

Illinois State Florists' Association



BULLETIN

Published six times a year by the I.S.F.A.
1011 West Healey Street, Champaign, Illinois 61820

NUMBER 406

G. M. Fosler, Editor

MARCH-APRIL, 1983

IT'S CIRCUS TIME



**The Illinois State Florists Association will meet
"Under The Big Top," March 11-13, 1983
at the Spring Conference and Trade Fair,
Holiday Inn, Decatur, Illinois!**



Our Main Attractions "Under The Big Top"!

When the Circus Train rolls into Decatur the second weekend in March, big things will start happening!

Join the parade to Decatur's Holiday Inn Convention Resort, March 11-13, 1983. Judging by previous I.S.F.A. Spring Conferences, in excess of 2,200 people are expected to be on hand. Our Association is taking over the entire Holiday Inn complex for a full weekend of learning and shopping — along with a good measure of social activities, entertainment, contests, fine meals, and congeniality.

As you read through the following segments, the Conference Committee is sure that you'll be impressed with the diversity of the many program features. There's something for everyone, no matter which branch(es) of the florist industry you represent.

★ **AN UNEXCELLED TRADE SHOW** — As usual, the Trade Fair is a sellout. Here in the "Side Show," Chairman *Al Easton* has things well in hand, & promises there will be no cheese, sausage, or aluminum-siding hucksters. He's renting space only to firms that offer products & services directly pertinent to the florist industry. The Trade Fair opens at 10 a.m. on Saturday, March 12, & continues until 5:30 p.m. And on Sunday, the Trade Fair hours are 9:00 to 6:00. Remember, too, that prizes will be given away every hour! This "Best in the Midwest" Trade Fair is being staged in 3 different locations: The Convention Center, the Illinois Power Room, & the Holidome.

(continued on next page)

Illinois State Florists' Association Bulletin (USPS 258-620)

G.M. Fosler, Editor

Published six times a year by the Illinois State Florists' Association. Second-class postage paid at Champaign, Illinois 61820.

POSTMASTER: Send address changes to the *Illinois State Florists' Association Bulletin*, Office of Publication, 1011 W. Healey St., Champaign, Illinois 61820.

ANNUAL MEMBERSHIP FEE: Active Members — \$30.00. Membership includes a subscription to the *Illinois State Florists' Association Bulletin*. Single copies, \$2.00.

1983 OFFICERS

PRESIDENT — Mary Noble Williams, P.O. Box 555, Charleston, IL 61920 [217/345-7007].

VICE-PRESIDENT — Avada Leaf, 312 W. Main St., Olney, IL 62450 [618/395-8573].

TREASURER — Olin A. Wetzel, P.O. Box 428, Edwardsville, IL 62025 [618/656-4240].

EXECUTIVE-DIRECTOR — Dan Irons, 505 S. 23rd St., Mattoon, IL 61938 [217/258-8969].

BOARD OF DIRECTORS

EX OFFICIO — George F. Mabis, 1611 S. Prospect Ave., Champaign, IL 61820 [217/352-4102].

REGION 1 — Chuck Altman, 1025 N. Cedar Lake Rd., Round Lake, IL 60073 [312/546-8211]; Joseph M. Karban, 812 E. St. Charles St., P.O. Box 275, Lombard, IL 60148 [312/627-0500]; & Robert Kopecky, 16 S. Bothwell St., Palatine, IL 60067 [312/359-2488].

REGION 2 — James B. Curtis, 326 Pinckney St., Pontiac, IL 61764 [815/844-7148]; Edward Howe, 520 S. Crescent St., Gilman, IL 60938 [815/265-7342]; & Elmer Rieck, 2100 E. Maple St., Kankakee, IL 60901 [815/933-2295].

REGION 3 — Greg Becks, 310 E. Corrington, Peoria, IL 61603 [309/688-4416]; John Bonsoe, 213 Caroline St., Peoria, IL 61603 [309/676-4651]; & Don Carlson, 3160 - 23rd Ave., Moline, IL 61265 [309/764-3556].

REGION 4 — Judi Borah, 225 N. Morgan St., Shelbyville, IL 62565 [217/774-2323]; Bernard Burkland, 111 W. Jefferson, Effingham, IL 62401 [217/342-4184]; & Jean Williams, 1428 N. MacArthur Blvd., Springfield, IL 62702 [217/544-7477].

REGION 5 — Al Easton, 126 N. 9th St., Mt. Vernon, IL 62864 [618/242-0616]; Herman C. Ihle, 22nd & Logan Sts., Murphysboro, IL 62966 [618/684-2752]; & Daniel Whitehurst, 207 W. Jourdan, Newton, IL 62448 [618/783-2124].

OUT-OF-STATE — John J. Baymiller, 107 S. Center, Shelbyville, MO 63468 [314/588-4310]; & Raymond DeCloedt, 417 W. 7th St., Mishawaka, IN 46544 [217/259-6336].

PLEASE NOTE:

PERMISSION to reprint from the *I.S.F.A. Bulletin* is gladly granted, provided that due credit is given to the author(s) and to this publication.

- ★ **SPECIALLY FOR GREENHOUSE OPERATORS & GROWERS** — A pesticide applicator certification (& recertification) session is slated for 9:00 to 11:00 on Saturday morning. For those who aren't yet certified to use restricted pesticides, this is a unique opportunity to get your official certificate, so you can purchase & take advantage of these useful materials. If your original certificate is expiring, this is also a good chance to become recertified. The

session will be presented by UI Extension Specialists, in cooperation with the State Dept. of Agriculture. A number of other presentations & program features will be of interest to growers, too.

- ★ **SEVEN SYMPOSIUMS IN ALL** — Yes, we said 7! And keep in mind that each will be given twice. But even so, you'll have to plan ahead so you don't miss any of the presentations of particular interest to you. Several are slated for Saturday, with the remainder on Sunday. Here are the symposia topics: (1) *A Retailer's Guide to Care & Handling of Potted Plants & Fresh Flowers*; (2) *New Products*; (3) *Wedding Show*; (4) *Funeral Flowers*; (5) *Bread & Butter Designs*; (6) *Silks & Dries*; & (7) *What is Your Talent Worth?*. More complete details about the speakers, their topics & sponsors appear on following pages.



UI staff members: DR. L.A. SPOMER (top left); DR. BARRY A. EISENBERG (top right); & DIANNE NOLAND. Their symposium is titled "A Retailer's Guide to Care & Handling of Potted Plants & Fresh Flowers."

- ★ **GREATEST SHOW ON EARTH — THROUGH A FLORIST'S WINDOW** — On Saturday afternoon from 3 to 5 p.m., upwards of a dozen talented floral artists will be competing for cash prizes as they design & execute window displays. The designers can decorate their "windows" in any way they choose, & there is no price limit. And while you watch & mingle with your florist friends, there'll be music, refreshments, entertainment — & a bandwagon full of conviviality.
- ★ **THREE RINGS UNDER THE BIG TOP** — What I.S.F.A. Spring Conference would be complete without a full-blown Saturday night social event? In "Ring One" there'll be cocktails (6:30 p.m.) — it's

Annuals are the hardest of the three groups to grow, cost the most to bring to flower and require a great deal of care. So why grow them? They are the most colorful, coming in a wide range of colors, have a wide variety of forms and bloom over a long period of time. They make excellent material for mass plantings.

Annuals I have found that work well on a golf course are marigolds, petunias, asters, zinnias, pansies, impatiens, ageratum and snapdragons. Calendula is probably one of the easiest to grow and the best. It comes in orange and yellow in several different forms. It also will reseed itself and can be started or replanted each year from the seedlings which come up. If you were to grow only one annual on your course, this is the one I would recommend.

Marigolds come in various shades of yellow, orange and mahogany. They also are found from very dwarf to very tall, and from very small-flowered to large. Select the semi-dwarf carnation-flowering types. The dwarf, small-flowered types tend not to make much of a show.

Snapdragons will winter over during a mild winter and provide early (May) flowers. Newly set plants bloom during the end of July until frost. They come in a wide range of colors.

Pansies also winter over and will provide a satisfactory show for about 3 years and then should be replaced. Besides coming in a wide range of colors, they bloom quite early in the spring and continue until frost.

Zinnias bloom generally from August 1 to frost and are excellent for mass plantings, either mixed or in solid colors. They should be started in a coldframe or sheltered nursery area and then transplanted to their final location.

Ageratum is a showy blue border or edging plant. Impatiens is an ideal plant for shady areas. While there are other annuals suitable for use on the golf course, the ones I have discussed are easy to grow, can be started from seed in a coldframe nursery area, or under artificial light without need of a greenhouse.

If you are going to buy your annuals from a wholesale nursery, your costs are going to be high and you may not get the material most suited to your needs. Part of the experience in growing annuals is the adven-

ture with the seed catalog and watching the seedlings grow. It's a great job for a rainy early spring day. Incidentally, an old garage or shed protected from frost with a little heat using six-foot cool white fluorescent lights about 18 inches above the seed flats makes an acceptable plant starting room.

Another group of plants which are easy to grow, require little care after once established, and come in many forms are the perennials. These plants, after being planted once, come up every year. They are usually propagated by dividing, although they can be started from seed, which takes longer. In this group are the primroses, which bloom early in April or May; Columbines, May and June; Lupine, June and July; Astilbe, July; Phlox, August; Carnations and Pinks, Shasta Daisies, Daylilies and many others.

Weeds, and particularly quack grass, are sometimes a problem with perennials. It is best to grow bulbs and annuals for a year or two until all grass is eradicated before planting perennials. For the beginner just starting with flowers, bulbs and perennials would be the easiest way to start, resulting in the best chance of success.

Finally, a word about where to use flowers. Don't place flower beds where golfers will walk through them. Also, areas which come into play are not the best. Tee areas, areas you want to screen, entry ways, along paths and clubhouse areas, are examples of places flowers can dress up an otherwise bare or uninteresting piece of ground. Flowers provide that little bit of window dressing missing in most golf courses that makes the difference between just another golf course and an enjoyable experience. Golfers play for a number of reasons but the bulk of them are out to enjoy the beauty, restfulness and relaxation a golf course can provide.

Again, flowers are not for every golf course superintendent. If you are not interested or feel you don't have time, don't try. You will fail and a weedy, run-down flower bed is worse than none at all.

(EDITOR'S NOTE: It's interesting to get a superintendent's viewpoint about the use of flowers on golf courses. Rarely are flowers used there, except perhaps around the clubhouse area. While the author quite evidently isn't from Illinois, his ideas are worthwhile and pertinent. And the article may serve to remind some producers that they just might be able to sell more plants than they have in the past to golf courses in their areas. Your editor had the opportunity of visiting a private golf club in another midwestern state recently which had lavish flower beds around nearly all of the 18 holes — a source of great pride and pleasure for the members, I was quick to learn. This article is from the "Golf Course Management" Magazine, Oct. 1982.)

Nothing is ever impossible for the guy who doesn't have to do it himself.



Miniature Cyclamen Planting Depth Is Critical

Richard P. Vetanovetz & John C. Peterson
Department of Horticulture
The Ohio State University, Columbus

In reaction to production problems brought to the attention of Ohio State Univ. personnel, as well as a lack of clarity in the literature concerning planting depth for cyclamen transplants, a trial was conducted at the Ohio State greenhouses.

On Feb. 26, 1982, 70 'Beautiful Helena' cell-pak grown cyclamen seedlings obtained courtesy of Mikelsen, Inc., Ashtabula, OH, were transplanted into 4-inch plastic pots containing a soilless growing medium (Fafard No. 4). Half of the transplants were planted in a manner so that the corm was plunged leaving only the leaves and terminal slightly above the growing medium surface (Figure 1). The other 35 plants were potted so that the corm was fully above the growing medium surface (Figure 2).

Figure 1. Position of "plunged" cyclamen corm following transplant of cell pak grown seedling.

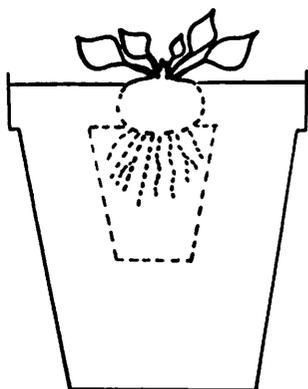
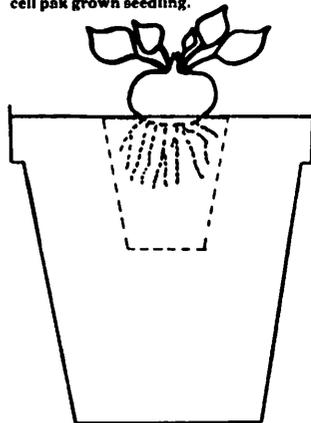


Figure 2. Position of "unplunged" cyclamen corm following transplant of cell pak grown seedling.



Three months later, 22 of the 35 plants which were plunged had died. Among the plants which were potted with the corms exposed above the soil surface, only 2 plants died. In comparison, 94% of the unplunged plants survived, whereas only 37% of the plunged plants lived. Among plants which survived, in both groups, there was little if any perceivable difference in plant growth and quality.

It has been suggested that plunging the cyclamen corm at the time of transplant encourages development of wider-spreading plants. We did not find this to be true in our trials. Results of our work indicate that, from a cultural standpoint, it is *not* advisable to plunge the corm at time of transplant.

This report on planting depth for cyclamen transplants is from the "Ohio Florists' Association Bulletin," Nov. 1982. For those "purists" in our midst, a cyclamen really doesn't develop a corm. The swollen portion is actually a hypocotyl, akin to what beets and

radishes form. But in popular usage, this structure in cyclamen is often called a "corm" or "tuber."

Pansies: Winter Annuals For The Spring Garden

R.G. Anderson
Extension Specialist in Floriculture
University of Kentucky, Lexington

Pansies have provided a beautiful spring floral display in the University of Kentucky trial gardens for the past 3 years. The pansies were planted into the garden in early fall. Flowering began in March or early April and the plants produced 35 to 50 flowers at one time throughout May. Pansies planted in the fall and overwintered were twice as large as pansies planted in the spring.

The garden pansy (*Viola x wittrockiana*) is a cool season annual or short-lived perennial garden flower. Traditional cultural techniques described in publications such as "Hortus III" or USDA Home & Garden Bul. G-149, "Growing Pansies," refer to the use of pansies during the cool temperatures in fall and spring. Home gardeners are advised to sow pansy seed outdoors in midsummer. The plants then grow during the fall, overwinter and flower normally in the spring. However, home gardeners rarely grow pansies from seed; instead they purchase pansies as spring transplants.

Pansies sold as spring transplants are quite successful in gardens in cooler climates around the Great Lakes, the Northeast or Northwest. But summer comes much too early for spring pansy transplants in the mid-South and South. Pansies transplanted as early as possible in later winter or early spring grow vigorously for only a short time. Flower size soon is reduced and finally the plants die because of the warm June weather.

In an effort to learn how to use pansies wisely in the mid-South (Hardiness Zones 6, 7, and 8), trials were begun at the Univ. of Kentucky College of Agriculture's Landscape Garden Center in 1979 and continued to June 1981. These trials compared the growth hardiness, and flowering, of over 50 cultivars of pansies when grown as winter annuals.

Results Of Trials

Pansies are winter-hardy in the mid-South. A recent seed catalog mentions that pansies are "tough enough to tolerate a little frost." Indeed, pansy flowers are not damaged until temperatures go below 15°F (-10°C). Flowers were observed to close and bend downward at temperatures just above 15°F; these flowers opened normally when temperatures increased. Some foliage is damaged by temperatures less than 10°F and most is killed at 0°F. Terminal portions of stems were damaged