



## 9th Annual HGSA Summer Conference & Trials

September 7 to 10, 2016 • Denver, Colorado

### ITINERARY

#### WEDNESDAY, SEPTEMBER 7

##### AFTERNOON:

**Arrive** in the Denver, Colorado area. Our conference hotel is the Westin Westminster, close to the airport, with a view of the Rocky Mountain front range. The comfortable Westin is centrally located for our two days of conference tours.

##### EVENING

##### **Welcome reception**

Settle in, relax, and then attend the evening opening reception, hosted by *Hammer Packaging*. Spend a little time catching up and socializing with new and old friends. Enjoy dinner on your own afterwards at one of the numerous restaurants within easy walking distance.

#### THURSDAY, SEPTEMBER 8

##### MORNING:

**Breakfast:** We'll start the morning with breakfast at the hotel, before we dive into this year's HGSA trials and our first day of tours.

##### **I. Eurofins STA Seed Laboratory**

We will start the day with a tour of the Eurofins STA state-of-the-art seed laboratory facility in Longmont, CO. Founded in 1987, Eurofins Inc. is an independent agricultural product testing laboratory that offers genetic, seed quality, plant health diagnostic services and products to the seed and plant industries.

##### **II. HGSA 2016 Summer Trials & Colorado State University**

Our second stop will be at the Colorado State University campus in Fort Collins, CO. to view and evaluate all our HGSA members' vegetable and flower trial entries. We can also go through the 2016 All American Selection trials and many other CSU hosted flower trials including Plant Select.

##### AFTERNOON:

**Lunch:** A special outdoor lunch hosted by *Syngenta Seeds* will be held at the CSU campus before we break into groups for our afternoon tours.

- III. **Master Gardeners Panel** -Taking advantage of this fine outdoor setting, we will host our annual guest panel of local Master Gardeners/Garden Media folks on the topic of "Marketing 301: What Do We Need to Tell Gardeners?" The panel will give us feedback on gardening from seed and promoting seed packet sales specifically from the consumer point of view. This discussion will create vital information for our 2017 Spring Mailing "**Seed Buying 301**".
- IV. **Tour of the National Center for Genetic Resources Preservation** (previously known as the USDA germplasm repository.)

A rare opportunity to tour CGRP's state-of-art facilities that combine an unusual mix of laboratories that process diverse germplasm for storage, measure germplasm quality and viability and evaluate genetic diversity of collections. NCGRP receives seed and plant materials from all over the United States and the world. We will break into smaller groups for a tour of both plant and animal stored genetics.

#### EVENING:

**Dinner in Fort Collins:** A special evening, beginning with a craft beer tasting hosted by *Sakata Home Grown*, featuring wine & beer from the area's local breweries and wineries. For dinner, a local chef will create a unique regional menu for us to experience the fresh summer flavors from Colorado State. Dinner is hosted by *American Meadows*. Come, relax and enjoy the energy and vibe of Fort Collins.

### FRIDAY, SEPTEMBER 9

MORNING: **Breakfast:** We'll start the morning with breakfast at the hotel, where we will hold our HGSA Membership meeting before we dive into another day of tours and sessions.

- I. **HGSA Summer Membership Meeting: EZ from Seed**

Becoming a gardener has taken on a new cachet and growing your own food continues to be the "next best thing". We'll talk about how the HGSA can continue to help all members to educate and grow their markets. This will be a good opportunity for a proactive discussion of what we should do to sustain and promote growing from seed.

- II. **Tour of Celestial Seasonings**

Our next stop will be a fun and interesting tour of the Celestial Seasonings facility. This iconic name in the spice and tea world will offer us all great way to learn how herbs and spices are sourced, processed and packaged and marketed.

#### AFTERNOON:

**Lunch:** *Applewood Seed* has generously invited us to enjoy a wonderful lunch at their facility and take tours of their grounds and seed lab.

- III. **HGSA Round Table Discussion – Social Media 101 “What are the Social Media Trends in Gardening?”** An informative and interactive session hosted by Mike Lizotte and John Fendly. Both of these experienced social media entrepreneurs will share experiences and create an atmosphere for a spirited question-and-answer session to follow with fellow HGSA members.
- IV. **Denver Botanical Gardens**

Our final stop for the conference is the magnificent Denver botanical Gardens. We will start with a tour and then have ample time to roam the extensive and grounds. The garden

features North America's largest collection of plants from cold temperate climates around the world, as well as seven diverse gardens **that** include plants from Colorado and neighboring states.

**V. Special Guest Speaker: History of the Home Garden Industry with Jim Waltrip**

It is real privilege for HGSA to host Jim Waltrip at our conference. Jim has had many years of first-hand experience in every aspect of the home garden seed trade, mentored many in the business and has been instrumental in its affiliated organizations. No one could do a better job of giving us a “The History of the Home Garden Industry”. Reconnect with Jim and enjoy his presentation about our history of our business, peppered with many great anecdotes and stories. Jim has a long history as a knowledgeable and entertaining speaker, so this will be a treat for both new and long-time members!

**EVENING:**

**Closing Reception and Dinner** the Gates Hall and Garden Court in the Denver Botanical Gardens will be the scenic location for our closing reception, dinner and awards program.

**SATURDAY, SEPTEMBER 10 – OPTIONAL “Day After” one half-day TOUR**

**Enjoy an extra special morning of events in Boulder:**

Our fellow HGSA member company, **Renee’s Garden** is welcoming us for a visit of their packaging and fulfillment operations in Boulder. After our brief tour, we will visit the truly fabulous Boulder Farmers Market for a breakfast treat. Then we are off to the National Center of Atmospheric Research.

We will drop everyone on the half-day tour back at the conference hotel at 1:00 pm for shuttles to the airport.