

Profile of Featured Speakers



Mike Jensen, the Emmy award-winning former Chief Financial Correspondent for NBC News, was named by TV Guide as the best economics/business correspondent in America. In his 40 years as a journalist for *NBC Nightly News*, the *Today Show* and *The New York Times*, he covered every major economic event of our times, reporting from the oil fields of the Persian Gulf, the trading rooms of Wall Street, and Alan Greenspan's inner-sanctum at the Federal Reserve in Washington, DC. Jensen was in Germany when the Berlin Wall came down, in China after Tiananmen Square exploded in violence, and in Russia and Poland when Communism fell. In the U.S., he reported on the energy crisis of the '70s, the stock market boom and crash of the '80s, corporate downsizing in the '90s, and the Internet revolution in the new millennium. He has interviewed, one-on-one, everyone from Bill Clinton and Lech Walesa to Mick Jagger and a Zimbabwe medicine man. Jensen was born in Chicago and raised in Gloucester, Massachusetts. After graduating from Harvard University, where he studied English Literature and Economics, he spent three years in the U.S. Navy as a destroyer officer. He earned a Master's Degree at Boston University where he was named a Distinguished Alumnus. He enjoys boating, and plays both golf and the banjo (badly).



Dr. Doeke Faber is currently Chairman of the Board Association of Flower Auctions in The Netherlands, President of the International Association of Horticultural Producers (AIPH), and Chairman of the Board of the Mushroom Growers Association of the Netherlands. Board memberships and activities include: Floriade 2012, the Confederation of Netherlands Industries and Employers (VNO-NCW), Dutch Horticultural Product Board (PT) and is a member and vice-chair of the Flower Council of Holland. In the 1970's he was a senior economist at the Center for Rural Development at Iowa State University.



Professor Jan H. Katz is the Suter-Staley Director of Global Business Education and a Senior Lecturer of International Management and Marketing at the Johnson Graduate School of Management at Cornell University. She has recent experience in China, The Philippines, Argentina, Peru and Colombia in various aspects of international business and marketing. Professor Katz's research and teaching center on the special issues that organizations face as they expand beyond their national boundaries — from how to best manage a multinational team to ways in which companies must adjust marketing strategies. Her current work focuses on the development of business, government, and civil society relationships across the world (often linked to corporate social responsibility, a.k.a. global citizenship), and on the ways in which culture affects peoples' perceptions.

Gary Falkenstein, Fischer USA. Gary is Co-President of Fischer USA, Boulder, Colorado, USA, with primary responsibilities in the areas of administration and overall operations.

Lena James Fenton, FloraCulture International, Batavia, IL, USA. Lena is the Editor and frequent contributor to FloraCulture International, a monthly trade publication that covers the global floral industry.

Jean-Charles Ganas, Ball Horticultural Company, West Chicago, IL. Jean-Charles is Managing Director of Global Initiatives for Ball Horticultural Company. Jean-Charles is responsible for Ball China and Ball Australia and he oversees several initiatives. He has extensive international management experience in Europe, Africa and the Middle East.

Kerry Herndon, Kerry's Bromeliad Nursery, Homestead FL. Kerry is CEO and President of KBN, the largest producer of orchids in the United States.

Ernesto Velez, Asocoflores, Colombia. Ernesto is Chairman of the Board of Asocoflores, the Association of Colombian Flower Growers and Exporters, and is President of Suasuqua, a cut flower growing and export operation.

Charles F. Walton, Smithers-Oasis Company, Kent, Ohio, USA. Charlie is President and CEO of Smithers-Oasis company, a global firm engaged in the manufacture and distribution of floral foams, postharvest products, greenhouse and nursery propagating systems, and other products that add value to flowers.

About Seeley Conferences



Seeley Conferences were established in 1986 in honor of **Dr. John G. Seeley** after his retirement from Cornell University. Each

year a conference topic important to the future of floriculture, is chosen by the Board of Directors.

Seeley Conferences are intended to promote discussion of issues important to the future of commercial floriculture. The meetings are structured to foster discussion by industry leaders and increase the level of understanding of topics through presentations by speakers with a wide range of backgrounds and experiences. The goal of the Conference is to better prepare attendees to make decisions on issues that have a great impact on their businesses and the industry as a whole.

To assure free exchange of ideas, participants, including representatives of the trade press, are asked not to attribute comments or points of view to speakers or industry leaders unless such dissemination is agreed to by the person expressing their point of view.

Travel

Air service to Ithaca is provided by USAir and Northwest Airlines www.flyithaca.com. Additional carriers serve Syracuse (60 miles) and Rochester (100 miles). Limousine service is available from Syracuse from Airline Limosine, 607-273-3030.

Housing

Conference participants are encouraged to stay at the Hilton Garden Inn, Ithaca, where off-campus social events will be held. Information on the hotel may be found at <http://hiltongardeninn.hilton.com>. A block of rooms under the group name 'Seeley Conference' will be held until May 24. For reservations, call 607-277-8900.

More Information

More information is available at www.hort.cornell.edu/seeleyconference or by contacting Jen DeStefano, Bill Miller or Mark Bridgen by email: seeleyconference@cornell.edu or by mail: Seeley Conference, 134A Plant Science Building, Cornell University, Ithaca, NY 14853; phone: 607-255-3677, 607-255-4568; or fax: 607-255-0599.

Past Conference Topics

- 1986 Floriculture 2000: The Role of the University
- 1987 Biotechnology: Its Imminent Impact
- 1988 Will Floriculture Meet Its Marketing Opportunities?
- 1989 Floriculture's Role in Environmental Stewardship
- 1990 Floriculture's Changing Business Structure: What Lies Ahead in the '90s?
- 1991 Supermarkets: Their Impact on Floral Distribution in the '90s
- 1992 How Government is Changing Floriculture's Future
- 1993 Has Success Spoiled Floriculture?
- 1994 Harnessing the Forces Shaping Floriculture
- 1995 How Consumer Behavior Drives Floriculture
- 1996 Who Took the Fun Out of Floriculture?
- 1997 Keeping the Family in Floriculture
- 1998 Germ Plasm for Floriculture's Next Millennium: The Good, The Bad, & The Ugly
- 1999 Floral Merger Mania: Is Bigger Better?
- 2000 Profitability in Floriculture: The Role of Human Capital
- 2001 e-floriculture: Pearls or Perils?
- 2002 Floriculture's Profit and Market Crisis: Charting A New Course
- 2003 Chasing Success in Challenging Times: Finding a Winning Strategy
- 2004 Understanding the Consumer: Is Floriculture Relevant?
- 2005 Stayin' Alive: Can We Captivate the Elusive Consumer?

2006
Seeley Conference

June 24-27

Cornell University, Ithaca NY

The Globalization of Business: Will Floriculture Prosper?



June 24 - 27, 2006



Seeley Conference

The massive investment in computing power at the end of the 20th century has led to greatly expanded global communication and, in part, is changing business structures in ways unimagined just a few years ago. This year's Seeley Conference, **The Globalization of Business: Will Floriculture Prosper?** will give participants an opportunity to debate the future of floriculture against these dramatic changes in the global business environment. Participants will hear from international business and academic experts and from floriculture leaders experienced in global entrepreneurship. Questions to be explored in the Seeley Conference think-tank format include:

What are the current global business trends and their impacts?

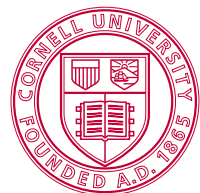
How do human, natural and intellectual resources control and define the direction of these trends?

What is the significance of business and technological capital capacity?

To what extent are the trends influenced by a country's political and regulatory environment?

What is the significance of cultural barriers?

And, most importantly, how do you bring clarity and relevance to see opportunity in these complex issues as they relate to floriculture and ornamental horticulture?



Cornell University

The Globalization of Business: Will Floriculture Prosper?

Saturday Evening June 24 Hilton Garden Inn	5:00-8:30pm Arrival Registration Dinner on your own with colleagues
Sunday Morning June 25 Veterinary School	8:00am Opening and Introductions of Conference Participants – William B. Miller, Cornell University Introduction to the Conference – Robert M. Williams, Smithers-Oasis, and 2006 Seeley Conference Coordinator THEME: Globalization of Business and The Impact on World-Wide Commerce Discussion Facilitator: Drew Gruenburg, Society of American Florists Globalization: Understanding a World that is Changing at Warp Speed - Mike Jensen, Former Chief Financial Correspondent, NBC News 12:00 Lunch, Vet School Cafeteria
Sunday Afternoon June 25 Veterinary School	1:30 THEME: Globalization: Perspectives from Europe and South America Discussion Facilitator: Marvin N. Miller, Ball Horticultural Company Globalization of Floriculture: The European Experience - Doeke C. Faber, Association of Flower Auctions in The Netherlands Globalization of Floriculture: The South American Experience - Ernesto Vélez, Association of Colombian Flower Growers and Exporters Globalization of Floriculture: Other International Perspectives - Lena James Fenton, FloraCulture International BREAK DISCUSSION - Globalization of Floriculture: Implications for the US Floral Industry 5:00pm Adjourn
Sunday Evening June 25 G-10 Biotech	6:30-7:30 Socializing 7:30 Banquet
Monday Morning June 26 Veterinary School	8:00am THEME: Endless Acceleration of Commerce in Asia? Impacts on Business and Floriculture Globalization Discussion Facilitator: Rejean J. Picard, Westbrook Companies Asian Hypergrowth - Good or Bad for North American Floriculture? - Jan H. Katz, Johnson School of Management, Cornell University Break China from the Perspective of a Breeder/Distributor - Jean-Charles Ganas, Ball Horticultural Company International Business Strategies From a Global Floricultural Player - Gary Falkenstein, Fischer USA 12:00 Lunch, G-10 Biotech
Monday Afternoon June 26 Veterinary School	1:30 THEME: Philosophies of Globalization Discussion Facilitator: M. James Leider, Leider Horticultural Companies Globalization Driven by Local Consumption: Now What? - Charles F. Walton, Smithers-Oasis Company Learning to Love Globalization: How to Make Globalization Fit Into Your Future - Kerry L. Herndon, Kerry's Bromeliads DISCUSSION
Monday Evening June 26 Monkey Run	6:30pm Socializing 7:30 Chicken Bar-B-Q Master of Ceremonies – William B. Miller
Tuesday Morning June 27 Willard Straight Memorial Room	8:00am THEME: Responding to Globalization Discussion Facilitator: Robert M. Williams What Are Your Next Steps? - Jan H. Katz BRUNCH SUMMING UP Future Seeley Conference Topics 11:45 Adjourn