

NHamp
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P53
1992
Aug/Sept



The PLANTSMAN



begonias

OVERLOOKED BY COMMERCIAL GROWERS?

See page 13.

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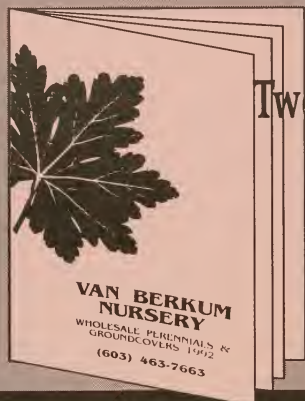
OVERLOOKED BY COMMERCIAL GROWERS?

See page 13.

AUGUST/SEPTEMBER 1992

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SPECIES	AGE	SIZE	100-249	250-499	500 & UP
American Arborvitae	2-3	12-24"	1.30	.91	.65
	2-2	9-15"	1.20	.84	.60
	3-0	6-9"	.34	.24	.17
Canadian Hemlock	2-4	12-24"	1.50	1.05	.75
	P-2	9-15"	1.40	.98	.70
	2-2	6-12"	1.20	.84	.60
Austrian Pine	2-2	9-15"	1.20	.84	.60
	2-0	3-6"	.24	.17	.12
	3-0	9-15"	.40	.28	.20
Eastern White Pine	2-3	5-8"	1.30	.91	.65
	3-0	3-6"	.34	.24	.17
	2-2	9-15"	1.10	.77	.55
Red Pine	3-0	9-15"	.36	.25	.18
	2-2	6-12"	1.20	.84	.60
	3-0	6-12"	.40	.28	.20
Black Hills Spruce	2-3	12-18"	1.40	.98	.70
	2-2	9-15"	1.30	.91	.65
	2-2	6-9"	.24	.17	.12
Colorado Blue Spruce	2-2	12-18"	1.16	.84	.60
	2-0	6-12"	.24	.17	.12
	2-2	6-12"	.24	.17	.12
Norway Spruce	2-3	12-24"	1.20	.84	.60
	2-2	12-18"	1.16	.81	.58
	3-0	12-18"	.40	.28	.20
White Spruce	2-0	6-12"	.24	.17	.12
	2-2	6-12"	.24	.17	.12
	2-2	6-12"	.24	.17	.12

PLUG STOCK

Minimum order: 4 trays (2 of same variety)

SPECIES	AGE	SIZE	2-6 TRAYS	8 TRAYS & UP
Austrian Pine	P2	3-5"	.57	.37
	P2	3-5"	.57	.37
Mugho Pine	P2	3-5"	.57	.37
	P2	3-5"	.57	.37
Japanese Black Pine	P2	4-8"	.57	.37
	P2	4-8"	.57	.37
Eastern White Pine	P2	4-7"	.57	.37
	P2	4-7"	.57	.37
Black Hills Spruce	P2	5-10"	.57	.37
	P2	5-10"	.57	.37
Colorado Blue Spruce	P2	4-7"	.55	.35
	P2	4-7"	.55	.35
Norway Spruce	P2	5-10"	.57	.37
	P2	5-10"	.57	.37
White Spruce	P2	5-10"	.57	.37
	P2	5-10"	.57	.37
Serbian Spruce	P2	5-10"	.57	.37
	P2	5-10"	.57	.37

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CALENDAR

AUGUST

12 *The New Hampshire Plant Growers' Association Summer Meeting*; Jolly Farmer, East Lempster, NH; for information: Chris Robarge at (603) 862-1074.

12 *New Hampshire/Vermont Tela-flora Unit Summer Meeting*; Jolly Farmer, East Lempster, NH; for information: Everett Aldrich at (603) 444-2201.

19 *New Hampshire Landscape Association Twilight Meeting: "Wetlands—a Half-acre Mitigation Site,"* Derry, NH; for information: Guy Hodgdon at 1-800-639-5601.

19 *Vermont Plantsmen Summer Meeting*, Grand Isle Nursery, South Hero, VT; for information: Scott Pfister at (802) 244-7048.

20-21 *Pennsylvania Landscape and Nursery Trade Show (PLANTS) & Conference, Expo Mart*, Monroeville, PA; (717) 238-1673.

31-September 4 *Third International Geranium Conference*, Hans Christian Anderson Conference Center, Odense, Denmark; for information: Richard Craig (at Penn State) at (814) 863-2191.

SEPTEMBER

9 *New Hampshire Plant Growers' Association Twilight Meeting*, Strawberry Banke, Portsmouth, NH; for information: Andrea Capron at (603) 569-5056.

16 *UNH Cooperative Extension Twilight Meeting*, Tanglewood Gardens, Bedford, NH; for information: Margaret Hagen at (603) 673-2510 or Nancy Adams at (603) 679-5616.

16 *New Hampshire Landscape Association Twilight Meeting: "A Tour of Historic Hamilton House,"* South Berwick, ME; for information: Guy Hodgdon at 1-800-639-5601.



Coreopsis
'Moonbeam'

OCTOBER

17 *Fall Invitational FFA Judging Contest*, UNH Greenhouse Facility, Durham, NH; for information: Dave Howell at (603) 862-1760.

19-21 *The 1992 New England Greenhouse Conference*, Sheraton Sturbridge Inn, Sturbridge, MA; for information: Richard Emerson at (603) 329-5525.

NOVEMBER

2-9 *Ohio Florists' Association Mexico Floriculture Tour*; for information: (614) 487-1117.

5-7 *The 1992 International Plug Conference*, Buena Vista Palace, Orlando, FL; for information: Julie A. Stewart at (708) 208-9080.

6-9 *The Association of Specialty Cut Flower Growers Fifth National Conference on Specialty Cut Flowers*, Sheraton Burlington Hotel and Conference Center, Burlington, VT; for information: ASCFG, 155 Elm Street, Oberlin, OH 44074; phone: (216) 774-2887.

30-December 3 *The 42nd Annual Meeting of the International Plant Propagators' Society Eastern Region*, St. Louis Marriott Pavilion Downtown, St. Louis, Mo; for information: Darrel Apps (215-388-6901) or Paul Smeal (703-231-5609).

JANUARY 1993

5-7 *Eastern Regional Nurserymen's Association (ERNA) Trade Show*, The Concord Resort Hotel, Kiamesha Lake, NY; for information: (203) 872-2095.

FEBRUARY

3-4 *New England Grows '93*; Hynes Convention Center, Boston, MA; for information: Virginia Wood at (617) 964-8209.

INSIDE

3 FORUM

6 NEW HAMPSHIRE NEWS

11 ELSEWHERE IN THE NEWS

10 WHAT DO YOU KNOW ABOUT YOUR CUSTOMERS? Ginny Hast

13 BEGONIAS Frank Green

17 MEMBER PROFILE BERGEVIN'S GREENHOUSE

21 COMMUNITY TREES Margaret Hagen

25 A BUSINESS INSURANCE CHECKLIST Bob Butler

27 FROM THE BOARD EXPANDING THE RANGE OF THE PERENNIAL BORDER Roger Warren

The *Plantsman* is published in early February, April, June, August, October, and December with copy deadlines being the 5th of each prior month. While camera-ready ads are preferred, set-up assistance is available at a nominal fee. Free classified advertising is offered as a member service. We will carry a short message (no artwork or logos) for one or two issues of the *Plantsman*.

AD SIZE		6x	1x
3 3/8"	w x 2 3/8"h	\$120	\$30
3 3/8"	w x 4 7/8"h	\$160	\$40
7"	w x 2 3/8"h	\$160	\$40
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7"	w x 10 "h	\$400	\$100

For further information, please contact the editor: Robert Parker at the UNH Research Greenhouses, Durham, NH 03824, (603)862-2061; or PO Box 5, Newfields, NH 03856, (603)778-8353.

Design: Joni Doherty
Cover Illustration (Begonia 'Irene Nuss') by Mark Crispin



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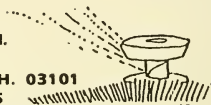
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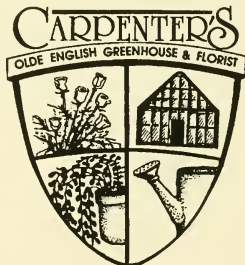
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NE Greenhouse Conference Update

Richard E. Emerson
NHPGA Representative

The 1992 New England Greenhouse Conference is set for Monday, October 19, through Wednesday, October 21, in Sturbridge, Mass.

The program is made up of educational topics as well as the trade show. We're sure that many of these topics will be of interest to you. Hopefully, they'll help you increase your sales.

The educational sessions will include talks on: Interiorscapes, Outdoor Flower Production, Business and Labor Management, Pest Management, Environmental Engineering and Equipment, Marketing and Merchandizing, New Opportunities—Crops and Business, and much more.

New Hampshire will be well represented by some of our well-known members who will be providing over the educational sessions. Those scheduled to speak—so far—include Bill Stockman, Siegfried Thewke, Tom McElroy, and Doug Cole.

So plan now to attend. Register early. I'll see you there October 19-21, 1992.

For more information, Richard can be reached at 603-329-5525.

VA Medical Center Beautification

The General Federation of New Hampshire Women's Clubs is spearheading a project to landscape the 33-acre grounds of the VA Medical Center in Manchester.

The project is still in its planning stage, but landscape architect Richard Sheridan of Bow recently presented plans for its first phase—a design "using rhododendrons, maximers, olga mezzitts, magnolias, pink crabs, Bradford pears, and burning bushes" to be used to beautify the front en-

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Townsend, MA 01467

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Concord, NH 03301

Perception Gardens
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Plants International, Inc.
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Stafford Springs, CT 06076

Riff Flower Shop & Greenhouse
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Lancaster, NH 03584

David Wheeler
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Wolfboro, NH 03894

Yankee Gardener Greenhouse
& Nursery
PO Box 118, RFD 1
Monroe, NH 03771

trance of the facility.

The Federation is looking for assistance from the NHPGA and its individual members. For further information, contact Mary Durant, Windham Women's Club (603-893-9669) or Robert Samson Program Manager, VA Medical Center (603-626-6529).

PDDL Update

Cheryl A. Smith

The Plant Disease Diagnostic Lab (PDDL) is a place where commercial growers, county agricultural

agents and home owners can send (or bring) diseased plants for a diagnosis of the problem. The PDDL is located in Nesmith Hall on the UNH campus in Durham. The PDDL has been providing plant disease diagnostic services to New Hampshire for nearly 15 years. Several graduate students, supported by the Cooperative Extension Service and supervised by Bill MacHardy, have been responsible for the operation of the PDDL over this period. This tradition is about to change.

Over the past year, the future of the PDDL was uncertain. Several factors contributing to this uncertainty were (i) the lack of an incoming graduate student to replace the current diagnostician, who will be completing degree requirement by August, and (ii) current and future budget constraints. These factors have been addressed, and the decision was recently made to fund the PDDL for another year. As a result of this decision, the PDDL will be on operation, staffed by a full-time diagnostician, through August, 1993.

The services provided by the lab will not only include the diagnosis of plant diseases, but also in-service training for county agricultural agents, talks to grower groups (twilight meetings, etc.), and new and updated pest fact sheets, to list a few.

The diagnosis of plant disease problems will continue to be the major focus of the PDDL, however. Approximately 500 samples are received by the PDDL each year, with the bulk of the samples arriving from mid-April to October. Sixty percent of the samples received are from commercial growers, landscapers, arborists, and golf course superintendents. Woody ornamentals and greenhouse-grown crops account for more than half of those samples.

There are several diseases which consistently present problems to growers from year-to-year. Pythium root rot is the most fre-

quent problem diagnosed on greenhouse crops and the best methods of control are sanitation and preventative fungicide drenches. Tomato spotted wilt virus (TSWV) is a serious disease which is showing up more and more frequently throughout the state. The virus, transmitted by thrips, has an extremely wide hit range. The PDDL is not equipped to run the diagnostic tests necessary to diagnose TSWV, so the samples are sent to an outside lab for confirmation. A plant infected with TSWV cannot be cured. Infected plants should be destroyed (they should not be sold!) to prevent the spread of the virus. The primary means of controlling TSWV is through careful inspection of all incoming plant material and chemical control of the thrips. The most consistent problems on woody ornamentals have been anthracnose and leaf spots on deciduous trees and shrubs; needlecasts (particularly *Rhizosphaera* on blue spruce) and tip blights on evergreens; winter injury, leaf spots, *Phytophthora* root rot on broad leafed evergreens (rhododendrons); and wood decay following mechanical injury. Sanitation is a major factor in the management of these diseases. Cultural measures such as pruning diseased branches and shoots, raking and removing fallen leaves and needles, proper

fertilization, thinning to promote air circulation, and providing adequate water can usually provide adequate control of many diseases of wood ornaments. However, fungicide applications may be necessary, particularly for tip blights and needlecasts of evergreens. On annual and bedding plants, the two major diseases, leaf spots and *Botrytis* blight, can be managed with a combination of fungicides and cultural practices. The variety of fruits and vegetables grown in New Hampshire results in a wide range of diseases diagnosed. In general, fungal fruit rots, leaf spots, and blights account for the majority of the diseases diagnosed on these crops by the PDDL each year. As with all crops mentioned previously, control is best achieved with strict sanitation measures and other cultural practices combined with fungicide and bactericide applications where necessary. The proper diagnosis of disease problems depends strongly on the quality and condition of the sample received by the PDDL. Completely dead or dry plant material is of no value for diagnosis. The sample should be fresh, taken just prior to delivery or mailing. Be sure to include generous amounts of plant material (one or two leaves is not sufficient). Ideally the sample should include a

progression of symptoms. The sample can be brought to your county Cooperative Extension Office or the PDDL, or mailed. When mailing samples, place the sample in a sturdy box or padded postal envelope and mail them early in the week (so the sample does not sit in the post office over the weekend). Be sure to include a full description of the problem, including a history of chemical and fertilizer use. During the next year the decision will be made to either expand the PDDL into a Plant Pest Diagnostic Clinic staffed by a full-time plant protection specialist, or discontinue the diagnostic services presently provided. The services offered by the expanded Clinic would include insect identification and diagnosis of stress-related problems in addition to those presently offered. Another goal of the expanded Clinic would be to broaden the educational outreach program through talks to gardening clubs and other groups, and various types of publications. This decision will most likely be based on feedback from county agents, extension specialists, and growers, as well as future budget constraints.

Cheryl Smith is Plant Disease Diagnostician at the UNH Plant Biology Department Diagnostic Lab, Nesmith Hall, Durham. For information, contact Cheryl at 862-3841. ☐



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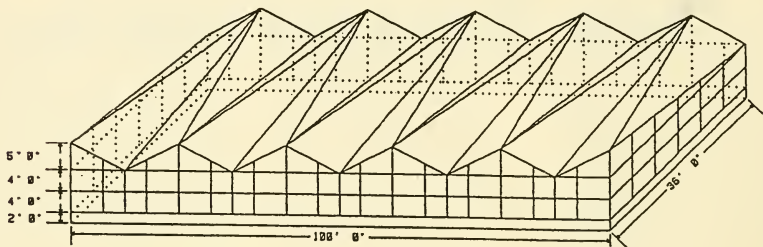
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Innovations— Hampshire Fields

People driving along Route Four in Northwood may have noticed a new greenhouse/garden center complex and that the greenhouse has an unusual roof design. The name of the operation is Hampshire Fields and the man responsible for the unique roof line is the owner, Andrew Walters.

The design is based on an idea Bob Butler (Butler Insurance) brought to John Bartok and Bob Aldrich of the Department of Agricultural Engineering at the University of Connecticut in Storrs. A triangle is stable: "A four-sided figure can flop," Walters explained, "but a three-sided figure is fixed—you can pull it in any direction—it won't change shape." So—for the greatest strength possible—the idea was to design a roof that would be built of only triangular components.

Bartok and Aldrich were intrigued and constructed a 40x36' prototype, then a more sophisticated version after that.

The greenhouse Walters built (Walters, by the way, is a licensed mechanical engineer) is a refinement of these structures. It consists of five 20x36' sections connected to create one 100x36' space. The frame is epoxy-coated steel. There is a 2' skirt wall of T-111 panel-

ing. The polycarbonate walls above the skirt walls are 8' high.

The roof—built of custom-fabricated 11x37x39' triangular units—is at first glance a series of twenty-foot wide, five-foot high gables. But each peak on the front is directly opposite the low point of a valley on the back. (And vice-versa.) This configuration creates a line of rising fan-shaped ridges that alternate with descending fan-shaped furrows.

Trusses laid into the plane of each unit repeat the triangular motif. There are no internal supports: the 3600 square-foot interior is open, with no obstructions.

There are no fans. Each 36' side has three 4x12' hinged units that open outward and used for venting. And each gable is divided into two 10x5x11' inwardly-opening hinged triangular units. For these, an entire side (10 units) will be opened and shut by a hand-operated chain-drive worm gear.

The house is heated by two gas-fired modine heaters, one at either end. Heat retention in winter and 20% shade in summer will be provided by a motorized curtain.

Production is still evolving—although nursery stock and specialty plants are bought in, most crops in the greenhouse are grown from seed. And Walters

is experimenting with hydroponics for greenhouse vegetable production.

In spite of all the innovation, it's still a family business. Walters' wife Mary, mother Toni, and brother Greg all have a place in the new operation. (B.P.)

(The address of Hampshire Fields is Route 4, Box 215A, Northwood, New Hampshire 03261. The phone number is 603-942-5300. Visitors are welcome.)

Tanglewood Gardens— September Sixteenth

UNH Cooperative Extension is organizing a Twilight Meeting on Wednesday, September 16, at the Komisarek family's Tanglewood Gardens in Bedford ("on Route 101 just down the hill from The Weatherlane").

People will have a chance to look over the operation, see the new greenhouse, and talk about poinsettia production. Topics will include whitefly control, greenhouse IPM, disease problems, and utilizing DIF.

For information, contact Margaret Hagen (603-673-2510) or Nancy Adams (603-679-5616).

(This issue's Calendar also lists two twilight meetings sponsored by the New Hampshire Landscape Association—one in Derry on August 19 and one in South

Berwick, Maine, on September 16. All four meetings sound informative, so any would be an opportunity to meet with your colleagues and learn more about an aspect of the industry that interests you.)

FFA Winners

Eight teams competed in the New Hampshire FFA Competitions in Floriculture and Nursery/Landscaping at the Thompson School/ Plant Biology Greenhouses at UNH in Durham on May 21.

The Floriculture Competition consisted of nine sections: After taking a general knowledge exam, contestants had to identify plants, identify plant disorders, demonstrate asexual propagation, complete a floral arrangement, demonstrate the selling of a product, develop media for the selling of a product, complete a job interview, and complete a problem-solving exercise.

The winning team was Alvirne (Hudson); second place went to Fall Mountain (Alstead); third, Dover.

Individual winners were Sara

Parker (Alvirne), Tammy Woodell (Fall Mountain), and Meredith Davis (Fall Mountain).

The eight areas of the Nursery/Landscaping Contest were "General Knowledge Exam, Measuring of Nursery Stock, Equipment Maintenance Problems, Potting of Nursery Stock, Questions of a Landscape Drawing, Identification of Plants, Identification of Plant Disorders, and Demonstration of Interpersonal Relationships."

The winning team was again Alvirne. Second place went to Pembroke Academy (Pembroke) and third place went to Manchester School of Technology (Manchester).

Individual winners were Gail Whitney (Alvirne), Kiley Thompson (Pembroke Academy), and Steve Goff (Manchester School of Technology).

Congratulations are due all participants and their instructors.

Agent Designated

Clark Insurance Agency of Keene has been designated an agent for Butler Florists' & Growers' Insurance Agency. As

an agent for Butler, Clark Insurance exclusively handles Cheshire, Sullivan, and Grafton Counties. Clark, founded in 1877, has offices in Keene, Walpole, and Hinsdale. *✶*

1992 New Hampshire AGRICULTURAL FAIRS

August 21-23

Cornish Fair, Town House Road, Cornish; information: Robert Bladen at (603) 542-4622.

August 15-16

Belknap County 4-H Fair, Mile Hill Road, Belmont; information: Tom Corbin at (603) 524-5125.

August 27-30

Plymouth State Fair, Plymouth (Take Exit 26 off I-93); information: J. Stanton Hillard at (603) 536-2305.

September 2-7 Lancaster Fair,

Route US 3, Lancaster; information: Raymond Belanger at (603) 837-2770.

September 3-7

Hopkinton State Fair, Contoocook Fair Grounds, Contoocook; information: Alan Hardy at (603) 746-4191.

September 11-13

Hillsboro County Agricultural Fair, Route 13, New Boston; information: John Robertson at (603) 588-6500.

September 17-27

Rochester Fair, 72 Lafayette Street, Rochester; information: Jeffrey Taylor at (603) 332-6585.

October 1-4

Deerfield Fair, off Route 107, Deerfield; information: Willis Rollins, Jr. at (603) 463-7421.

MARKETING TIPS

Tina Sawtelle

An advertising effort conducted over time may maintain audience interest more effectively than single-occasion advertising. This is called "Frequency." There are advantages in sustaining a full-season advertising effort. Be sure your newspaper advertising representative is designing your ad with illustrations. Studies show that ads with artwork perform better than those without. Illustrations arouse interest, establish contact, build preference, and keep customers sold.

A satisfied customer will tell three people. An unhappy customer will tell fifteen. But studies show that 90% of customers who were unhappy will buy from you again if their complaints are quickly resolved. Do you have your customer recourse policy in order?

Tina Sawtelle is a principal of Sawtelle Marketing Associates, Newmarket, NH. For information: (603) 659-8106. *✶*



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Little Tomato: Big Seller

(from Greenhouse Manager, July, 1992).

In the two years it has been on the market, "the world's smallest tomato has become a big hit with growers and consumers."

'Micro-Tom,' developed by University of Florida scientists Jay Scott and Brent Harbaugh, has fruit about half the size of cherry tomatoes. The plant is about 5 inches high.

"It's our best-selling variety," says Linda Sapp, president and co-owner of Tomato Growers Supply Co. of Fort Myers, Florida. "I think it was so popular because it's a unique tomato—it's the world's smallest and lots of people don't have space to plant in the ground and this is a way for them to grow their own food..."

Most buyers purchased thirty-seed packets, but Sapp says she also sold quite a few 1,000-seed packets to commercial growers who are producing them for garden centers and florists.

For information, contact Brent Harbaugh, University of Florida Institute of Food & Agricultural Sciences, Gulf Coast Research & Education Center, 5007 60th Street East, Bradenton, FL 34203; the phone number is (813) 755-1568.

Recycling: a New Dimension

(from GrowerTalks, July, 1992). Exhaust gases can be recycled to feed plants—according to a study at Strathclyde University in Scotland. Lillian MacDonald, fourth-year mechanical engineering student sponsored by Shell at Strathclyde, spent three months in Holland last year finding out if it was possible to supply a local

greenhouse with clean carbon dioxide for its tomatoes. Previously it wasn't thought feasible to separate the growth-promoting carbon dioxide in exhaust gases from noxious nitrogen oxide, carbon monoxide and unburnt hydrocarbons.

MacDonald's finding will probably be used by a Shell exploration and production company to reduce atmospheric waste emissions from a Rotterdam gas plant. "Her project proved the process is technically possible; it will pay for itself over the long term and will have significant environmental impact."

Manual Available

A Water Quality Manual for Greenhouse and Nursery Operators is now available, the Society of American Florists (SAF) reports. The manual includes information on well selection, backflow preventers, underground storage tanks, pesticide disposal, and more. For a copy, contact SAF, 1601 Duke Street, Alexandria, VA 22314-3406; phone: 1-800-336-4743.

The PPA Plant of the Year

The Perennial Plant Association's Plant of the Year for 1992 is Coreopsis 'Moonbeam'. The plant was selected for "its long season ornamental effect, adaptability to most areas of the United States and Canada, and ease of production."

Color slides and photos or black and white photos of Coreopsis 'Moonbeam' may be obtained by contacting the Perennial Plant Association, 3383 Schitzinger Road, Hilliard, Ohio 43026. The phone number is (614) 771-8431.

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What do You Know About Your Customers?

■ By Ginny Hast

Note: The following is a condensed version of articles by Richard Ashley for *The Grower* (October and November 1991), University of Connecticut Cooperative Extension System.

■ As competition increases, garden centers will need to work harder than ever to satisfy their present customers and bring in new ones. To effectively accomplish this goal, the retailer must develop a better understanding of the customer and his needs. The following questionnaire can be used to gain this information. It may be modified to suit the particular operation; however, there are some key points to follow:

1. Keep it short.
2. Collect between 50 and 300 responses.
3. Obtain a representative sampling of customers. Distribute surveys each day for a week. Give one to every third or tenth customer, depending on the desired number of returns.
4. Have the most personable employee greet customers with something like: "Hello! We're trying to make our garden center an even better place to shop. Would you please take a minute and fill out this survey? In appreciation, we'll have a little gift for you at the checkout counter when you leave. Thank you!"
Note: A free gift will encourage more participation!
5. Surveys can be coded for each day of the week to determine any shopping patterns. The survey can be repeated throughout the various seasons to characterize the customer base.

Ginny Hast is Program Associate, Agricultural Resources at Merrimack County Extension in Boscowan. She can be reached at (603) 524-1737. ■

INTERPRETING THE RESULTS:

Develop a table listing every possible response to each question. Transfer the answers from the completed questionnaires to the table. After all are tabulated, take the number of responses and divide by the total number of completed surveys. Multiply this number by 100 to get the percentage of customers giving each possible response. It is now time to interpret the results!

QUESTION 1: HOW DID YOU LEARN ABOUT OUR GARDEN CENTER? The majority of the responses should be in the area of greatest advertising effort. If not, look carefully at the appropriateness of the media and the makeup of the advertisements.

QUESTION 2: IS THIS YOUR FIRST VISIT? The responses should contain a blend of old and new customers. If most are new customers, something may be discouraging repeat business. If the majority are repeat clientele, it may be time to try and attract new business.

QUESTION 3: HOW MANY TIMES HAVE YOU STOPPED HERE? A high percentage of repeat business indicates a good customer base and potential for sales of secondary product lines. If frequency is low, the marketing approach may need to be changed to encourage repeat sales.

QUESTION 4: IS THIS THE GARDEN CENTER YOU PURCHASE FROM MOST OF THE TIME? If the majority responded "no", changes must be made. (See questions 5 and 6 for ideas.)

If most responded "yes", congratulations! Direct mailings are effective with this type of customer; so, an up-to-date mailing list will be very useful.

QUESTION 5: WHAT FACTS ABOUT OUR GARDEN CENTER INFLUENCED YOU TO STOP HERE TODAY? The interpretation here is fairly simple. Keep doing what customers like and improve on anything that received low marks.

QUESTION 6: RATE OUR SERVICE AND FACILITIES. Consider excellent and good to be satisfactory and fair and poor to be unsatisfactory. Do not be concerned about a percent or two of unsatisfactory responses. (Everyone occasionally has a bad day!) However, higher unsatisfactory ratings must be corrected.

QUESTION 7: HOW CLOSE DO YOU LIVE? Horticultural retail facilities usually draw customers from a radius of about five miles. If this is not happening, re-evaluate the current advertising media.

QUESTION 8: DO YOU OWN YOUR HOME, RENT YOUR HOME OR APARTMENT? Gear products to the market. For example, home owners tend to want permanent improvements such as perennial plants. Renters often prefer annuals. Apartment dwellers are a good market for container gardens, window boxes, and patio pots.

QUESTION 9: ARE YOU MALE OR FEMALE? Response should be roughly equal, although many businesses fail to attract male shoppers. This results in reduced sales of items like fertilizer, tools, etc. Advertising may need to be directed at male shoppers.

QUESTION 10: WHAT IS YOUR AGE GROUP? This will be most helpful in determining the advertising media. Also, older customers may desire more service than younger ones.

QUESTION 11: DO YOU AND YOUR SPOUSE BOTH WORK? If a large percentage of both spouses work, increased evening and weekend hours may be necessary.

QUESTION 12: WHAT IS YOUR FAMILY INCOME? This information can help in choosing appropriate product lines and marketing approaches.

QUESTIONS 14, 15, & 16: RADIO, TV AND NEWSPAPER PREFERENCES. Responses will help in choices of advertising media, and can be combined with the answers from questions 7, 10, & 12 to target special customer groups. ■

Confidential Customer Survey

Thank you for taking a few minutes to fill out this survey. Your answers will help us serve you better!

1. How did you learn about our garden center?
(Check all that apply.)

- ☐ Radio
☐ Television
☐ Newspaper
☐ Friend or neighbor
☐ Yellow Pages
☐ Passed it on the road
☐ Mail
☐ Other

2. Is this your first visit? ☐ Yes ☐ No

3. If this is not your first visit, how many times have you shopped here in 199_?

- ☐ Less than 3
☐ 3 to 5
☐ More than 5

4. Is this the garden center you purchase from most of the time? ☐ Yes ☐ No

5. What facts about our garden center influenced you to shop here today? (Check all that apply.)

- ☐ Closest, most convenient
☐ Wide selection of product
☐ High quality products
☐ Hours of service
☐ Parking convenience
☐ Service
☐ Advertising
☐ Prices
☐ Overall appearance
☐ Specialty products
☐ Other (please specify)

6. Please rate our service and facilities.
We really want to know how you feel!

	Excellent	Good	Fair	Poor
Parking				
Displays of product				
Labelling of product				
Quality of product				
Selection of product				
Variety of product				
Layout of garden center				
Prices				
Hours of operation				
Courteous, knowledgeable sales staff				
Speed and efficiency				
Service				

Other comments: _____

7. How close do you live to our garden center?

- ☐ Within one mile
☐ 1 to 5 miles
☐ Over 5 miles
☐ 8. Do you:
☐ Own your home
☐ Rent your home
☐ Rent an apartment

9. Are you:

- ☐ Male
☐ Female

10. What is your age group?:

- ☐ Under 30
☐ 30 to 55
☐ 56 to 65
☐ Over 65

11. Do you and your spouse both work?

- ☐ Yes
☐ No
☐ Not married

12. What is your total family income?

- ☐ Under \$15,000
☐ \$25,000 to \$50,000
☐ \$15,000 to \$25,000
☐ Over \$50,000

13. What newspaper(s) do you read?

14. What radio station(s) do you listen to?

15. What TV station do you watch most often?

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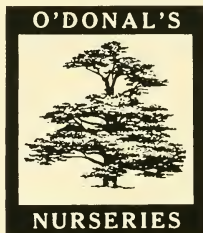
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begonias

by Frank Green

WAX BEGONIAS—*B. semperflorens* cultivars, have experienced a tremendous resurgence in popularity in the past two decades. They have moved off the windowsill and into prominent display as bedding plants across the country. The greatest contributor to this increased interest is Benary in Germany, who has introduced series after series of new semps. These include the Gin, Whisky, and Vodka series.

Other begonias which have recently gained favor are the Non-Stop and the Clips hybrids. These are so much easier than the tuberhybrida group, and more suitable as pot plants, that they have considerably outdistanced the tuberhybrida group with northeastern growers.

But the real story with begonias is to be found with those essentially overlooked by commercial growers. Not grown more widely, perhaps, because the perception is that begonias are difficult, history says otherwise. Who does not remember the pond lily or beefsteak begonias (the same plant)? Correctly called *B. 'Erythrophylla'* (hybridized in 1845), this plant was in every barber shop, diner and storefront around the country seventy years and more ago. It was also on almost every windowsill. Sometimes you could marvel as well at the spiralled form, *B. Erythrophylla* var *Helix*—or the magnificently crested *B. Erythrophylla* var *Bunchii*—the “lettuce leaf begonia”—both as easy as the original. A companion might well be the 1892 hybrid, *B. Corallina de Lucerna*—the “angel wing” with its spectacular pendant trusses of scarlet bloom. Also *B. Thurstonii* with its lacquered bronzy-green leaves, sometimes called the “barber shop begonia”—around since 1887.

These begonias were so widely grown because they were tough—they withstood neglect, they were forgiving. If they dried out, they revived when watered again. They tolerated a wide range of conditions—heat, cold, dryness, humidity—and most of the time remained presentable—sometimes really stunning.

The last generation has seen all of these varieties ignored by the commercial grower, even though all but *B. Lucerna* (its correct name) can be

grown in low-light offices, living rooms, etc.

Myriad other varieties should be examined by commercial growers. *B. Convolvulacea*, a bright green trailer discovered in 1861, makes a lovely hanging basket, especially for areas which do not get enough sun for more popular blooming hangers. But *B. Convolvulacea* makes its own contribution in early spring with a haze of tiny white blooms. *B. Orococo* with its larger, textured leaves strongly tinged with mahogany is most impressive in a hanging basket, and an additional benefit is the floriferousness—broad, lacy umbels of creamy white bloom. Most of the cane-like begonias make very showy plants which afford more bloom in semi-shade than many more common outside plants. Some of those worth growing are ‘Sophie Cecile’, ‘Superba-Kenzii’, ‘Lenore Olivier’, ‘Di-Erna’, ‘Tom Ment’—and dozens of others.

Shrub-like begonias which can add drama outside are *B. Thurstonii* (mentioned earlier). Morning sun, light shade, and even fairly heavy shade—they all suit it. Blooms best in light shade. *B. compta* is a species shrub-like begonia, which does not offer much in the way of bloom, but is easily propagated and nearly idiot-proof. Its slate green leaves with light grey-green venal markings make it a satisfyingly easy plant in the border. *B. schaffii*, a Brazilian native discovered in 1888, is stunning when well-grown. Coppery-green foliage is an excellent foil for the heavy blooms. Male flowers are borne in bunches the size of a large orange. Creamy-white “clam shells” (male flowers seldom open fully) densely clothed in hairs, these blooms are truly eye-catchers. Female flowers are equally showy. This begonia can make a specimen plant as much as four feet across and nearly as tall. Planted in the garden from 6" pots, it makes a good show during the summer, and can be brought in to grace a bright room through the winter.

B. albo picta var *rosea* (hort) makes a spectacular hanging basket. One grower produces this for Mothers’ Day sale in 8" and 10" baskets, so heavily covered with clusters of hot pink bloom that you can hardly see the pot—and not much of the foliage.

Good light is a necessity and blooming appears to be related to day length. The few upright canes which appear should be cut out to preserve the suitability as a basket plant.


The last couple of years has seen the introduction of a few other varieties to the commercially-available list. 'Lois Burks' is brilliant as a hanger, laden with red-orange bloom from early summer to frost. The attractively silver-spotted "angel-wing" foliage is waxy deep green and prettily-toothed. It can be grown to two feet across in a 10" basket. 'Torch' is a relative new comer as well. Another low-growing cane, it has larger leaves than 'Lois Burks', smooth margins with a strong red reverse. Plenty of light and it blooms to frost. The name indicates the bloom color—fiery red-orange.

Rex begonias, while certainly not neglected by commercial growers, are not promoted for any wide range of use. Generally not considered as an outdoor plant, they do remarkably well in semi-shade during summer. Most often available in 4" pots, they are generally a "throw-away" because they require cooler temperatures and higher humidity than the average home affords. A bit of effort to tailor conditions to their requirements can result in spectacular plants indoors. Hybrids from the 1880s are still popular with hobbyists. One whole group completely overlooked by the commercial grower is the species *semperflorens*. Many have interesting foliage, bloom profusely, and offer

an exciting change from the more common hybrids. Amongst these are the schmidtiana types—slightly hairy leaves, strongly-veined, excellent as "different-bedding plants, and very easy of culture

The "wooly bear", *B. subvillosa* var *leptotricha* grows as easily as any of the hybrid semps, has a larger, waxy, light green leaf, heavily felted on the reverse. This blooms generously with small white blooms. *B. subvillosa* var *subvillosa*, grown for years identified only by a collecting number, has small leaves, so densely-haired as to be plush-like. The hairs give the effect of a grey leaf, but in strong sun develop a distinct reddish edge. Blooms heavily, white to pale pink, and the plant will endure very dry conditions. *B. cucullata* var *arenosicola* grows as easily as any wax begonia—waxy, brilliant green foliage, very free blooming with clusters of pinkish-white flowers. This species should be widely-grown, and would seem to present excellent potential for hybridizing. It makes a mound about 18" tall and as broad.

This may suggest to you that the commercial grower is really missing something. I hope it whets your appetite. If you would like further information as to sources, or other varieties which may have commercial merit, feel free to contact the writer.

Frank Green, author of this article, is president of the Buxton Branch of the American Begonia Society, and may be reached at 20 Cross Street, Fitchburg, MA 01420. 



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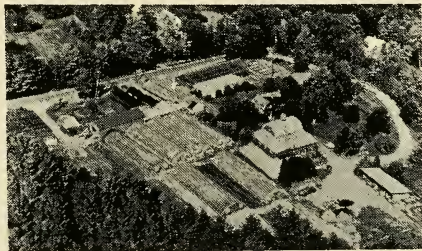
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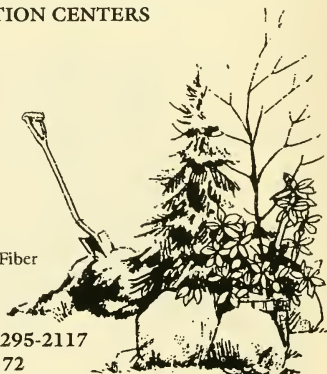
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WHEN BOB BERGEVIN went to the Thompson School at UNH to study horticulture in 1952, the school was full of names that are still remembered: Phil Barton was headmaster; Bob Kennedy, the professor of horticulture; Porter Durkee, greenhouse superintendent. Bob lived in the student apartment above the greenhouses and worked in exchange for his room. His roommates included Ollie Kathan and Paul Joly. Joly had already begun building Windsor Road Nurseries in Cornish; Kathan would soon found Kathan Gardens in Newport.

Bob's route to Bergevin's Greenhouse was more roundabout.

He grew up in Allentown and had worked, starting when he was ten, for Claude Culbertson, a Suncook carnation grower.

So after Thompson School and a stint in the army, it wasn't too surprising that he and his wife Marilyn (Bob's high school sweetheart) bought a 30,000 square-foot carnation range at the foot of Mount Tom in Holyoke, Massachusetts.

Ten years later, in 1967, he sold that and moved on to a 50,000 square-foot range in Westborough. He raised carnations again, but the arrival of cheaper imports combined with the energy crisis made growing carnations in New England unprofitable. Bob survived by converting the range into a garden center. Marilyn ran the retail side; Bob did the growing for it. It was successful—it was in a good location—good enough for a shopping plaza. Bob sold it to developers in 1980.

That was when he moved back to New Hampshire. He looked six months before he found—almost by accident—this small cape farmhouse and twenty acres of land in Candia.

He left the garden center business and got back into wholesale growing.

IT'S A QUIET, ORDERLY PLACE—a tidy farmhouse set among willows, rows of greenhouses in back. After twelve years in business, there is no sign.

The first year he was there, he put up a 27x96 New Englander.

The second year, he put up another.

The third year, he put up three 21x96 "cold frames," quonsets that can be heated enough to ward off frost, but which probably couldn't hold a high temperature in very cold weather. Over the next five years, he added five more (three 14x96's; one 18x96; and one 10x96).

After these, he stopped. He'd expanded the business to the point at which it could support a com-

fortable, but moderate, way of life. He and his wife chose to have summers free and to hire no additional full-time help.

THE CENTRAL FOCUS IS WHOLESALE SPRING BEDDING PLANT PRODUCTION. Most of the activity from late fall until January is in the first New Englander, where seeds and plugs are started. As the crop expands, it moves into the second New Englander, then into the quonsets. Because the first New Englander is used throughout the entire winter,

its heating is the most expensive and also the most important.

Its heating system is in a work room/storage area built onto the end of the greenhouse. The primary source is a hot water system fueled by wood chips.

Three bucket-loads of chips are needed each day to fill the hopper from which augers bring the chips along a trough to the firebox in the boiler. Two trailer-loads of chips are used each year and Bob has built a shed to hold just that amount.

Hot water is stored in a cork-lined double-layer stainless-steel 1500-gallon milk tank. When the houses call for extra heat, the water in the tank is recirculated through an oil-fired boiler.

When Bob chooses not to use the chip burner, he uses the oil-fired boiler. (In spring, he reverts to oil because the venting can pull the wood smoke into the greenhouse.)

There are also six modine units under the benches. All the other houses are heated with oil-fired hot air.

The houses are cooled by fans, but they're not needed most because the benches are bare by mid-June. For venting, Bob opens up end windows and doors.

The houses are inflated double-poly; the covering is changed every three years. The side walls are covered with sheet metal skirting so Bob won't puncture plastic when he plows snow. The floors are dirt (Weed control? "Hands and knees"). The 8x12 benches (four trays wide) are made of "the better sticking" from the wood he bought for heat (the chip burner was originally a wood burner). Some benches are double-tiered in order to accommodate the amount of material grown. ("The plants move out of here so fast that it doesn't hurt them any.")

The quonsets are single poly. The sides roll up by means of a home-designed crank and in summer each side is cranked all the way to the top and protected with black plastic. This keeps the poly usable for five years.

The well is hand-dug. It's about fifteen feet deep

**BOB EXPANDED
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COMFORTABLE,
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WAY OF LIFE.
AFTER THIS,
HE STOPPED.**

and in a prolonged dry period, it can run out of water. Bob does have the water in the milk tank available if necessary and he also has another fifteen hundred-gallon tank filled with water outside. If the needs the water, he pumps it back into the well and uses it from there.

This system has always worked, but Bob figures it's time to dig a new well. He's hired a dowser—a person who searches for water by means of a divining rod. Bob says it worked—the apple wood rod consistently vibrated and turned downward at a certain spot. "Thirty feet down there's plenty of water," the man promised, but thirty feet down is below ledge. Still, this is where the rod suggested and this summer, a new well will be dug at that spot.

THE PRODUCTION TECHNIQUES ARE STRAIGHT-FORWARD. During the fall, containers are pre-filled and stored. (The potting bench is in the first New Englander.) Bob uses straight Fafard mixes.

The first seeds are planted in November.

There are six germinating chambers in the New Englander. The wood in these benches are pressure-treated; bottom heat is created by hot water flowing through bulk tubing set in a bed of perlite. A layer of styrofoam is between the wood and perlite. Plastic over an aluminum frame creates a miniature greenhouse that holds the moisture.

An Old Mill seeder used for sowing plugs. It does 20-50 trays per hour. All plugs are in 273's.

Some benches have an automatic watering system made of PVC pipe with sprinkler nozzles set into it. And the hangers are on a chapin system. But there's still plenty of hand watering.

He feeds the crop 15-16-17 using a Gewa injector—a nice way to feed because it can be dialed proportioned."

Spraying is done with a 4-wheel Siebring wagon with a fifty-gallon tank.

The main crop is "bedding plants from A to Z—

from ageratum to zinnias." The 100,000 annuals include lots of old standards—petunias (43 varieties), marigolds (28 varieties), and impatiens (25 varieties), as well as the unusual—things like hibiscus and melampodium. Each year he experiments with a few new things—this year he grew agastache (Blue Spike) and dwarf sunflowers for the first time ("They did well"), but most of what he grows is aimed toward the broad center of the market. He grows 3-4000 hanging baskets and before the bedding plant season, he also wholesales plugs.

The bedding plants are in 804, 806, and 606-pacs. Pansies and violas are the first to be transplanted. Vinca vines are grown for February/March; plugs are for sale by April.

Bob grows 2000 4 1/2' geraniums. He grows seed geraniums—they're less expensive to produce—and sees blossom shattering as no longer a problem.

There is some retail trade, but most of the crop is custom grown for three local garden centers. Bob delivers using a van and a trailer. The houses are empty by mid-June.

There are long hours in spring. A retired couple helps with transplanting, but Bob and Marilyn do the rest of the work themselves. He's up at four ("It's a pretty time of day"); she sleeps in (she gets up at five); workdays often end after dark.

But summer is a more leisurely period—a time to clean up, repair, grow a vegetable garden...maybe even relax. Their children are on opposite coasts—a daughter is in California; a son is superintendent of grounds at Bates College in Maine—but both Bob's and Marilyn's parents are nearby and time is spent with them.

And in the fall, the cycle will begin again. A quiet man doing simple work continues to produce crops of a very high quality. (B.P.)

Bergevin's Greenhouse is at 687 High Street, Candia, New Hampshire 03034. The telephone is (603) 483-2651.

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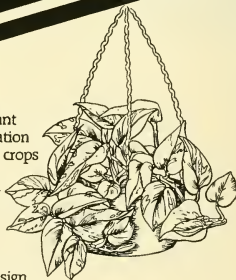


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COMMUNITY TREES

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Margaret Hagen

SINCE THE LATE '60'S, New Hampshire has had an urban and community forestry program. At that time, matching funds made possible street tree inventories in Manchester and Hanover and provided for demonstration projects in Laconia, Berlin, and Keene. As interest, funds, and staff fluctuated, so did the strength of the program, but it was always there. Thanks to the 1990 Farm Bill, some grant money, and an exciting new volunteer program, New Hampshire's Urban and Community Forestry Program is riding high. President Bush's National Tree Planting Initiative calls for partnerships between the public and private sector and has a goal of planting and maintaining nearly one billion trees per year nationwide. The hope is that volunteerism and public/private partnerships will foster a permanent spirit of stewardship in communities.

How is this working in our state? It's working through partnerships between the New Hampshire Division of Forests and Lands, the University of New Hampshire Cooperative Extension, and the Society for the Protection of New Hampshire Forests. Staff from all three organizations, working together provide a cohesive program for the entire state.

In 1989, Governor Gregg established a task force to look at community trees. Over the course of a year, this group evaluated the status of urban forestry in New Hampshire and made a number of formal recommendations. In June of 1991, based on one of those recommendations, the New Hampshire Community Tree Commission was formed. Its members represent various public and private agencies, professional associations, and interest groups. They serve as an advisory group to the State Forester, Jack Sargent, who oversees the development and implementation of New Hampshire's Urban and Community Forestry Program.

One of the first projects launched by the Community Tree Commission was a statewide annual

Fall Foliage Photo Contest. The purpose of the contest is to heighten public awareness of trees and their benefits. Prizes were awarded for the top foliage

photos taken during the 1991 fall foliage season. There were 400 entries—many of the photographs were exhibited in the Legislative Hall of Flags and at the Farm and Forest Exposition.

At about the same time last fall, the Society for the Protection of New Hampshire Forests launched the New Hampshire Community Tree Steward program. Under the leadership of the program's coordinator, 20 volunteer stewards spent 30 weeks in training. The training sessions included such urban forestry topics as tree anatomy and physiology, identification, insects and diseases, proper pruning and planting, and soil/water relationships. The program also included courses on fund-raising, public

speaking, presentation techniques, and field trips.

Stewards graduated in May and are now out in the field working with Extension forestry and agriculture educators to bring tree planting and care to communities. Stewards may deliver tree awareness programs to schools and adult groups, evaluate a community's trees, and/or help implement an active planting and maintenance program.

When stewards move out into the communities, they are provided with information about town officials, the community's past efforts towards a tree program, and the names of potential volunteers. The hope is that as stewards move on to new communities, they will leave a volunteer group in place for long-term planning and care.

As of late June, the first graduating class had volunteered over three weeks-worth of time in seacoast communities, delivering school programs and pruning workshops, developing and planting a new community nursery, and helping to develop educational programs for future use.

Last year's training for the volunteer stewards was conducted out of the Urban Forestry Center in

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Strafford counties. This fall, training will be added at the Society's headquarters in Concord to include communities in the center of the state.

In addition to the Steward program, this season's Community Conservation Camp (also conducted by the Society) concentrated on urban and community forestry management. Participants spent nine days in June in hands-on sessions. Designed for students as well as adults, the camp aimed to build a knowledge base and also confidence and leadership skills. The program for these Steward Associates includes follow-up community activities with trained stewards. In addition to providing the perfect site for Community Tree Steward training, the Urban Forestry Center in Portsmouth runs weekly educational programs geared to the general public. The Center consists of 150 acres of gardens, trails and forestry demonstration areas. There is also a library available for use Monday-Friday. It's well worth a visit if you've never been there.

Dovetailing with the Community Tree Steward program is the Small Business Administration (SBA) Tree Planting Program. Administered in New Hampshire by the Division of Forests and Lands, this cost sharing program is designed not only to assist communities in planting trees on public land, but it also aims to funnel money to the small businesses actually doing the work. In 1991, nine com-

munities received a total of \$64,680. Thirty-one grant applications were received for the 1992 funds. Community Tree Stewards can be of great assistance to a town that is putting together plans for a grant application. And once a town has an active tree-planting program, it may be motivated to become a Tree City or apply for New Hampshire's Beautification Award. In fact, the entire Urban and Community Forestry Program in New Hampshire is like a big interwoven web. A small amount of enthusiasm in a community might mean an initial contact with the Steward program; an attempt to put in place a long-term tree planting and maintenance plan might draw on the technical expertise of an Extension Educator; a community plan might mean the hiring of local professionals to do some work, or it could mean an application for SBA funds; an active program might lead to some classes in the schools; then a couple of kids could want to go to camp and give back some time to the community. There's no doubt that an active program tends to engender more and more enthusiasm, and it doesn't take much to get it started. Pretty soon you have something pretty exciting going on. Possible? Probable? Well...ask them in Exeter what it's all about.

Margaret Pratt Hagen is Extension Educator, Agriculture, at Hillsboro County Extension in Milford. She can be reached at (603) 673-2510. 

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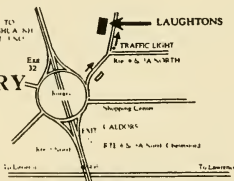
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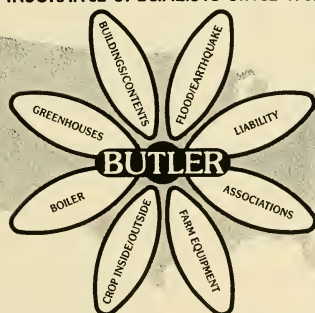
Bob Butler

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June 8 BOARD MEETING HIGHLIGHTS

The meeting, at Pleasant View Gardens, was called to order at 7. Bob Demers, Chris, Peter, Henry, Andrea, Bruce and Roger were there.

There was one new member; twenty-seven have not renewed. The list was divided up among board members, who will call each of these people personally.

Because of the financial belt-tightening going on throughout the state, *The Plantsman* is losing advertising support. In order to maintain the present format, new advertisers must be found.

It was announced that the New Hampshire Landscape Association will hold its summer picnic at Jolly Farmer on August 12.

Thirty-six vendors have signed up for the trade show. The Board will begin to talk to last year's participants who haven't signed up yet.

Bob will be meeting with organizers of a new Granite State Flower Show on June 25. They will be looking for NHPGA support.

Kim Miller will work with Bob Demers on arranging a program for the planned November 12 pesticide applicators' recertification meeting.

The Winter Meeting is still being planned in conjunction with the Farm & Forest Exhibition. It was thought that the plant growers might hold their usual meeting in the morning, then co-sponsor with the Landscape Association a speaker at the Exhibition in the afternoon. The Landscapers would attend the exhibition in the afternoon as well, then hold their own meeting in the evening.

Topics for the afternoon were discussed. "Color in the Landscape" seems a likely choice.

A flier describing a twilight meeting on September 9 at Strawberry Banke will be sent out around Labor Day and a second flier will advertise the proposed recertification meeting on November 12 and a possible twilight meeting at Murray Farms.

There was some discussion about whether to go to the new NE Grows '93 Exposition in Boston next year or to the ERNA Trade Show at the Concord Hotel in Lake Kiamesha. ERNA reimburses exhibitors—this may be a factor.

A motion was presented to raise the dues from \$25 to \$35 starting in 1994. This would be voted on at the 1993 Winter Meeting.

It was voted to contribute \$100 to the Marty Mitchell Scholarship Fund.

The meeting adjourned at nine.



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Roger Warren

By late summer, the perennial border becomes a little boring. The full palette of June is reduced to predominant yellows. And as the temperature rises, the colors get hotter. Can the cooler earlier colors be extended? Blues are of course the best. Whites help to integrate the yellow. And pinks, used judiciously, soften the effect.

Here are some of the plants I have found that will continue the colors of spring into late summer and fall.

SOME BLUES:

Aconitum. Monkshood. These are the poisonous aconites, of course, but they are very hardy and provide excellent blues. All grow well in rich, cool, moisture-retaining soil. In the north, they can be grown in more sun, especially if mulched. 'Newry Blue.' 3-4 ft. Early.

'Bressingham Spire.' 3 ft. Strong-stemmed and very long-blooming. *napellus*. Common or English monkshood. 3-4 ft. Can be cut back for a second bloom.

henrii 'Spark's variety.' 3-5 ft. *carmichaelii* and 'Arendsi.' 4 ft. bloom in early fall with wonderful dark-green glossy

foliage. Can be grown in full sun in rich soil.

Adenophora liliifolia. Ladybell. 2-3 ft. A good spreader. Looks like campanula. Blooms in July, but perhaps in good soil, with extra water, more shade and dead-heading, flowering can be extended.

Aster amellus 'Joseph Larkin.' 24". Lavender-blue flowers in late summer. 'Rudolph Goethe.' 15-18". Violet daisy-like flowers in late summer.

Centaurea montana may produce a second bloom if the first bloom is cut back immediately after flowering.

Delphinium, especially Giant Pacific Hybrids, will also produce a shorter, second bloom if flower stalks are cut to the ground after first bloom. Dwarf delphiniums bloom longer anyway, but may be extended by deadheading.

Echinops ritro. Globe Thistle. You may not like it, but it is blue and it makes a statement. 'Taplow Blue' is the best (steel blue) and can reach 5 ft. 'Blue Glow' is deep blue and 40". 'Veitch's Blue' is only 3 ft.

Gentians. Great Blues—we need more gentians. They like partial shade and may tolerate more sun in rich moist soil. *G. asclepiadea*. Willow Gentian. 2 ft. *G. clausa*. Bottle Gentian. Blooms in September.

G. makinoi 'Royal Blue.' 3-4 ft. *G. paradoxa* 'Blue Herold.' 2 ft. *G. septemfida lagochiana*. For the border or rockery. Very tough. A great blue, but a little floppy.

Liatris scariosa 'September Glory.' 3-4 ft. Purple. Blooming late August to September. Very interesting in bud.

Lobelia siphilitica. A native plant, but may be difficult to establish. Likes sun to partial shade and moist soil. 3 ft. blue spikes.

Perovskia atriplicifolia. Russian Sage. This is a great plant. Delicate gray foliage 3 ft. high with azure blue lavender-like flowers. 'Longin' has violet flowers. Plant in sandy well-drained soil and mulch for winter.

Platycodon grandiflora. Balloon flower.

'Double Blue,' 'Hakone Blue,' and 'Hime Murasaki' are 20" and a wonderful blue. 'Mariessii' is 2-2.5 ft. Most bloom mid-summer, but may bloom longer if the

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1. Understand the respirator's limitations.
2. Ensure a proper fit. An improper fit is a major reason why a respirator fails to provide maximum protection.
3. Wash, disinfect and service your respirator after each day's use. All pre-filters (fiber outer filters) and chemical canisters do have a time limit on them.
4. Store your clean, ready-to-use respirator in a sealed plastic bag with your name on it at a location away from the chemicals. This will extend the life of the filtering system.

While the respirator or gas mask filtering system does not stop working all at once, it will and can deteriorate just sitting on the shelf. The most important fact to remember is that when the mask is properly fitted to your face and the filters are doing the job, you will not detect any chemical odor at all. If you do—it's not working! 

FROM THE BOARD

continued from page 27
summer is not too hot or if grown in richer soil and in partial shade.

Phlox paniculata. Summer phlox. 3-4 ft. 'Blue Boy' (dark lavender-blue), 'Franz Schubert' (lilac-blue), 'Russian Violet,' 'Sternhimmel' (light lavender-blue), 'Blue Ice,' 'Harlequin' (variegated foliage, purple flower), 'The King' (deep violet).

Salvia. Most bloom early and mid-summer, but try *S. nemerosa* 'Lubeca.' 16-18". Violet. Flowers longer than 'Eastfriesland' and will bloom again if deadheaded.

S. grandiflora azurea (pitcheri). A wonderful sky blue on tall 3-4 ft. stems starting in August. Not the hardest. Try it in southern half of the state in well-drained soil.

Scabiosa columbaria 'Butterfly Blue.' 20-24". Long-blooming, neat 2" flower. This one is in demand at our nursery.

S. caucasica 'Isaac House,' 'Kompliment,' and 'Clive Greaves' may be hardier.

Stokesia. Short-lived, but worth a try. Probably not hardy in the North Country. *S. laevis* 'Blue Danube.' 18-24". *S. laevis* 'Klaus Jeltito.' Large flower. *S. laevis* 'Wyoming.' Darker blue.

Veronica 'sunny border blue.' A very substantial plant. 18-20". Rigid stems. Dark violet-blue flowers. Long-blooming.

SOME WHITES.

Achillea ptarmica 'The Pearl.' 2 ft. 'Ballerina' is slightly shorter.

Artemisia lactiflora. 4 ft. Feathery white flowers. An Artemisia to grow for flowers as well as foliage in a more moist soil.

Aster dumosus 'White Fairy.' 10" Early blooming.

Boltonia asteroides 'Snowbank.' 3-4 ft. A dense cover of aster-like flowers.

Chelone obliqua alba. Turtlehead.

Chrysanthemum parthenium. Feverfew. Invasive. Deadhead for longer bloom. 'Roya.' 2 ft. Larger flower.

Chrysanthemum superbum. Shasta Daisy. 'Silver Princess.' 12-15". Single daisy. Blooming better and longer if divided every year or two.

Cimicifuga racemosa. 6 ft. Shade. Don't use 'White Pearl.' It blooms late and may not beat the frost.

Hemerocallis. 'Ice Carnival' is the daylily closest to white

Iberis. Candytuft. 'Autumn Beauty.' 8". Reblooms in fall.

Phlox paniculata. Summer phlox. 3-4 ft. 'Mt. Fujiyama,' 'White Admiral,' and 'World Peace.'

Sanguisorba canadensis. Canadian Burnet. 4-6 ft. Likes moist soil.

SOME PINKS.

Aster novae-angliae. New England Aster. 'Alma Potchke.' 3-3.5 ft. Rose-pink. Long-flowering. Starts in August.

Astilbe. Plume Flower. The chinensis and simlicifolia varieties are later bloomers. Some bloom into early fall. Look for: 'Purple Candles,' 'Superba' (taquetin), 'Hennie Graafland,' 'Sprite,' and 'William Buchanan.'

Boltonia asteroides 'Pink Beauty.' 5-6 ft. clean pink aster-like flowers. Var *latisquama* 'Nana.' 2-3 ft. Pale bluish-pink flowers.

Chelone. Turtlehead. *C. lionii* is 2-2.5 ft. and rose-scarlet. *C. obliqua* is 3 ft.

and true pink.

Dianthus x allwoodii. 1-1.5 ft. Long-blooming if deadheaded regularly.

Dicentra formosa. Dwarf Bleeding Heart. 'Luxuriant' is 15" and rose-pink. 'Bacchinal' is 12-15" and reddish-pink.

Echinacea purpurea. Purple Coneflower. 'Bright Star' is 3-4 ft. and rose-pink. 'Magnus' has non-drooping rays.

Eupatorium. Joe Pye Weed. Needs moist soil. *E. purpureum* is 6 ft. and native. *E. fistulosum* 'Gateway' is 5 ft. with large lavender flowers.

Phlox masculata 'Alpha.' 30-36". Mildew-resistant. Blooms before *P. paniculata*.

Phlox paniculata. Summer phlox. 3-4 ft. 'Bright Eyes' (pink with crimson eye), 'Dodo Hanbury Forbes' (rose-pink), 'Dresden Pink' (shell pink with darker eye), 'Eva Cullum' (clear pink with red eye), 'Flamingo' (pink with crimson eye), 'H.B. May' (bright pink), 'Windsor' (pale rose with salmon eye), and 'Sir John Falstaff' (salmon pink).

Physostegia virginiana. Obedient Plant. Long blooming and easy, but tends to spread. Needs frequent dividing. 'Rose Bouquet,' 'Pink Bouquet,' and 'Rosy Spire' are 3-4 ft. 'Vivid' (12-15") and a bright rose pink) is very late blooming.

This list doesn't pretend to be conclusive—some of my list is just notes. But I'd like the members to send in any additions, feedback, tips, etc. that they may have to me or to The Plantsman and keep the discussion ongoing.

Roger is in charge of the perennials at Longacre's Nursery Center, 220 Mechanic Street, Lebanon, NH 03766. He can be reached at (603) 448-6110. ■



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T W I L I G H T M E E T I N G U P D A T E

Strawbery Banke

September Ninth

The next NHPGA Twilight Meeting will be held at Strawberry Banke, the collection of historic structures in Portsmouth, NH, on Wednesday, September ninth.

Members will meet at the Hancock Center
(the bright yellow building)

at 5 P.M. for a guided tour of

Strawbery Banke's gardens and landscaping projects.

Afterwards there will be time to walk

through the trial gardens at Prescott Park across the street.

A flier giving directions and more details will be sent to members closer to the date, but anyone with questions can contact Andrea Capron at (603) 569-5056.

Longacres

June Tenth

Longacre's Nursery Center in Lebanon hosted seventeen guests at the twilight meeting held on June tenth.

Norm Longacre, in his tour of the center, discussed what had been done differently (Longacre's, although in business 22 years, moved to this new, unusually shaped lot only five years ago), what they now wished they'd done differently, and what they still hoped to do.

Guests thinking of starting retail operations or who are reorganizing their present operations found the talk full of useful ideas based on actual experience.

After the tour, refreshments were served.

The Plant Growers' Association thanks the Longacre family for its hospitality and its willingness to share this sort of practical information with other members.



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