Charles and Linda Shackelford started their own business in 1980 called TLC Florist and Greenhouses, Inc. TLC quickly grew from a mom and pop plant shop to the Shackelfords parlaying their early efforts into multiple TLC operations in the Oklahoma City area. TLC was routinely ranked in the top 100 garden centers in the United States; this legacy of excellence continues with current TLC management.

The Shackelfords have been avid supporters of their community’s needs and those of various green industry groups. Both have served as officers and leaders in various trade organizations such as the Oklahoma Greenhouse Growers’ Association. Oklahoma State University, Stillwater and OSU-OKC have recognized Charles and Linda’s commitment and dedication to the Oklahoma Green Industry and academia with multiple awards. The Shackelford Lecture Series has in part been made possible by the Shackelford Endowed Floriculture Professorship.

Watch for the Hunger and Horticulture Conference, July 30, 2015!

Horticulture and Landscape Architecture
358 Agricultural Hall
Stillwater, OK 74078-6027
RETURN ADDRESS REQUESTED
Current Challenges in Floriculture
Shackelford Lecture Series

8:30 – 9:00 a.m. Welcoming Remarks and Registration

9:00 – 9:45 a.m. Performing Initial Diagnoses in the Greenhouse and Garden Center
Mike Schnelle, Extension Specialist, Horticulture and Landscape Architecture, Oklahoma State University, Stillwater, OK

9:45 – 10:20 a.m. Current Thoughts on Rose Rosette in the Garden Center
Mike Schnelle and Jen Olson, Plant Pathologist, Entomology and Plant Pathology, Oklahoma State University, Stillwater, OK

10:20 – 10:40 a.m. Break
Showcase I: Hands-on Look at Diagnostic Tools for the Green Industry
Jen Olson and Mike Schnelle

10:40 – 11:30 a.m. Bulbs on Display, Things one can do to Increase Retail Success for Bulbs
Chad Miller, Assistant Professor, Floriculture Kansas State University, Manhattan, KS

11:30 a.m. – 12:20 p.m. How Southwood is Embracing Change to Grow its Future
Joe Schulte and Margaret Schulte, Owners, Southwood Nursery, Tulsa, OK

12:20 – 1:15 p.m. Lunch (included with registration)
Luncheon Speaker: Oklahoma’s Floriculture Legacy Rodd Moesel, American Plant Products and Services, Oklahoma City, OK

1:15 – 2:05 p.m. Why Bulbs are the 51st Shade of Grey
Chad Miller

2:05 – 2:45 p.m. Satisfying Hunger in the Garden Center: A Five-Course Meal
LeeAnn Barton, Stillwater, Oklahoma Representative Dave Wilson Nursery, Inc., Hickman, CA

2:45 – 3:00 p.m. Break
Showcase II: Wild Things Nursery, Seminole, OK Marilyn Stewart

3:00 – 4:00 p.m. Changes and Challenges of the Floriculture Industry
Jeff Gibson, Landscape Business Manager, Ball Horticultural Company, West Chicago, IL

4:00 – 4:50 p.m. Natives: From Garden Center to Flowerbed
Marilyn Stewart

4:50 – 5:00 p.m. Evaluation, Workshop Ends

Need directions and parking information? Visit wwc.okstate.edu/

Registration must be postmarked by June 2—$25. Register early as no late registrations or walk-ins can be accepted.

Questions? Call Stephanie, 405-744-5404.

Mail to: Current Challenges in Floriculture
Attn: Stephanie Larimer
Oklahoma State University
358 Agricultural Hall
Stillwater, OK 74078-6027

Please make check payable to: Horticulture & Landscape Architecture Department
or Register on-line: https://secure.touchnet.com/C20271_ustores/web/index.jsp
Select: Horticulture/Landscape

Name(s)

Company

Address ___________________________________________________________ City________________________ State ____________ Zip___________

Phone Number ___________________________________ Total Amount Enclosed ________________________________

Email __________________________________________________________

$25 Registration must be postmarked by June 2 & Refund Requests must be received by June 2.