



The California Center for Urban Horticulture in  
cooperation with Foundation Plant Services present  
The College of Agricultural & Environmental Sciences

# Rose Day

**Friday April 25, 2008**

**Mondavi Center, Studio Theatre ■ UC Davis**

Join fellow rose enthusiasts and avid gardeners in discussions of rose production, hybridization, marketing, and pest/disease issues with national and international industry leaders. A rose sale including many AARS winning roses will follow. Proceeds will support CCUH programs.

## Registration Information

Please visit <http://ccuh.ucdavis.edu> in order to register for this event. With your \$150 conference registration you will receive a Flower Carpet<sup>®</sup> Scarlet Ground Cover Rose. Parking and catered lunch are also included with your registration. Please register before April 16.

## Event Agenda

**8:30-8:45 AM**

### Welcome

Dave Fujino, Director

California Center for Urban Horticulture

**8:45-8:55 AM**

### Introduction of the Garden Rose Council

Mike McCaffrey, President

Garden Rose Council

**8:55-9:20 AM**

### Rose Production

Brian Correiar, Director of Research

Jackson & Perkins

**9:20-10:20 AM**

### Hybridization & Breeding

Keith Zary, Jackson & Perkins

Tom Carruth, Weeks Roses

**10:20-10:30 AM**

Break

**10:30-11:30 AM**

### Marketing

Anthony Tesselaar, Anthony Tesselaar International Pty. Ltd.

Jacques Ferare, Meilland-Star Roses

**11:30-12:30 PM**

### Pests & Diseases

Pathology - Ann Chase, Chase Horticultural Research Inc.

Virology - Deborah Golino, Foundation Plant Services

**12:30-2 PM**

Lunch

**2-5 PM**

Tour of Foundation Plant Services rose fields

*offered continuously, every 30 minutes*

**2-5 PM**

Rose Sale - Roses, including AARS winning roses, will be available for sale in #5 containers (approx 5 gallons).



**UC DAVIS**

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