



# Technology, Automation, & Greenhouse Efficiency – For the Rest of Us

In cooperation with:



Wednesday, October 27 – 9 a.m.-3:30 p.m.  
Holiday Inn, Stillwater, Oklahoma

## Speakers: Dr. Peter Konjoian & Lloyd Traven



Dr. Peter Konjoian

Lloyd and Peter will address the challenges small- and medium-sized growers face in incorporating technology and automation to improve efficiency and profitability. Peter's operation is a 45,000-square-foot retail business in Massachusetts. Lloyd just added 30,000 square feet of state-of-the-art facilities to his existing 20,000-square-foot wholesale business in Pennsylvania. Both interact extensively with growers from across North America.



Lloyd Traven

Personal examples of technologies and automation systems will serve as case studies, blended in with attendee participation. Basic principles of economics that apply to the greenhouse industry will be used as the foundation for the program. The all-important concept of investment

payback will be discussed in detail with examples and real life cases.

### Seminar Highlights

**Economics of Greenhouse Production**  
Product and business life-cycle stages and required management strategies.

**Technology for Today's Greenhouse**  
Why to buy, what to buy, and how to decide, based on Lloyd's experiences.

**Benefits: Payback Calculations**  
Including tangible and intangible benefits such as: quality of life, stress reduction, product quality, and unexpected opportunities

**Benefits: Operational and Production Practices**

The seminar will break at noon for **lunch** (included) and the **OGGA Meeting and Awards**.

4-4:30 p.m. – Following the seminar there will be an optional tour of O'Higgins Lawn and Garden Center, Stillwater (directions will be provided on-site).

**Paid registration will not be refunded after October 13.**

For questions, contact Libby at the OFA office:  
Phone: 614-487-1117 • Fax: 614-487-1216

**The Holiday Inn, Stillwater is the host hotel.**  
They are holding a room block until October 13.  
Please call 405-372-0800 to book a \$60 room.

### Investment Cost & lunch

\$55 for OFA/OK members

\$65 for non-members

## Technology, Automation, & Greenhouse Efficiency Registration

Payment must accompany registration by October 13.

Registration after the deadline does not guarantee a lunch.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

e-mail \_\_\_\_\_

**Seminar:**     Stillwater, OK – October 27

**Cost:**         \$55 for OFA and OGGA members  
(Includes     \$65 for non-members  
lunch)         If after October 13, add \$20  
                   \$25 for students

### **Form of Payment:**

U.S. check     VISA     MasterCard     American Express

Credit Card # \_\_\_\_\_

Exp. date \_\_\_\_\_ V-code \_\_\_\_\_

Authorized signature \_\_\_\_\_



Make payable and return by October 13 to:

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2130 Stella Court  
Columbus, OH 43215-1033

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www.ofa.org