

California Spring Trials Excursion For Greenhouse Growers

April 8-10, 2014

For the 4th year, a tour of several of the main stops along the Spring Trial route in California is being organized by floriculture/greenhouse specialists Dr. Mark Bridgen and Dr. Neil Mattson of Cornell University from April 8-10, 2014. This one-of-a-kind guided excursion is an intense, educational, and very entertaining way for growers and horticultural professionals to visit several of the key Spring Trial locations with fellow horticulturists. It allows attendees the convenience of not having to arrange for their own stops, hotels, and transportation. The itinerary is jam-packed with three full days of tours with the days beginning early and continuing at a fast pace late into the evening. The cost includes hotel accommodations, bus transportation, breakfasts, lunches, and shuttle service to and from the airports.

Guests will be able to visit the major horticultural companies that distribute plant materials and supplies and get a first-hand look at the products and new varieties that are available to the floriculture industry. This excursion is designed specifically for members of the greenhouse and floriculture industry, other horticulture professionals, and academics. It is an opportunity to meet fellow growers, breeders, and other plant company representatives to share ideas, update your understanding of what's happening in our industry, and travel with trained professionals.

Attendees should plan to arrive at the San Jose Airport on Monday, April 7, and will stay at the Holiday Inn San Jose Airport (breakfast and complimentary airport shuttle included). The journey begins on Tuesday morning, April 8, when the bus departs from the hotel. That first day, the group will visit Proven Winners, Syngenta Flowers, and Sakata Seed. Participants will stay in the Courtyard by Marriott Salinas (breakfast included) on Tuesday night.

Wednesday, April 9, will be a busy day with visits to Dümmer USA, including Red Fox and HGTV Home, and also the group of Fides, Oro, Ecke Ranch, Oglevee, and Bartels brands; this stop includes GreenFuse Botanicals. A stop at the California Polytechnic State University is also included on this day. That night will be spent at the Crowne Plaza Ventura located on a beautiful Pacific Ocean beach. Thursday, April 10, begins with a visit to Ball Horticultural Co. in the morning and to GroLink Plant Co. in the afternoon; this second stop includes Athena Brazil, Flamingo Holland, Florist Holland B.V., Florensis, Hort Couture, and PlantHaven International, Inc., Royal Van Zanten, Schoneveld, and Sequoia Group International. At the end of the day, as we travel to Hollywood, we will stop for a wine tasting at the Cornell Winery in Agoura, CA. Overnight accommodations will be at the Ramada Plaza Hotel in West Hollywood. On Friday, April 11, Super Shuttle will provide the transportation to either the Los Angeles Airport or Burbank Airport where participants may return home or travel on their own to other locations.

This package trip includes the cost of first class hotel accommodations for four nights from April 7-11, coach bus transportation from San Jose to West Hollywood, airport shuttle on arrival and departure, breakfasts and lunches on travel days, a wine tasting, and 2 experienced horticultural guides. Participants need to arrange their own transportation into San Jose on April 7 and out of LAX or Burbank Airport on April 11, and cover their own dinner costs. Travel Concepts is available to assist with these reservations (see the website listed below). The cost of the trip will be \$690 per person in a double room (we will help you to find roommates if needed) or \$1,050 per person for a single room. These rates are based on 40 participants and will be adjusted slightly if minimum capacity is not met. The trip is subject to change and may be cancelled if minimum capacity is not met.

****Space is limited**** Register by February 28, 2014 to reserve a seat on this trip. For on-line reservation, go to www.concepts.us.com/registration-greenhouse-spring2014.asp. Be sure to go to the site labeled: **Greenhouse Growers Spring Trials 2014**. Payment can be made by check or credit card. If you have registration questions, call Denise at 203-262-6260 or 1-800-274-5801. If you have questions about details of the trip, contact Dr. Mark Bridgen at mpb27@cornell.edu or at 631-727-3595.