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Baldwinsville, N.Y. 13027

DR. JOHN G. SEELEY IS APPOINTED TO D.C. KIPLINGER CHAIR IN FLORICULTURE



Dr. John G. Seeley

As announced in the Ohio Florists' Association Bulletin, September, 1984 issue, The Ohio State University has announced the appointment of Dr. John G. Seeley, Professor Emeritus of Floriculture and Ornamental Horticulture, Cornell University, Ithaca, New York to the D. C. Kiplinger Chair in Floriculture.

Dr. Seeley's nine month appointment officially began October 1, 1984. He has initiated meetings to formulate strategies relative to his major role in the Operations Management Project For Commercial Floriculture Greenhouses developed by the late Dr. Jerry L. Robertson. A brief description of the project follows:

The purpose of the Operations Management Project is to advance the greenhouse industry's managerial capabilities through improved knowledge of the greenhouse as a production management system. Through the combined efforts of industry and academic personnel, the project will develop a greenhouse model describing the various resources and managerial

decisions required to produce and schedule greenhouse crops that will result in maximum profitability. The project efforts will provide greenhouse growers a tool for the evaluation of their greenhouse management and define solutions for improved operations and profit.

Recent advances in horticultural management have led to the development of several computer software packages for greenhouse management and crop scheduling. The Operations Management Project compliments these developments, but goes well beyond their capabilities by defining optimal product mixes, optimal labor scheduling, and optimal crop space requirements for maximum profits. In addition, the model will provide greenhouse managers information about the greenhouse system as resources (inputs) are changed. Changing resources provide information concerning the reorganization of an input, such as substituting one input for another, i.e. substituting capital for labor (mechanization), or substituting capital for land (intensifying production), etc.

After an appropriate greenhouse model has been defined and tested by the industry, a decision support system will be developed to enable the greenhouse industry to fully capitalize on the research efforts. The decision support system will allow producers easy access and application of the model for their particular greenhouse situation in evaluating product mix, pricing, and scheduling decisions.

Thus, the Operations Management Project will explore greenhouse management as it exists today, define methods of improving managerial efficiency and model the effects of newer

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technologies and systems in advancing the operational performance of the industry.

Seeley will work on the Operations Management Project with Dr. David A. Schilling, Associate Professor of Management Science, The Ohio State University and Thomas L. Prince, a Ph. D. graduate student. In addition, this "team" will have an industry advisory committee consisting of producers from throughout the United States and an academic advisory group made up of marketing and management professors.

A native of New Jersey, Seeley received his B.S. degree in 1937 and M.S. degree in 1940 from Rutgers University where he majored in commercial floriculture. He was a research assistant and superintendent of the ornamental horticulture gardens at the New Jersey Agricultural Station until 1941.

Seeley served as an instructor in floriculture at Cornell University from 1941 to 1943 and from 1945 to 1948 during which time he worked on his Ph.D. degree.

From 1943 to 1944, Seeley assisted in the Federal Goldenrod Project which involved finding a substitute for natural rubber supplies cut off due to World War II. He was the assistant agronomist in the U.S.D.A. Bureau of Plant Industries Rubber Investigations at Waynesboro, Georgia. During 1944 to 1945, Seeley was a chemist in the Rubber Materials Laboratory, Wright Aeronautical Corporation, Patterson, New Jersey.

Upon receiving his Ph.D. degree in 1948 from Cornell University, he was appointed assistant

professor of floriculture and ornamental horticulture at that institution.

In 1949, Seeley accepted the position of professor of horticulture at The Pennsylvania State University. He served in that capacity until 1956 when he returned to Cornell University as head of the Department of Floriculture and Ornamental Horticulture. In 1970, Seeley relinquished his administrative duties and assumed a full time position in teaching, research and extension at Cornell University.

Seeley has taught commercial floriculture at The Pennsylvania State and Cornell Universities for 40 years. His research has been in the area of irrigation methods, soils, and nutrition as well as the effects of light, temperature and growth regulators on greenhouse crops. He has been author or co-author of numerous scientific papers and research bulletins, and countless articles in trade magazines.

Seeley has been a U.S. representative in the Section for Ornamental Plants of the International Society for Horticultural Science since 1962, and served as secretary from 1962 to 1964, and chairman from 1964 to 1970 and from 1982 to 1986. He has participated in international horticultural congresses and symposia in Belgium, The Netherlands, Germany, Israel, Poland, Denmark, Norway, Great Britain and the United States.

He was elected president of the American Society for Horticultural Science (ASHS) for 1982 to 1983, to be followed as chairman of the board for 1983 to 1984.

Seeley's honors include the undergraduate Alpha Zeta Award in 1937 as best senior in the College of Agriculture at Rutgers, Leonard H. Vaughan Memorial Award from ASHS in 1950, listing in "Who's Who in America" since 1957, Foundation for Floriculture Research and Education Award from the Society of American Florists (SAF) in 1965, elected a Fellow of ASHS in 1970, elected an honorary member of the American Academy of Florists in 1976, election to

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the Hall of Fame of the SAF in 1979, life member of SAF in 1981, Silver Medal of the Massachusetts Horticultural Society for 1980, Carl S. Bittner Extension Award of the ASHS in 1982, Edgerton Careet Teaching Award of the New York State College of Agriculture and Life Sciences in 1983, and an appreciation plaque from the New York State Flower Industries Research and Education Fund in 1984. He served as an invited keynote speaker on the subject, *Advancements in Commercial Floriculture, During the Past 75 Years, at the 75th Anniversary of ASHS in Boston in 1978.*

He is a member of the honorary fraternities Sigma Xi, Alpha Zeta, Phi Kappa Phi, Phi Epsilon Phi, Epsilon Sigma Phi, and Pi Alpha Xi.

Professional society memberships include the American Society for Horticultural Science since 1939, American Horticultural Society, the American Association for the Advancement of Science, the International Society for Horticultural Science, the American Orchid Society, the New York Florists Club, Council on Soil Testing and Plant Analysis, Bedding Plants, Inc., as well as honorary memberships in the New York State Flower Industries, Inc., Pennsylvania Flower Growers, Pennsylvania Retail Florists, Middle Atlantic Carnation Growers Association, and the American Carnation Society. He was instrumental in organizing the Pennsylvania Retail Florists' Association and Pennsylvania Flower Growers' Association, and served as the association's executive secretary for three years. He was editor of the Growers' Association's monthly bulletin from 1950 - 1956, and also was editor of the bulletin

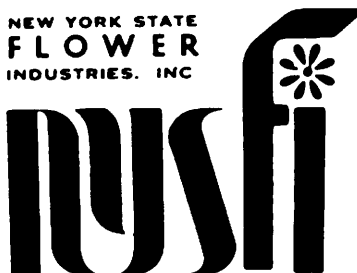
of the National Snapdragon Society for 11 years (1952 - 1963).

Dr. Seeley also is active in the New York State Flower Industries, Inc. and the Society of American Florists, having served on the SAF Horticultural Advancement Committee and the Committee on Grades and Standards from 1959 to 1965, and as chairman from 1962 to 1965. He has been a trustee of the Fred C. Gloeckner, Inc. Foundation since 1970 and the Kenneth Post Foundation since 1957, and is a trustee of the D. C. Kiplinger Chair in Floriculture Committee at The Ohio State University.

Dr. Seeley will be a full time faculty member at The Ohio State University during his tenure in the D. C. Kiplinger Chair in Floriculture. In addition to his key role in the Operations Management Project Dr. Seeley will have interaction with both undergraduate and graduate students, be available for consultation with faculty and staff, present seminars both at universities and to the industry, and write.

Dr. Seeley and his wife Catherine will reside in Columbus, Ohio from late December, 1984 through June, 1985.

The D. C. Kiplinger Chair in Floriculture was established at The Ohio State University in 1980 to honor the late Dr. D. C. Kiplinger. It was the first endowed chair to be established in the College of Agriculture at Ohio State University and the first endowed chair in floriculture to be established in the world. Funding for the chair was made possible by the contributions of over 700 former students, florists, and friends of Dr. Kiplinger throughout the world.



October, 1984

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