

# water:

## Horticulture's Next Game Changer?

Seeley Summit

June 22-24, 2014 | Chicago



Cornell University  
Ithaca, NY

### Water background

- Water is everywhere (except where it's not), and is available simply by turning on the tap.
- Water is critical for all of life, and for all of society's major institutions, including families, manufacturing, and of course, agriculture.
- The US has a long history of government subsidized water, leading to a false sense of security and an artificial lowering of water prices. Witness the major river and dam development projects in the Tennessee Valley and the arid west.
- Presently, the price we pay for water is a mere fraction of its value and real cost.
- Greenbiz.com asserts that the global environmental and social costs of business water use amount to \$1.9 trillion per year.
- By 2030, it is projected that water demand will outstrip availability by some 40%.
- The true cost of water can vary from \$0.10 to more than \$15 per cubic meter (about 250 gallons) in areas of extreme scarcity.
- Most of floriculture and horticulture's best growing areas are in areas of regular water scarcity (arid west, California) or regions of occasional extreme shortage (the Southeast, the Plains States, the Midwest).
- Our customers live in areas subject to occasional extreme drought, leading municipalities to impose severe water rationing with devastating consequences for greenhouses, nurseries, home landscapes and plant purchases.
- Water will surely be the game-changer of the next 25 years.

### Questions to explore at the 2014 Seeley Summit include:

- What if you had to deal with the real cost, including distribution of water?
- What if the direct cost of water to grow a pot plant, flat or hanging basket was equal to or exceeded the cost of the plastic or growing medium used?
- What would this do to your business?
- How do we make changes in our (your) business to accommodate ever-increasing costs of water?
- In drought conditions, how do we convince the legislators (and consumers) to factor the environmental, social, economic, health/wellness benefits of plants, trees and flowers into any restriction guidelines they're considering?
- Will the consumer continue to garden in the same way when the cost of water doubles or triples or when water rates rise continuously?

As always, the think-tank atmosphere of the Seeley Summit will allow for plenty of interaction with fellow industry leaders. We invite you to join us for a valuable discussion.

For more information: [hort.cornell.edu/seeleysummit/](http://hort.cornell.edu/seeleysummit/)

To reserve your place at the conference, register online through the Travel Concepts website ([www.concepts.us.com/registration-seeley.asp](http://www.concepts.us.com/registration-seeley.asp)); Tel 203-262-6260

# Water: Horticulture's Next Game Changer? Seeley Summit | June 22-24, 2014 | Chicago

Hilton Lisle/Naperville | 3003 Corporate West Drive | Lisle, Illinois 60532

Summit registration is:

**\$575** before April 20 | **\$695** after April 20

10% off for additional members of the same company  
(in effect throughout the registration period)

Online registration and travel arrangements through the Travel Concepts website  
([www.concepts.us.com/registration-seeley.asp](http://www.concepts.us.com/registration-seeley.asp)); Tel 203-262-6260

Summit registration includes welcome reception on Sunday June 22, breakfast and lunch on Monday and Tuesday, and the Chicken BBQ/picnic at the grounds of Ball Horticultural Company on Monday evening.

## About The Seeley Summit



The Seeley Summit evolved from the Seeley Conference, which was established in 1986 in honor of Dr. John G. Seeley (1915-2007) after his retirement from Cornell University. Each year a topic important to the future of floriculture is chosen by the Board of Directors.

After concluding the 26th annual Seeley Conference in 2011 and for the two years that followed, the Board of Directors conducted extensive research among past attendees and non-attendees and decided that a changed location and format was warranted. The 2014 Seeley Summit is the result. We offer a changed venue, a shorter program, and a more focused opportunity to hear from renown experts in the field and to discuss the information's relevance to individual firms and the horticulture industry as a whole.

Seeley Summits 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 Summit 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

If you need assistance, air travel to the Chicago area may be arranged through TravelConcepts ([www.concepts.us.com/registration-seeley.asp](http://www.concepts.us.com/registration-seeley.asp)) or by telephone at 203-262-6260.

## Housing

Summit participants are encouraged to stay at the Hilton Lisle/Naperville in Lisle, IL, which is also the Summit venue. Hotel reservations are available through Travel Concepts at ([www.concepts.us.com/registration-seeley.asp](http://www.concepts.us.com/registration-seeley.asp)) Room rate for the Summit is \$122/night plus tax.

## More Information

More information, on-line registration and travel assistance can be found at the Travel Concepts website at ([www.concepts.us.com/registration-seeley.asp](http://www.concepts.us.com/registration-seeley.asp))

## Schedule at a Glance

Arrival in Chicago on Sunday June 22nd, 2014. The Summit runs from Monday morning, June 23rd through late afternoon on Tuesday June 24th. Depart Chicago area the evening of Tuesday 24th June or morning of Wednesday 25th

### Sunday June 22, 2014

#### Arrival

Registration and opening reception, drinks and hors d'oeuvres at the hotel

Dinner on your own

### Monday June 23, 2014

- 7:00 **Breakfast**
- 8:00 **Welcome, introduction to the Summit**
- 8:30 **Water: Implications for society and agriculture**  
Bryan Silbermann, PMA
- 10:00 **Break (30 min)**
- 10:30 **Water policy and how it will continue to impact business.** - Lyn Clancy and Nora Mullarkey,  
Lower Colorado River Authority
- 11:45 **The perspective of a large multi-location grower** -  
Jerry Halamuda, Color Spot Nurseries
- 12:00 **Lunch**
- 1:30 **Water in Florida** - Hugh Gramling, SW Florida Water  
Management District

- 2:15 **Research on cutting edge water technologies** -  
John Lea Cox Perspective of a grower adopting such  
technologies - Charles Bauers
- 2:30 **The perspective of a politically active, large grower  
in a semi-desert** - Al Gerace, Welby Gardens,  
Denver Colorado
- 2:45 **Break**
- 3:15 **Breakout groups:** Discussion and group synthesis
- 5:30 **Board bus for Ball Horticultural Company**
- 6:00 **Cocktails, tour Ball gardens and trials**
- 7:30 **Chicken BBQ and picnic**

### Tuesday June 24, 2014

- 7:00 **Breakfast**
- 8:00 **Business implications of water scarcity, water quality,  
and the true cost of water** - Ron Griffin, Texas A&M  
University
- 9:30 **What it means for the green industry and consumers**  
- Bob Dolibois
- 10:00 **Break**
- 10:30 **Perspective from the largest agricultural water  
user in California** - Bill Phillimore, Paramount Farms
- 11:30 **Lunch and roundtable discussion**
- 1:00 **Report back from roundtables**
- 1:45 **Panel, group discussion.**  
What have you done? What can be done?  
Creative solutions? What's in the future?
- 2:30 **Break**
- 3:00 **The Future of Landscapes** - Jeffrey Bruce
- 3:45 **So what?** - Charlie Hall
- 4:15 **Closing**



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### Speaker Bios

**Charles Bauers** is owner of Flowers by Bauers, a Maryland based grower and floral retailer who is collaborating with Dr. Lea-Cox on water management issues.



**Jeffrey Bruce** is Owner of Jeffrey L. Bruce & Company, a national landscape architectural firm. Founded in 1986, JBC provides highly specialized technical support to many of the nation's leading landscape architectural firms on topics such as engineered soils, green roof technologies, urban agronomy, water harvesting and irrigation technology. The firm has garnered 80 separate design and leadership awards. He is a LEED certified professional and certified irrigation designer. His firm has worked on more than 60 green roofs, encompassing >4 million square feet. Jeffrey has spoken in numerous countries around the world.

**John Lea Cox** is professor of nursery research and extension at the University of Maryland, specializing in water management issues.



**Robert J. Dolibois** is formerly Executive Vice President of the American Nursery & Landscape Association, a Washington-based national trade association representing the nursery and landscape industry. He joined the ANLA staff in 1991. He served as a volunteer leader of the Small Business Legislative Council, the Friends of the National Arboretum and the Lady Bird Johnson Wildflower Center in Austin, Texas.



**Al Gerace** has been CEO of Welby Gardens Co. in Colorado for 40 years. During this time, his greenhouse operation grew from 60,000 sq. ft. to 1,000,000 sq. ft. Al has served on numerous Colorado Green Industry boards and has received many regional and national awards. Al was instrumental in the development of the X-Rated Garden Centers of Colorado program during the 2002-2003 drought in Colorado and New Mexico and established a Can-do Conference, enlisting CSU staff, US Senator, New Mexico State Economist and National weather experts to develop a proactive agenda for local green industry and park and recreation officials during this worst drought in 600 years. Al received a BA in Economics from University of Colorado in 1970.



**Hugh Gramling** has deep experience in the Florida ornamentals industry and water issues. He served for 15 years as Executive Director of the Tampa Bay Wholesale Growers, and was owner and manager of Gramling Nursery and Horticultural Products for 24 years prior. Hugh's extensive experience with regional water management and environmental issues comes from leadership of the Southwest FL Water Management District Governing Board (Vice Chair); Hillsborough River Basin Board (Chair); Tampa Bay Estuary Program, and many others. He has received numerous industry and civic awards.



**Dr. Ron Griffin** is professor of water resource economics at Texas A&M University, where he has been a researcher and teacher for more than thirty years. He is the author of *Water Resource Economics: The Analysis of Scarcity, Policies, and Projects* (MIT Press 2006) and the editor of *Water Policy in Texas: Responding to the Rise of Scarcity* (Resources for the Future 2011). He has served in editorial roles for four water-focused journals, including *Water Resources Research*. He specializes in water studies pertaining to demand, rate setting, marketing, and cost-benefit analysis

**Jerry Halamuda** is CEO and President of Color Spot Nurseries, a large producer of bedding plants, ground covers, vegetables and ornamentals, with 12 locations in California, Texas, Tennessee and Arizona.



**Lyn Clancy** Lyn Clancy is a water rights attorney and water policy expert based in the Austin Texas area. She is currently with the Lower Colorado River Authority (LCRA) and the Texas Water Conservation Association. She is a member of the State Bar of Texas, Environmental and Natural Resources Section, with a JD from the University of Texas School of Law.



**Nora Mullarkey** is the Water Conservation Supervisor at the Lower Colorado River Authority (LCRA) in Austin Texas. Previously, she was with the city of Austin and also Espey, Houston and Assoc. (now Atkins). She graduated from The University of Texas Health Science Center, Houston.



**Bill Phillimore** has held the position of Executive Vice President for Paramount Farming Co. since 1987, where his responsibilities include all the administration, including water and power issues. His previous employment includes a number of positions with farming companies and wineries throughout California. He is President of Belridge Water Storage District and Chairman of the Kern Water Bank Authority. He is currently very active in the California water arena, in particular with the Coalition for a Sustainable Delta and the Committee for Delta Reliability. He possesses a Masters degree in Agricultural Economics from U. C. Davis and an undergraduate degree from the University of Manchester, England.



**Bryan Silbermann** is President & CEO of Produce Marketing Association (PMA), the largest, worldwide not-for-profit trade association representing companies that market fresh fruits, vegetables, and related products. PMA's membership of 3,000 companies in nearly 50 countries ranges from supermarket retailers to farmers, foreign exporters to restaurant chains. The association's programs promote the efficient distribution and increased consumption of members' products worldwide. As the President & CEO of PMA, he directs more than 80 staff professionals. He was born and raised in Durban, South Africa and studied there, earned his masters at the University of Chicago, and conducted two years of graduate research at Oxford University, England.