

## 2008-2009 membership

Business name: \_\_\_\_\_

Member's name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contact information:

Email: \_\_\_\_\_  
(Please provide your email so that we can reach you **efficiently**. You will receive monthly updates, program registrations, and critical notices. You will NOT be overwhelmed with messages.)

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Business \$75/year \_\_\_\_\_

Educator \$25/year \_\_\_\_\_

Donation: \_\_\_\_\_

**Total enclosed:** \_\_\_\_\_

*We appreciate your donation which will be used for statewide marketing and educational efforts.*

**Please make checks payable to NYSFI and return to NYSFI, PO Box 1243, Orchard Park, NY 14127**

(office use only)

Ck # _____	Date _____
ML _____	EM _____
C _____	L _____

NYSFI  
PO Box 1243  
Orchard Park, NY 14127



[www.nysfi.org](http://www.nysfi.org)

**Our Mission:**

*"To support and promote greenhouse and garden center businesses in New York State."*

**2008-2009**

**Membership Registration**

(Please note that Long Island Flower Growers will automatically become members of NYSFI by joining LIFGA.)

For questions, please call  
Karen Dean Hall, Director  
at 716-941-3502

or email [mrskdhall@aol.com](mailto:mrskdhall@aol.com)

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# What NYSFI is doing for YOU

## **EDUCATION:**

- Newsletters . New, 2 page format!
- Emails to members
- Collaborating with the NYS IPM program to offer training in Biological Control.

*"We participated in a tour sponsored by the NYS IPM program and NYSFI to learn more about the use of Biological Control in Greenhouses. We used the information we learned from this tour to successfully take our first step towards reducing our pesticide usage. This combined effort produced an extremely valuable and timely educational experience."*

**Tom Palomaki, Lucas Greenhouses, Fairport, NY**

- Collaborating with Cornell University on the Kathy Pufahl Container Competition held at the Cornell Floriculture Field Day.



- Providing feedback to Cornell University. Several NYSFI board members participate on Cornell's floriculture advisory committee to discuss grower issues and priorities.
- Providing networking opportunities. Your best source of information can be other growers. Network with them at meetings, educational programs, tours, etc.

## **MARKETING NY floriculture:**

**\*\*\*\*\*New Website\*\*\*\*\***

**[www.nysfimarketplace.com](http://www.nysfimarketplace.com)**

### **Buy and sell plants!**

NYSFI members can use our new website to find plants they need or sell plants to other growers, landscapers, and garden centers. The site also includes a directory of garden centers and greenhouses in NYS. This project is possible because of the grant supported by the New York Farm Viability Institute.

- *"Make it for Mom at a NY Garden Center"* is a project NYSFI organized to help garden centers bring customers to their stores. During our second year of the program, over 20 businesses participated. Customers enjoyed the opportunity to make something special for Mom.

*"As a single mom sales person covering such a large geographic area as New York State this organization has proven extremely valuable. I really enjoy serving on the board and have met many of my customers just by attending as many functions as I can. There is not enough time in the day for anyone to do all the things on their list, but when it comes to being in the greenhouse business the day is even shorter. By taking the time to come to your local grower meetings you get a chance to meet with salespeople, and colleagues to find out what is new in the world. I know I haven't met everyone yet, but I'm well on my way. I find that the folks who join organizations such as ours get a lot out of the experience and meet others who can understand their needs and upcoming challenges."*

**Ellen Talmage, Yoder Brothers**

## **A VOICE for NY floriculture:**

- Meeting with key officials and regulatory agencies in Albany such as the Department of Environmental Conservation and Department of Ag & Markets.
- Opening-up dialog with agriculture business leaders such as Farm Bureau.
- NYSFI is a member of the Council of Agriculture Organizations. A group of 20+ agriculture organizations that represent thousands of agriculture businesses.
- NYSFI participates in lobby days with the Council of Ag Organizations and Farm Bureau.
- NYSFI is participating in statewide discussions about Invasives in NYS.

*Terry Zittel from Amos Zittel & Sons works with a group of children as they make special gifts for Mom.*



*"Under the leadership of our new executive director, Karen Hall, NYSFI has made great strides in helping the greenhouse industry. Karen has opened up communication with people in Albany and, along with our new president, Mike Mitchell, is very involved with helping us deal with the "invasive" issues, which could easily affect what we're able to grow (i.e. lotus which I loved to use in containers is unavailable because it's considered invasive). In addition, the website is up and running – a great tool for buying and selling plant material. I'm proud to be a member of NYSFI and encourage everyone in our industry to support this worthwhile organization."*

**Sue Adams, Adams Greenhouses Poughkeepsie, NY**