



**John Esser, Executive Secretary**  
5301 Portsmouth Way  
Madison, Wisconsin 53714  
608-244-3088 email [jresser@charter.net](mailto:jresser@charter.net)  
website: [cfgw.org](http://cfgw.org) email: [info@cfgw.org](mailto:info@cfgw.org)

## **Commercial Flower Growers of Wisconsin 2017 Fall Greenhouse Conference Schedule of Events October 18, 2017**

- 8:00 AM Registration opens. Coffee, rolls & **Tradeshow vendor contact time**
- 9:00 Welcome and announcements by CFGW President Brian Karthausser
- 9:10 “Trends, Tips and Tricks to Connect with the Next Generation of Garden Consumer” by Jessica DeGraaf, Proven Winners
- 10:10 **Tradeshow vendor contact time** and coffee break
- 11:00 “Trends Potentially Affecting the Floriculture Industry” by Dr. Marvin Miller, Ball Horticultural
- 12:00 Noon Lunch of grilled hamburgers and chicken breasts, baked beans, chips and desert.
- 12:30 PM Guided Greenhouse Tours and **Tradeshow vendor contact time**
- 1:30 “New and Exciting Annuals, Perennials and Flowering Shrubs from Proven Winners” by Jessica DeGraaf, Proven Winners
- 2:35 “An Everything Goes Horticultural Forum” by Dr. Marvin Miller, Ball Horticultural
- 3:40 Closing remarks by CFGW President Brian Karthausser

### **Board of Directors**

Brian Karthausser Pres.  
262-255-7815  
[bchbys@sbcglobal.net](mailto:bchbys@sbcglobal.net)  
Dann Haendel  
800-657-0745  
[dhaendel@carlinsales.com](mailto:dhaendel@carlinsales.com)  
Chris Peterson  
262-363-7595  
[opusalfa@aol.com](mailto:opusalfa@aol.com)  
Betty Bless  
608-222-2269  
[abfbettyb@gmail.com](mailto:abfbettyb@gmail.com)

Chris Williams Vice President  
608-752-8917  
[kwgchris@gmail.com](mailto:kwgchris@gmail.com)  
Tom Hartman  
920-683-2123  
[Hartmansgreenhouse@yahoo.com](mailto:Hartmansgreenhouse@yahoo.com)  
Jason Wenninger  
920-899-0354  
[jwenninger01@gmail.com](mailto:jwenninger01@gmail.com)  
Kyle Tillman  
608-835-5989  
[kyle.tillmann@gmail.com](mailto:kyle.tillmann@gmail.com)

Paul Ruszkiewicz-treasurer  
262-895-4636  
[kim@paulspetalpushers.com](mailto:kim@paulspetalpushers.com)  
John Lewandowski  
414-282-4220  
[johnl@bluemels.com](mailto:johnl@bluemels.com)  
Megan Lambert  
651-214-5623  
[megan.lambert@bfgsupply.com](mailto:megan.lambert@bfgsupply.com)

A member of the Wisconsin Green Industry Federation (WGIF)

## **Thank you to the following Gold Level tradeshow renters:**

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**Thanks to Floral Plant Growers for providing the meeting space and when you see him, thank Joe Miklusky and his staff for preparing the meeting room and today's meal.**

**Stop by the vendor's booths and thank them for their participation. Booth rentals pay for 30% of today's meeting costs.**

## **Speaker Bios:**

**Jessica DeGraaf** is an avid gardener that has spent her whole life in the horticulture industry. Growing up in a small garden center in Northern Michigan, she swore to never set foot in a greenhouse after graduation. But, the plant bug had bitten and she learned to never say never! Jessica holds an undergraduate and master's degree in horticulture from Michigan State University. In her role at Proven Winners, Jessica specifically focuses on the needs of independent garden centers, creating partnerships and building innovative programs to support the vital segment of our industry.

**Dr. Marvin N. Miller** is market research manager for Ball Horticultural Company, West Chicago, Illinois, U.S.A. Marvin has both a B.S. in horticulture and a M.S. in Agricultural Economics from Purdue University and a Ph.D. in Food and Resource Economics, majoring in Agricultural Marketing, from the University of Florida. He has been with Ball since 1983. The focus of his research efforts involves the changing structure, conduct, and performance of the horticulture industry, with current emphasis on North American floriculture. He travels extensively, visiting both greenhouses and retail establishments, and frequently writes and speaks about industry trends affecting the industry. Marvin is also active in a number of industry organizations and currently serves on Boards for America in Bloom, the Seeley Conference (Cornell University), the American Floral Endowment (AFE), and the Society of American Florists (SAF). Marvin served as President of the Board of Directors of America in Bloom from 2005 until 2014 and has recently moved into the position of Treasurer. He also serves on other committees for the SAF and AFE, as well as AmericanHort. He is currently serving on two advisory committees for the U.S. Department of Agriculture, the Herbaceous Ornamental Crops Germplasm Committee and the Advisory Committee for Agricultural Statistics.

**\* Held at the Natural Beauty Growers greenhouse, N781 Curran Road, Denmark, WI 54208.**