

Agenda

Rose Day 2009

Activities and Recreation Center: Ballroom

May 1, 2009

8 AM Check In

Please pick up event materials and enjoy a cup of coffee.
No onsite registration will be available..

8:45 AM Welcome Statements

Dave Fujino, Director, CA Center for Urban Horticulture

9 AM Garden Rose Council Overview

Michael Francis, President, Garden Rose Council

9:15 AM Production

Bill DeVor, Operations/Production Manager, Greenheart Farms

10 AM Breeding

Christian Bedard, Hybridizer, Weeks Roses

10:45 AM Marketing

Debbie Zary, Marketing Manager, Jackson & Perkins
Jacques Ferare, Director of Research, Star Roses

11:45 PM Lunch

Bag lunch will be provided in the courtyard

1 PM Diseases & Pests

Deborah Golino, Director, Foundation Plant Services
Michael Parrella, Entomologist, University of California Davis

2 PM Closing Statements

2:30 - Tours & Sale Open to Event Attendees

5:30 PM Rose field tours and rose sale at Foundation Plant Services.

May 2, 2009

10 AM - Tours & Rose Sale Open to General Public

4 PM Rose field tours and rose sale at Foundation Plant Services.