

DESERT HORTICULTURE 10th ANNUAL CONFERENCE

May 18, 2001, Tucson, AZ

The Desert Horticulture Conference is a day-long, research-based conference for all members of the SW Green Industry. This year's theme is "2001: Into the Next Millennium. A General session will remind us of our history, and show us the potential for the future. Featured are fourteen speakers in three tracks (one simultaneously translated to Spanish). Registration includes a deli-style lunch.

7:00 - 8:00 - Registration, Sponsor Set Up, and Coffee

GENERAL SESSION - 8:00 - 9:30

Cheryl Goar, Moderator. Welcome and Announcements / *Bienvenidos y Annuncios*

Libba Wheat, Wheat-Scharf Associates, Tucson, AZ. History of Horticulture in the Southwest / *La Historia de la Horticultura en el Sudoeste*

David Morgan, VP : GreenDex Internet Wholesale Plant Material Sales. Future of Horticulture Commerce via the Internet / *La Futura del Comercio Horticultura por la Internet*

BREAK - 9:30 - 10:00

BREAK-OUT SESSIONS - 10:00 - 11:30

Maintenance - *Sesion en Ingles y Espanol*

Dr. Chris Martin, Dept. Plant Biology, ASU - Plants Don't Waste Water, People Do!

Plantas no se desperdician el agua; la gente, si !

Christina Bickelmann, AZ Dept Water Resources, Tucson Active Mgmt Area - What Really Is Irrigation Efficiency?

Que es la eficiencia verdadera del riego?

Production -

Marcus White, Civano Nursery , Tucson AZ - Production of Landscape Ornamentals Using Reclaimed Water

Dr. Paul Brown, Dept of Ag & Biosystems Engineering, Director of AZMET, UA - Future Climate Changes - Will They Change Our Industry?

Design -

Jeff Englemann, Premier Engineering, Tempe, AZ - Freeway to the Future: Merging Art and Function

Joe Ewan, ASU -Design Trends and Challenges for the 21st Century

LUNCH - 11:30 - 1:00

AFTERNOON BREAK-OUT SESSIONS - 1:00 - 2:30

Maintenance - *Sesion en Ingles y Espanol*

Jeff Schalaus, UA Cooperative Extension, Yavapai County - Good Landscapes Have Healthy Soils

Paisajes bonitas tienen suelos saludables

Carl Olson, Department of Entomology, UA - Insects of Southwestern Landscape Plants

Insectos de las plantas ornamentales del sudoeste

Production -

Dr. Wayne Mackay, Texas A&M, Dallas TX - Plant Testing and Introduction, Texas Style: Texas A&M's Plant Introduction Program

PANEL DISCUSSION - led by Dr. Ursula Schuch, UA Cooperative Extension - Producing Trees that Will Survive in Southwestern Landscapes

Panel Members - Susan Chase, Desierto Verde; Tony Fontes, Desert Trees; Petr Chylick, The Groundskeeper

Design -

Val Little, Water Conservation Alliance of Southern AZ - Gray Water is Legal! New Guidelines for SW Landscapes

Wynn Anderson, University Texas at El Paso, TX - From the Desert to Your Door: Chihuahuan Native Plants that We Should Be Using!

END 2:30