We are happy to invite you to the Pacific Northwest for the Floriculture Research Alliance annual meeting! This will be the first time we will visit this area and hope that you can all come! This is going to be a great trip with the conference being held at the downtown Seattle Sheraton hotel that is just blocks away from all the downtown attractions including Pikes Place Market! Our program is designed for both owners and head growers, including a tour of some of the best companies in the area including FRA member Smith Gardens.

Our meeting is scheduled for November 5-7, 2013. Owners will meet on the 5th, and are free to participate in the tours the next day on the 6th, and/or our grower day on the 7th. Growers should plan on participating in the tour on the 6th and the full day grower day on the 7th.

**Location:** The Conference will be held at the downtown Seattle Sheraton. Hotel reservations should be made at the following website: [https://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=1307013686&key=45B5B](https://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=1307013686&key=45B5B) or call (206) 447-5547 and ask for the Floriculture Research Alliance Conference rate.

Our room block contains both a two bed option (for those who want to share) or a king bed option for those who want their own room. Regardless, the block rate is $169/night - a very good rate for downtown Seattle. For guests interested in booking Deluxe rooms, Club rooms, or Suites, you will need to call in-house reservations directly at (206) 447-5547 for pricing and availability.

**The group rate is only available until October 8, 2013, and is subject to availability. Should the hotel fill, there are several other hotels nearby but the rates will likely be higher.**
Registration: Registration cost is $200/person (before Oct 15) and $250/person (between Oct. 15 - Nov. 5). Registration includes many costs associated with the conference including meals and snacks during meetings, the bus tour (including lunch), and appetizers at the group happy hour. To register, please complete and return the attached form.

Transport from the Airport to the Hotel:

SEATTLE/TACOMA INTERNATIONAL AIRPORT (SEA)
Travel Distance: Approximately 25.75 km/16.0 miles
Options for getting to and from the hotel include:

- **Taxi service** is readily available at Sea-Tac Airport on the third floor of the parking garage.

- **Private Car Service.** The Sheraton Seattle can make arrangements for a limo, sedan, or van service for your arrival and departure. Rates are by hours, vehicle type, and number of passengers. There are also a variety of rental car companies within close proximity of the hotel and of Sea-Tac Airport terminal, although parking downtown can be expensive (around $50/night).

- **Downtown Airporter** by Shuttle Express. Fee: One Way $18, Roundtrip $31. Departures from SeaTac Airport and Downtown Seattle 24-hours a day, every day. From 4 am - 8:30 pm: Leaves SeaTac Airport and hotels approximately every 30 minutes; from 8:30 pm – 4 am: Service on-demand and reservations are recommended. Contact: (855) 566-3300. The Downtown Airporter departs from Level 3 of the Parking garage, Island 2. Follow the signs to ground transportation, taxis, limos, hotel shuttles on the third floor of the parking garage. For additional information, please visit [http://www.downtownairporter.com](http://www.downtownairporter.com).

- **Light rail** is the most economical option, as well as probably the quickest during rush hour. This runs from SEA-TAC to about 4 blocks from the hotel and costs around $3/person, each way: [http://www.soundtransit.org](http://www.soundtransit.org).
Agenda

Owners Meeting - Tuesday (November 5, 2013):
2:00 – 3:00 FRA leader presentations on major program projects:
- 2:00 – 2:10  James Atlan
- 2:10 – 2:20  Paul Fisher
- 2:20 – 2:30  Erik Runkle
- 2:30 – 2:40  Jim Faust
- 2:40 – 2:50  John Dole
- 2:50 – 3:00  John Erwin
- 3:00 – 3:15  Marketing and Trends (Charlie Hall)
- 3:15 – 4:00  Break (refreshments provided)
- 4:00 – 4:45  Profitability and Staff Training (Paul Fisher)
- 4:45 – 5:15  Owner Priorities
- 6:30 -  Group Networking Dinner with piers (2-3 locations will have reservations – approximately 10-15 each)

Bus Tour - Wednesday (November 6, 2013):
There will be a 5-10 minute demonstration and/or talk at each stop using an example at each site on topics that could include perennial forcing, woody propagation, cutting handling, water treatment, media handling/mixing etc.
- 7:30  Depart hotel
- 8:45-9:45  Northwest Hort, www.northwesthort.com
- 12:00-1:15  Smith Gardens and box lunches, www.smithgardens.com
- 2:00-3:00  T and L Nursery, www.tandlnursery.com
- 3:45-4:45  Swansons Garden Center, www.swansonsnursery.com
- 5:30  Arrive back at Sheraton
- 6:30  Networking Happy Hour (Appetizers Provided) – with dinner options at that and nearby restaurants.

Grower Meeting - Thursday (November 7, 2013)
- 7:15-8:00  Breakfast (provided in meeting room)
- 8:00-8:45  Fisher – Substrates and media
- 8:45-9:30  Runkle – LEDs for flowering and growth applications
- 9:30-10:00  Faust – Clemson Research Update (Biological control, Clematis production, PGR tank mixes.
- 10:00-10:15  Break (coffee and drinks only)
- 10:15-10:45 Runkle – Forcing perennials to flower
- 10:45-11:15 Dole – Postharvest issues in bedding production
- 11:15-11:45 Charlie – What can we expect from 2014?
- 11:45-12:15 Erwin – New PGR Tank Mixes
- 12:15-12:30 Atland - Weed control in sensitive crops.
- 12:15-1:00 Lunch (provided in meeting room)
- 1:00-1:15 Atland - What is biochar? And does it have a fit in soilless substrates?
- 1:15-1:45 Fisher - Reducing runoff in stock plant production, and water treatment
- 1:45-2:15 Dole - New PGR research at NC State
- 2:45-3:15 Erwin - New light and shading standards
- 3:15-3:30 Break (drinks only)
- 3:30-4:00 Grower discussion of issues this year.
- 4:00-4:30 Next year research priorities

Presenters:

- Clemson University (Jim Faust)
- University of Florida (Paul Fisher)
- Michigan State University (Erik Runkle)
- University of Minnesota (John Erwin)
- North Carolina State University (John Dole)
- Texas A & M (Charlie Hall)
- USDA-ARS (James Atland)
REGISTRATION FORM

November 5-7, 2013
Please make separate hotel reservations at the Downtown Seattle Sheraton

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Registration Fee:

Prior to October 8, 2013 - $200 per person
After October 8, 2013 - $250 per person

Please make registration checks payable to ‘University of Minnesota’ and mail to:

John Erwin
Department of Horticultural Science
305 Alderman Hall
1970 Folwell Ave.
St, Paul, MN 55108

Registration questions can be directed to John via erwin001@umn.edu; cell (612-385-6863). Don’t forget the hotel reservation! Room availability, and block reservations at the lower rate are limited!