

Maine State Florists' & Growers' Association (MSFGA) Session



- Wednesday, 1/12/2022 —All Via ZOOM!
- [Submit online registration form](#) –to receive session ZOOM links
- Multiple session discounts: \$10 off for members, \$5 off for non-members
- Contact Katey Campbell (MSFGA) for payment instructions: 207-756-5553 or campbellsfloraldesign@gmail.com

9:00 -11:30am - Sourcing USA Grown Flowers & Foliage Year- Round, connecting farmers+ florists and live Q&A. Molly Oliver, Molly Oliver Flowers, Brooklyn, NY

Learn how to source flowers closer to home, year-round! Let's build those farmer- florist relationships and utilize the amazing blooms that are produced by our fellow neighbors. Learn floral trends, seasonality and availability of different crops, shipping tricks and planning. Plus, don't forget those containers! Attendees will take home new resources to apply to their businesses. This seminar will end with a live question and answer with Molly Oliver! Bring your questions!

Seminar fee: \$35 members, \$45 non-members

12:00 - 1:00pm - 'What I Wish I'd Known When I First Started' Josh Flynn, CEO, Seabreeze Property Services

"After five years of working for and running Maine's largest property services company I've learned countless things about business, personnel, finance, and more that would have made my first foray into growing and arranging flowers more successful. I'll share some strategies and tactics that would apply to any stage of the life of your floral business and help move it forward."

Seminar fee: \$15 members, \$20 non-members

1:15 - 2:15 -The Future of Employment Josh Flynn, CEO, Seabreeze Property Services + Round Table

Short-staffed? Trouble hiring? Price increases? This will be a roundtable discussion for greenhouse growers, nursery owners, cut flower farmers, and florists alike. Bring your concerns and ideas, let's talk about the rising cost of goods, efficiency in production and how to appeal to future employees and customers.

Seminar fee: \$15 members, \$20 non-members

***2:30 - 4:00 - Greenhouse Pest Talk Carole Neil & Sarah Scally, Asst. Horticulturists, MDACF ([*This session approved for one pesticide recertification credit.](#))**

Carole & Sarah dive into the greenhouses and nurseries to talk about pests and their management! Bring your questions and concerns from your own practices.

Seminar fee: \$15 members, \$20 non-members