

# 2007 OFA Bulletin Articles

## **Academic**

### November/December

What's IR-4 Done for Me Lately?  
Charles Krause

## **Academic Update**

### November/December

The Ohio State University  
Peg McMahon

### September/October

Application Technology Research Unit Update  
Charles Krause

### July/August

Floriculture at the University of California at Davis  
Heiner Lieth

### May/June

Michigan State University Floriculture Program  
Cathy Whitman  
Erik Runkle

### March/April

Floriculture Group at North Carolina State University  
Brian Whipker  
Christine Casey  
John Dole  
William Fonteno  
Colleen Warfield

## **All Industry**

### July/August

Results of the 2006 Herbaceous Annual Plant Trial  
Gardens at the Cincinnati Zoo and Botanical Garden  
Brian Jorg  
Patrick Kelsch  
Steve Foltz  
David Dyke

## **Ask the Doctor**

### September/October

Have You been to the Southern Nursery Association's  
Research Conference?  
Steve Carver

### May/June

Capitalism with a Conscience  
Steve Carver

### March/April

Ask the Doctor  
Steve Carver

## **Florist**

### July/August

Embrace the Beauty of Autumn to Maximize Flower Shop  
Profits  
Gary Anderson

### January/February

How to Be a Strong Independent Florist: A Sense of  
Community  
Linda Zoerb

## **Forum**

### September/October

Why Should You Care about a Program Called IR-4?  
Lin Sshmale

### July/August

USDA-AMS Specialty Crop Block Program  
Steve Carver

### May/June

An Update from Washington  
Craig Regelbrugge

### March/April

Is Floriculture at a Mature Stage of Growth?  
Stan Pohmer

### January/February

Touching Base  
John Holmes

## **Garden Center**

### November/December

Adding On Adds Up To Bigger Sales and Better Service  
Susan Negen  
Bob Negen  
Implementing a Customer Loyalty Program  
Kathleen Kelley

### September/October

Keeping Customers through Classes and Events at the  
Retail Garden Center  
Kathleen Benken  
Tips & Tricks to Increase Add-On Sales - A Different Angle  
Sid Raisch  
Was It Something I Said? Strategies for Improving  
Customer Loyalty  
Bridget Behe

### July/August

Container Gardening: A Unique Year-Round Sales  
Opportunity  
Judy Sharpton  
The Future - Retailers with No Product  
John Stanley

## May/June

Creating & Selling Container Gardens  
Terri Starman  
Guaranteed to Make a Difference  
John Stanley

## March/April

Store Design Comes of Age: Renovation ROI  
Judy Sharpton

## January/February

Twelve Resolutions to Make This Year the Best, Easiest, &  
Most Profitable Year Ever!  
Susan Negen  
Bob Negen

## **Groweer**

### March/April

Label Restrictions: Why Should You Read Them?  
Raymond Cloyd

## **Grower**

### November/December

Biorational Insecticides  
Scott Ludwig  
OFA Fact Sheet: Black Root Rot (*Thielaviopsis basicola*)  
Janna Beckerman  
pH and Micronutrient Management in Container Grown  
Crops  
Bill Agro  
Paul Fisher  
Production Tips for Vegetative Perennials  
Cathy Whitman  
Art Cameron  
Erik Runkle  
Sonali Padhye  
Understanding Photoperiod & Flowering  
Ryan Warner

### September/October

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Stan Pohmer  
Impatiens Necrotic Spot Virus  
Dennis Lewandowski  
OFA Fact Sheet: Rhizoctonia  
Janna Beckerman  
Pesticide Resistance Case Study  
Raymond Cloyd  
What's Important in a Growing Medium - Physical  
Properties  
Hugh A Poole

### July/August

Crop Shrinkage: The Profit Imploder  
Peter Konjoian  
From Breeder to Grower - Bringing New Vegetative  
Varieties to the Industry  
Harvey Lang  
Getting Your Poinsettia Crop Off on the Right Foot  
James Faust

Irrigation and Nutrition: Their Effect on Insect Population  
Claudia Kuniyoshi  
Luis Canas  
OFA Fact Sheet: Mites  
Raymond Cloyd

## May/June

Alternative Energy - It's Your Future We're Talking About  
Paul A Thomas  
OFA Fact Sheet: Pythium  
Gary Moorman  
OFA Fact Sheet: Whiteflies  
Raymond Cloyd  
Success With Regal Geraniums  
Karl Batschke  
Turn Your PC into a Microscope  
Brian Whipker

## March/April

Grants Available to Help Growers Get Greenbacks  
Chris Byrnes  
How to Prevent Pest Problems by Keeping Good Records:  
Can We Embrace the Future?  
Luis Canas  
Planning a Fertilizer Program for Greenhouse Crops  
J Raymond Kessler  
Producing Exceptional Crops: When is Good Enough,  
Good Enough?  
Peter Konjoian  
Virtual Grower: Decision-Support Software for Energy Use  
and Beyond  
Charles Krause  
James Locke  
Jonathan Frantz  
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## January/February

Cutting Production and Propagation: Is There Room for  
Improvement?  
Roberto Lopez  
Management of Pathogens that Threaten Vegetative  
Propagation  
Gary Moorman  
John Dole  
OFA Fact Sheet: Western Flower Thrips  
Raymond Cloyd  
Potted Garden Chrysanthemums: Is Pinching or the  
Application of Florel Necessary?  
Mark Bridgen  
Working Harder and Making Less: The Curse of Chasing  
Gross Revenue  
Peter Konjoian

## March/April

Virtual Grower: Decision-Support Software for Energy Use  
and Beyond

## **Interior Plantscape**

### November/December

What to Do, What to Do? Part 2  
Joel Pesapane

## July/August

What to Do, What to Do?  
Joel Pesapane

## May/June

It's Process, Process, Process; Not Practice, Practice,  
Practice  
Joel Pesapane

## **Legislative Update**

### January/February

New Congress... New Agendas  
Lin Schmale

## **Management**

### November/December

Disasters - Be Prepared!  
Karissa Anderson  
Gary Hudson

### September/October

Are You Empowering Your Team?  
John Stanley  
Employee Rewards - Cash Isn't Always King  
Alicia Wells  
Top Ten Reasons to Apply for a USDA Grant  
Chris Byrnes

### July/August

Cost-Cutting Tools for Trimming Overhead  
Forrest Stegelin

### May/June

What Does the Front of Your Store Say to Customers?  
Linda Talley

### March/April

Checklist for a Healthy Business: Looking for the Obvious  
Bill McCurry  
Gary Hudson

### January/February

The ABCs of Safety  
Gary Hanson

## **Marketing**

### November/December

Trend Observations from the Old World - Bits and Pieces  
from a Recent Trip to Germany  
Kerstin Ouellet

### September/October

The Importance of Networking  
Marty Grunder

### May/June

Is the Price Right?  
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## January/February

Making Cold Calls  
Linda Talley

## **OFA News**

### November/December

OFA Membership & Financial Reports  
OFA Staff

### September/October

OFA Outreach Education  
OFA Staff  
Welcome New OFA Members  
OFA Staff

### May/June

OFA Embraces New Business Strategy  
OFA Staff  
Welcome New OFA Members  
OFA Staff

### January/February

OFA Congratulates Newest Ohio Certified Florist  
OFA Staff

## **Safety**

### November/December

Regular Safety Communication  
Gary Hanson

### September/October

Safe Vehicle Operation  
Gary Hanson

### July/August

Identifying Occurrence Events: The Causes of Accidents  
Gary Hanson