



---

**Virginia Flower Growers Association's  
Greenhouse Marketing Update  
Nov. 7, 2007, Williamsburg  
8:30 am – 5:00 pm**

---



---

**James City/Williamsburg Community Center, 5301 Longhill Rd, Williamsburg**

---

- 8:30 – 9:00      **Registration**
- 9:00 – 10:30    **What Growers Need to Know About the Retail Customer – Judy Sharpton\*, Growing Places, Atlanta GA**  
Consumers drive our industry and their needs are different from our customers of old. Let Judy update you on where our customers are coming from now—their expectations and needs. Judy will explain why this is not just a “retailers” issue. Judy will discuss how growers and retailers can partner for better product presentation.
- 10:30 – 10:45    **Break**
- 10:45 – 12:00    **So, Which Crops are Profitable? – Jim Faust\*, Clemson University, Clemson SC**  
Do you know which crops are making money for you? Jim will describe and demonstrate a simple spreadsheet program to help you determine which crops and pot sizes are profitable in your specific operation. Jim will also make this spreadsheet available to you free on a CD available at the program.
- 12:00 – 1:30     **Lunch (included in registration fee) – Roundtable Discussion**  
Join our speakers and your fellow growers to discuss which crops and marketing programs have worked for you.
- 1:30 – 5:00      **Function and Form: Are you Marketing Your Products? – Judy Sharpton**  
Judy will discuss the concept of marketing for both growers and retailers. How do we use coordinated programs to attract consumers? How do we develop all-season selling? Do we need additional products for add-on sales? How do we improve the product turn in our growing and retailing operations? How do growers and retailers partner to keep fresh product in the store?

**Note: This program does not qualify for VA pesticide recertification credits.**

**\*Judy Sharpton** is a garden center design specialist with 20 years of experience in advertising and promotion, and the owner of Growing Places Marketing. Judy is a contributing editor for Lawn and Garden Retailer and Birding Business and has been published in American Nurseryman, GCM&M magazine and the OFA Bulletin.

**Jim Faust** is an associate professor of horticulture at Clemson University. Jim specializes in greenhouse production of floriculture crops with an emphasis on manipulating environmental growing conditions to improve crop quality and profitability.

**See reverse for Registration Form and directions to site.**



**Representing Virginia's  
Floriculture Industry**

**Virginia Cooperative Extension**

---

**LOCATION:**

James City County Community Center  
5301 Longhill Road  
Williamsburg, VA 23188  
Phone: (757) 259-4200

**DIRECTIONS:** From I-64, take SR 199East for Lightfoot (Exit 234). Travel about 4 miles on SR 199, and take the exit for Longhill Rd (SR 612) east. Stay on Longhill Rd for about 0.5 miles to the Community Center. For more detailed directions, please go to mapquest.com on-line, choose directions, and enter the address you will be leaving from that day – and enter the 5301 Longhill Road, Williamsburg, VA as your destination address.

If you are a person with a disability and desire any assistive devices, services or other accommodations to participate in this activity, please contact Leanne DuBois , James City Coop Extension Service at (757) 564-2170 during business hours of 8:00 a.m. and 5:00 p.m. to discuss accommodations 5 days prior to the event. \*TDD number is (800) 828-1120.

**PRE-REGISTRATION DEADLINE IS OCTOBER 26, 2007 (postmark date)  
FEES ARE HIGHER FOR LATE REGISTRATION**

**GREENHOUSE PRODUCTION UPDATE: PRE-REGISTRATION FORM**

Names of Attendees: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email/phone \_\_\_\_\_

VFGA Member?  Yes  No \_\_\_\_\_

Lunch  Vegetarian?  Yes  No \_\_\_\_\_

Pre-registration (**postmarked by October 26, 2007**): \$75.00 per person to cover handouts, breaks and lunch  
VFGA Member pre-registration price is \$50.00

**Registration at the door: \$95.00 (members and non-members)**

Amount enclosed: \$\_\_\_\_\_ Please make check payable to: VFGA (Virginia Flower Growers Association)

Mail to: Maura Wood, VFGA Secretary, P.O. Box 10074, Blacksburg, VA 24062. For program information contact Joyce Latimer at 540-231-7906 or [jlatime@vt.edu](mailto:jlatime@vt.edu)