Minutes

Plant Select® Propagation and Marketing Meeting

Wednesday, February 1, 2017

City and County of Denver Greenhouse

Present: Colorado State University: Jim Klett; Denver Botanic Garden: Mark Jordan and Sonya Anderson; City of Denver: Jason Smith, Joe Brown and Julie Lehman; Gulley Greenhouse: Mark Fry, Diana Shull and Gene Pielin; Fort Collins Wholesale Nursery: Ross Shrigley and Scott Skogerboe; Little Valley Wholesale Nursery: Brian Core; Tagawa Gardens: Ginger Jennings and Luan Atkin: Welby Gardens: Al Gerace; The Flower Bin: Ann Hartman; City of Westminister: Shalene Hillier; Brown’s Greenhouses: Kelly Grummons; Center Greenhouse: Charlotte Rose; Britton Nursery: Matt Cunningham; Echters Greenhouse: Harriett McMillan; EHR: Diana Reavis and Sturtz and Copeland: Carolyn Corbett-Toole.

Introductions were made of all in attendance,

Minutes of the December 7, 2016 joint meeting of Marketing and Propagation Committee were approved with some corrections noted and sent by Keith Williamson, Harriett moved, Scott seconded. Motion passed.

ProGreen 2017 was next discussed by the Committee.

Harriett McMillan discussed the ProGreen presentation about Plant Select® and 20 year anniversary. It will be a panel with Gene Pielin, Harriett McMillan, Mike Bone and Jim Klett participating. It will discuss a little about history of Plant Select®, some of our real successes of past 20 years, our marketing efforts and new 2017 plants, and where Plant Select® is going for next 20 years.

The Plant Select® display will be set up on Tuesday afternoon with Jim Klett, Mark Jordan, Gene Pielin and Ross Shrigley helping. CSU will bring down all the display materials and brochures. Kelly Grummons may have some Dog Tuff grass to bring for the display.

Committee members also volunteered to help staff the display and a separate memo was e-mailed to those who volunteered with their assignment times.

There has been a delay in publishing the 20th Anniversary Books and now it will probably be delivered around the end of April. Plant Select® will hire Pat Hayward to talk at numerous garden centers and other events mainly in May 2017 to promote the book.

The design talk was withdrawn due to difficulty in organizing the panel for their presentation in the absence of an executive director currently for Plant Select®.

Jim Klett reported there will be a Plant Select® garden in the CSU/ GreenCO Educational Gardens at the Colorado Garden and Home Show. It will promote the new book to be available late April 2017, some of the more favorite plants introduced by Plant Select® over the past 20 years, and announcing it is our 20th anniversary.

It was also stated that Carla Tews, who helped Pat Hayward in the office, still works three days a week (Monday, Wednesday and Thursday) and answers calls and requests.

Harriett McMillon reported that most of the articles concerning the 2017 Plant Select® plants have been returned to her. She reported she has given authors till February 20, 2017 to get the 200 to 250 word articles to her. She will then get to Carla to get them posted on the Plant Select® website.

Gene Pielin gave a report on the national meeting of Perennial Plant Association which will be held in Denver from July 24 to 28, 2017. The Board of Directors of PPA did accept most of the recommendations from the Colorado Local Planning Committee. Also a pre-conference tour to Colorado Springs is planned for Sunday, Northern Colorado tours on Monday and in the mountains as a post-conference tour on Friday. Local Denver tours will be held Wednesday of that week. Talks and seminars will be on Tuesday and Thursday during the week. About 70-80 containers will be needed to decorate the hotel and most will be auctioned off at silent auction to raise dollars for PPA scholarship fund. Also, Gulley Greenhouse is growing a small Wee One Lavender to give to all participants.

Gene Peilin will check with Pat Hayward to see if she has written articles about Plant Select® for Colorado Green Magazine for the 2017 issues.

The High Plains Conference in Fort Collins in Early March was next discussed. Gene Pielin thought that in past our table was not staffed but just had brochures and information about Plant Select® available. Carolyn Corbett Toole stated she is going to attend and willing to help staff if necessary.

The September 6, 2017 20th anniversary meeting at Denver Botanic Garden was next discussed. A committee of Jim Klett, Mike Bone, Shalene Hillier, Harriett McMillan, Al Gerace, Diana Reavis, Panayoti Kelaidis and Gene Pielin will meet in the near future to begin planning the event. It will have more of an educational focus versus being a plant give away. Jim Klett will send out a doodle poll to set the first meeting date.

Propagation Discussion Items

Jim Klett gave a brief update on greenhouse research being done at CSU for Plant Select®. He reported from the media and container size study that *Heuchera* has responded to different media a lot. *Zauschneria* was highly influenced by container size and not much by media and we seem to get more cuttings from larger plants in larger containers. Not a lot of differences to date yet with Penstemons.

Concerning the growth regulator study, it appears the cytokinin resulted in more branching and cuttings with *Zauschneria*. Gibberellic Acid resulted in more cuttings and larger cuttings (greater dry weight) with the Penstemon. Cytokinin resulted in shorter and stouter plants with *Heuchura.*

The fertilizer study was started later due to availability of cuttings to initiate research and no results are available at this date.

Discussion followed about Hellebores and if Plant Select® should consider promoting them. Committee felt it is a nine month crop and most of those trialed at CSU are Gold Collection from Skagit (now North West). CSU will get information to Gene Pielin about five top rated Hellebores from the CSU Trials and he will talk to the breeder of the Gold Collection. He will see if some arrangement between Plant Select® and Skagit or others can be arranged to see if feasible and profitable for Plant Select® to promote Hellebores. Mark Jordan from DBG will look at possibility of propagating by tissue culture. Possibly members may have to get as Stage 3 from tissue culture and grow on.

Several other plants were discussed as potential future introductions for Plant Select®. Erodiums were discussed and need to go into trial and also see if they can be propagated easily by tissue culture. Fort Collins Wholesale Nursery, Gulley Greenhouse, Little Valley Wholesale Nursery, Tagawa and Welby would like to get some plants to test. We will need to work on propagation protocols for this plant. DBG is working on tissue culture propagation of this plant.

Epimediums were also discussed and Ross, Diana and Sonya had information concerning this genus and possibly can supply further information on propagation and potential tissue culture propagation techniques.

Potential woody plants for the multi-site trials in 2017 were next discussed. Scott stated he has two mulberries from the Morden Research Station in Canada that he would like to see go into the trial. One taxa has purple fruit and other white fruit. He stated the purple fruiting form had better taste. He will be able to supply some for the 2017 multi-site trials.

He also discussed a clone of *Viburnum trilobum* which is cold hardy and adaptable to our soils with better fruit. This will be available to place in trials in 2018.

Mark Jordan reported that he acquired seed from some of Native Roots’ plants that were identified to be trialed at our December 2016 meeting. He has grown them in individual cells and is recording germination percentage. Eventually they will be lined out for evaluation at Chatfield.

Mark Jordan also reported they were able to get numerous cuttings off the *Scutellaria* named ‘Pat Hayward’ and it will be re-trialed at Chatfield in 2017.

The committee then discussed availability of the 2017 Plant Select® plants.

1. *Cotoneaster racemiflorus* var. soongoricus- only Fort Collins Wholesale
2. *Lavendula angustifolia* ‘Wee One’- Gulley Greenhouse
3. *Veronica* x ‘P018S’- Gulley Greenhouse, Center Greenhouse, Britton, Little Valley and Flower Bin
4. *Sorghastrum nutans ‘Thin Man’- Little Valley*
5. *Salvia moorcroftianca* x *indica-*Browns- some #1’s; Little Valley 4 ¼” and # 1’s; Gulley- only finished materials; Center- none; Flower Bin- not growing, and some seed still available from DBG.

A potential 2018 introduction is Delosperma. (Stireman Orange or Stireman Raspberry??)

Fort Collins Wholesale Nursery has some Autumn Amber Sumac and Spanish Broom if needed for containers for PPA national conference.

Gene Pielin then gave an update on Plant Select® executive Directors search. He stated 18 people applied and the board identified three top candidates. We will be interviewing a second candidate on February 20 and showing him both CSU and DBG. He may also visit some of our member nurseries and greenhouses when he is visiting Colorado.

He explained a new vision that the Board of Directors has been discussing about Plant Select®; how the board would like to have revenue increase about 25-50 thousand per year which we need to continue to introduce new plants. We may have some new plants from our Argentina connection, Sucker Punch in 2018, promote Dog Tuft more on west coast and form partnerships with Universities and Botanic Gardens. We will also need to discuss and promote our legacy plants to bring in more revenue, possibly promoting more of these plants in Europe.

The board will keep the committee updated as we proceed in hiring a new executive director.

The meeting concluded around 3:00 PM. Some members then toured the City of Denver Greenhouses.

Next Meeting will be held on Wednesday March 8, 2017 at 1:00 PM at Center Greenhouse. It will mainly be propagation and discussing plants for 2018.