

Spring 2019 Program Advisory Committee Minutes

Program: Sustainable Horticulture

Date: 4/2/19

Members Present: Chris Grant, Amanda Mattison, Linda Brown, Ben Zorbo, Sarah Sponholtz (parent) and Katie Sponholtz (student)

Program Facilitator: Jillian Plante

Committee Chair: Chris Grant

Subject: Introduction of Members Present

Discussion: Each member introduced themselves and shared a little about their involvement in the industry. As chair, Chris talked about what PAC membership is about and why we have them.

Subject: Portfolio review panel volunteers - No volunteers needed, no senior review this year.

Discussion: n/a

Subject: Student Enrollment/Placement

Discussion: Discussed our number of students - Freshmen - 7 / Sophomores -5 / Juniors- 4 As a student, Katie talked about her experiences in class, and the impact that having a combined Freshman and Junior Class has had. Her mom voiced concerns about the lack of individual instruction time that was available because of the combined class. Additional discussion included talking about activities done during explore, and new activities - such as Tomato grafting that are planned for next years explore. Jillian shared with them her thoughts on what Sustainable Horticulture includes for topics and asked for suggestions to be shared via email.

Subject: New Trends in Occupational Area

Discussion: The group as a whole talked about trends within the different areas these included resources and ideas.

Floral design- Linda too lead on sharing her experiences in design- current influences are from Pinterest /Instagram Designing; Boho Free Form ; High End flowers- Everyone wants what they see.

She mentioned one of the things she wished she knew before going into business was about the problems with wire services/ online Telaflora/FTD and their online ordering. Additionally we talked about Marketing using social media.

Sustainable Farming- We talked about using innovative ways of growing and old practices coming back into play. New technologies to look into include- greenhouse plastics. We talked more about grafting and about cucumbers and tomatoes, as well as eggplant tops and tomato bottoms.

Greenhouse- Amanda talked about some of the Newsletters and publications that she uses to keep on trend, these include weekly report for nursery on sales for weekends.

Subject: Uniforms.

Discussion: We discussed what is industry standard for our shop. Tee Shirts and jeans, as well as hooded sweatshirts are standard. Durable footwear is also key.

Subject: Facility tour

Discussion: Katie lead the tour through the headhouse, greenhouses and Blooming Designs and More.

Subject: Industry recognized credential survey (please complete as a group)

Discussion: We DID NOT complete this- we were not sure how.

The meeting adjourned at : 8:15pm.