

D.C. Kiplinger Floriculture Lecture and Open House

Dr. Michelle Jones, The D.C. Kiplinger Chair in Floriculture, and the OSU Department of Horticulture and Crop Science invite you to attend.



D.C. Kiplinger Floriculture Lecture

October 31, 2008 11:00 AM

Green Industry 2010: The Dynamics of Hypercompetition



Presenter: Dr. Charlie Hall
Ellison Chair in International Floriculture, Texas A&M University
(website <http://ellisonchair.tamu.edu>)

Location: Rm 121 Fisher Auditorium, The Ohio Agricultural Research and Development Center (OARDC) campus, 1680 Madison Ave., Wooster, OH. The presentation can also be viewed from Rm 244 Kottman Hall, OSU, Columbus.

Lecture abstract: Many current trends and driving forces point to the fact that consumer demand in the Green Industry marketplace is maturing. If so, this dictates a strategic response on the part of all participants in the industry supply chain! This seminar will address proactive strategies that will not only help ensure survival, but will also position growers, service providers, and retailers for competing profitably in this period of hypercompetition.

Luncheon and Floriculture Open House

October 31, 2008 12:00 – 3:00 PM

On the OARDC campus immediately following the lecture

Schedule:

- Lunch
- Introduction to Dr. Michelle Jones, the new D.C. Kiplinger Chair in Floriculture
- Current and future research projects of the OSU Floriculture team
- Tour of laboratory and greenhouse facilities

This will be a time to interact with Dr. Hall and the OSU floriculture team.

We look forward to welcoming you to the OARDC Wooster campus of OSU (Parking is free!!)

Please **RSVP by Oct. 27** to Michelle Jones at jones.1968@osu.edu or 330-263-3885