade situations. Since Stephanie is “vertically challenged” she strongly identifies with her lineup of stellar shorties.
- 10:10

**Good Design – Good Business**  
*Jerry Fritz, Jerry Fritz Garden Design, Ottsville, PA*  
To build a successful garden design business, you must practice what you preach. Jerry will address such essential elements as fundamental soil preparation, being daring, bold and confident, and dedication to the highest level of communication, quality, and service to promote your garden design business.
- 11:10 - 11:30 Break
- 11:30

**New Perennials**  
*Stephanie Cohen, Director Emeritus, Landscape Arboretum, Temple University, Ambler, PA*  
“When a customer asks, ‘What’s new?’ you’d better have lots of options.” This seminar will concentrate on new plants that drive the perennial industry and some of the underused perennials that never got their fair share of publicity. See what’s hot and what’s not in this presentation that is sure to please genuine plantaholics!
- 12:30 - 1:45 Lunch
- 1:45

**Garden Center Idea Exchange (2-hour session)**  
**Moderator: Chris Beytes**, *GrowerTalks* and *Green Profit* magazines, Batavia, IL  
**Retail Panel: Joyce Hart**, *Hart’s Greenhouse and Florist (CT)*, **Jeff O’Donal**, *O’Donal Nurseries (ME)*, **Scott Longfellow**, *Longfellow Greenhouses (ME)*, **Sarah Partyka**, *Farmer’s Daughter (RI)*, **Lew Russell**, *Russell’s Garden Center (MA)*  
Ever wonder what other garden centers are doing to be so successful? This informative and interactive session will provide an opportunity to hear innovative, cutting edge ideas from garden center owners and operators from New England. Find out from your colleagues what works for them and what doesn’t. Participate in an open discussion to ask your questions and hear what others in the audience have to add.
- 2:45 - 3:00 Break
- 3:00

**Garden Center Idea Exchange, continued**

Session B: (Attendees may move freely between sessions)

- 9:10

**Selecting Peonies for Landscapes**  
*Don Hollingsworth, Hollingsworth Nursery, Maryville, MO*  
Peony cultivar selection was long dominated by a focus on blooms for use as cut flowers, but effectively using these cultivars in the landscape required high labor inputs. Don will discuss improved attributes of peonies, including disease resistance, and the steps involved in selecting these perennials for use in your garden landscape.
- 10:10

**Consumer Trends, Perennial Trends**  
*Chris Beytes, GrowerTalks and Green Profit magazines, Batavia, IL*  
It doesn’t matter what you grow or whom you sell it to, if you’re in the horticulture industry it pays to keep up with consumer trends. What are consumers buying and why? What influences them? And what can we do as growers or retailers to get them to buy more of our products? Chris Beytes, editor of *GrowerTalks* and executive editor of *Green Profit*, loves figuring out what makes consumers tick. He’ll outline some of the hot consumer trends, both general trends and those that apply directly to horticulture, so you can better serve your customers.
- 11:10 - 11:30 Break
- 11:30

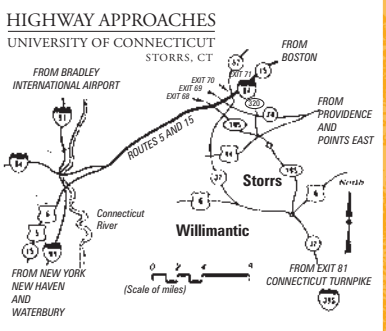
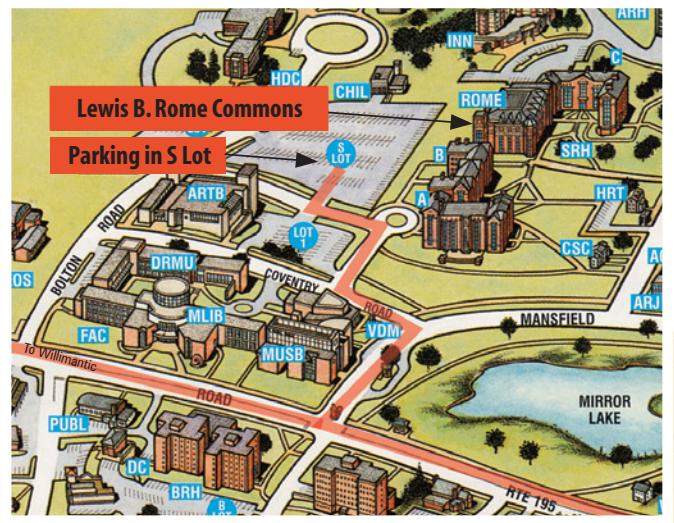
**Mastering Diseases of Perennials** 🦠  
*Margery Daughtrey, Long Island Horticultural Research and Extension Center, Cornell University, Riverhead, NY*  
Diseases afflicting herbaceous perennials range from the ever-familiar powdery mildew to the more insidious problems caused by foliar nematodes and viruses. Learn how to recognize and how to cope with the various contagious plant diseases that may occur on perennials in gardens or production sites.
- 12:30 - 1:45 Lunch
- 1:45

**Destination *Helleborus***  
*Barry Glick, Sunshine Farm and Gardens, Renick, WV*  
Hellebores have become one of America’s favorite shade perennials. Join Barry, a noted plant breeder and creator of *Helleborus* x *hybridus* ‘Sunshine Selections’ and self proclaimed “King of *Helleborus*” for an educating and entertaining tour of this genus from hybridizing to propagation.
- 2:45 - 3:00 Break
- 3:00

**Beneficial Utilization of Composts** 🦠  
*Harry Hoitink, The Ohio State University, Wooster, OH*  
Compost-amended container media suppress the severity of many diseases, but several factors must be controlled to provide consistent effects. Beneficial microbial inoculants such as *Trichoderma* can add to this suppressive effect that is compatible with most fungicides. Harry will discuss several uses of disease-suppressive compost that are widely practiced in the industry today.

DIRECTIONS:

THE PERENNIAL PLANT CONFERENCE  
*Lewis B. Rome Commons, University of Connecticut*



*If you have questions about the conference, please contact Mark Brand at (860) 486-2930 or email: mark.brand@uconn.edu*  
  
*Information is also available at www.hort.uconn.edu/2006ppc*

**From Route 84:** Take Exit 68 and travel south on Route 195. Make a right onto Mansfield Road. Mansfield Road is about 2 miles south of the intersection of Route 195 and Route 44. Follow signs to park in S Lot.

**From Route 6 and points south:** Take Route 195 traveling north. Soon after passing E.O. Smith High School, turn left at the third light onto Mansfield Road. Mansfield Road is approximately 6 miles north of the intersection of Route 195 and Route 6. Proceed to S Lot.

**Attendees needing overnight accommodations should contact:** Nathan Hale Inn and Conference Center at (860) 427-7888, Best Western Regent Inn at (860) 423-8451 or Econo Lodge at (860) 684-1400.

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Walk-ins are welcome!



**Return this form to:** Mark Brand, University of Connecticut, Department of Plant Science, 1376 Storrs Road, Unit 4067, Storrs, CT 06269-4067. Please make checks **payable** to the **University of Connecticut**. Registration is nonrefundable. If requested by a program participant at least two weeks in advance, every effort will be made to provide special accommodations.

Name \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Print Names of Attendees for Badges:	Number of attendees
_____	_____
_____	X
_____	_____
_____	\$60 per person (postmarked on or before March 1, 2006)
_____	_____
_____	\$70 per person (postmarked after March 1, 2006)
_____	_____
_____	<b>Total check enclosed: \$</b> _____
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