Thank You to Our Sponsors

Division of Agriculture
Welcome to the Alaska Peony Grower’s 2016 Winter Conference!

Hopefully your beautiful fields of Alaska Peonies are hibernating under a deep blanket of snow. As APGA members, you know the work does not stop during the winter months. There is much to do to prepare for the 2016 season.

APGA has had a busy 2015 season. APGA farms have been the subject of colorful feature articles in “Florist Review”, “Alaska Magazine”, and newspapers statewide. APGA’s Legislative Affairs Committee had legislation passed in Juneau to declare July as Alaska Peony Month. Bev Gerdeman and Janice Chumley’s insect research and Gary Chastinger’s pathogen study has continued with visits to APGA farms statewide. Big news is that APGA has received a $39,000 grant for 2016. The APGA website is a wealth of knowledge available to members and contains a virtual library of all findings in addition to Dr, Pat Holloway’s extensive research archives.

All APGA conference attendees will have an abundance of information to absorb in two days. Try to find time to chat with our knowledgeable vendors, and exchange ideas with other members of the Alaska Peony Growers Association. Make every effort to take advantage of this opportunity to network, collaborate, and learn from our guest speakers and our talented, innovative APGA growers in attendance from across the state.

Have a wonderful time!

Richard Repper
Welcome APGA Winter Conference!

On behalf of the City of Homer and the Homer Chamber of Commerce & Visitor Center, we extend a warm welcome to all APGA participants. We are delighted that APGA chose Homer for their 2016 Winter Conference and hope you find inspiration from the breathtaking views of the Homer Spit, the Kenai Mountains and Kachemak Bay. The APGA Winter Conference includes presentations by specialists, a tradeshow, networking time with peers and industry professionals, all to promote and support all aspects of the peony industry from beginners to seasoned growers. How exciting to convene with peony growers across the state and share the enthusiasm and excitement of this “budding” industry in Alaska!

We encourage you take time to explore Homer’s many art galleries and retail establishments, dine at our award-winning restaurants, stroll the beach, or relax and enjoy a spa day. You will find it all here in Homer year-round. Please stop by the Visitor Center at 201 Sterling Highway for area maps and information on activities such as fishing, hiking, restaurants, festivals, camping and more!

Welcome and enjoy your stay,

Karen Zak
Executive Director
Homer Chamber of Commerce & Visitor Center
exdir@homeralaska.org
Join the Alaska Farm Bureau!

The Alaska Farm Bureau’s mission is to improve the economic well being and expansion of agriculture and to enrich the quality of farm family life in Alaska. We are the voice of Alaska Agriculture!

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- Keep updated on issues affecting your operation
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Join at www.Alaskafb.org
Membership is only $40 per year.

For more information contact:

AMY SEITZ
Executive Director
Alaska Farm Bureau
907-252-5064
amy.seitz@gmail.com

Photo credit: Alaska Perfect Peony

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Piet and Andre Wierstra welcome you to the 2016 APGA Winter Conference. We’re excited to be part of the growing peony cut flower industry in Alaska. When you are looking to begin or expand your peony operation, look no further than Oregon Perennial Company. Our extraordinary rootstock is growing throughout Alaska.

Look for Piet or Andre at the show. We’d love to visit with you about production, availabilities, shipping, and any other questions you may have. After the show, check our website for updated availabilities or give us a call. We really enjoy visiting with our customers about their orders, production, or availability questions.
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<table>
<thead>
<tr>
<th>Whatever it is...</th>
<th>We can help</th>
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<tbody>
<tr>
<td>Get the right coverage at a great price for your car</td>
<td>Auto Insurance</td>
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<tr>
<td>Protect whatever you call home and everything in it</td>
<td>Home, Renters, and Condo Insurance</td>
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<tr>
<td>Be secure with extra protection for you and your family</td>
<td>Personal Umbrella</td>
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<tr>
<td>Get a monthly payment when you can’t work because of sickness or injury</td>
<td>Disability Income Insurance</td>
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<tr>
<td>Get financial assistance when you need long term care services</td>
<td>Long Term Care Insurance</td>
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<tr>
<td>Provide for a loved one even after you’re gone</td>
<td>Life Insurance</td>
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<tr>
<td>Get a plan customized for whatever type of business you own</td>
<td>Business Insurance</td>
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<tr>
<td>Save for your child’s future education expenses</td>
<td>Education Funding Options</td>
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<tr>
<td>Prepare for the retirement you want</td>
<td>Retirement Products &amp; Planning</td>
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<td>Invest for your future financial goals</td>
<td>Mutual Funds and Managed Investment Accounts</td>
</tr>
<tr>
<td>Protect your livelihood with a policy customized for your farm operation</td>
<td>Farm/Crop</td>
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Give me a call today to see how I can help.

Laura Brugger FSS
Financial Representative
4001 Geist Rd Ste 15
Fairbanks, AK 99709-3569
countryfinancial.com/laura.brugger
laura.brugger@countryfinancial.com
(907)458-7474
<table>
<thead>
<tr>
<th>Time</th>
<th>Quarterdeck</th>
<th>Glass Room</th>
<th>Harbor Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM to 12:00 PM</td>
<td>Overview of Growing Peonies:</td>
<td></td>
<td>Growing Peonies as a Part of Your Overall Investment Portfolio:</td>
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<td></td>
<td>A fast moving overview of the entire process of peony farming from digging the first hole to marketing, Rita Jo Shoultz will entertain you with over 300 slides.</td>
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<td>During this workshop, Jeff Tranel will share a myriad of information concerning financial management topics, including calculating potential investment costs and returns. Jeff has been assisting Alaska peony growers for many years and understands our challenges.</td>
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<tr>
<td>12:00 NOON to 1:00 PM</td>
<td>Lunch on your own</td>
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<tr>
<td>1:00 to 4:00 PM</td>
<td>Intensive School for Beginners:</td>
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<td>Your Legacy: What Do You Want in Retirement and For Your Estate?</td>
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<td></td>
<td>Marji Illingworth has been teaching this class for many years. Three hours of exactly what you need to know to start your farm.</td>
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<td>Learn how to better plan your retirements, about the four pillars of leaving a lasting legacy, and some keys to successful estate planning taught by Jeff Tranel and Larry Henderson.</td>
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<tr>
<td>5:30 to 6:30 PM</td>
<td>Registration in Hotel Lobby</td>
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<tr>
<td>5:30 to 7:00 PM</td>
<td>Trade Show Opens in Back of Dining Room</td>
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<td>6:30 to 8:00 PM</td>
<td>Meet and Greet in Bar and Dining Room sponsored by</td>
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<tr>
<td>7:00 to 9:00 PM</td>
<td>Board Meeting in Harbor Room</td>
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<td>Time</td>
<td>Quarterdeck</td>
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<td><strong>Friday, January 29, 2016</strong></td>
<td><strong>Registration in Hotel Lobby</strong></td>
<td><strong>Opening remarks: Jim Hornaday, former Mayor of Homer; Karen Zak, Executive Director, Homer Chamber of Commerce; and Richard Repper, President APGA</strong></td>
<td><strong>Keynote Speaker Don Hollingsworth:</strong> Respected world-wide for his breeding contributions, Don is a hands-on grower with 48 years’ experience. Certain to be a highlight of the conference.</td>
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<td>7:30 to 8:30 AM</td>
<td><strong>Registration in Hotel Lobby</strong></td>
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<td>Time</td>
<td>Quarterdeck</td>
<td>Glass Room</td>
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<tr>
<td>Noon to 1:15 PM</td>
<td>Lunch</td>
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<tr>
<td>1:15 to 1:50 PM</td>
<td><strong>Critical Financial Decisions:</strong> Andrew Crow, Director of Alaska Co-op Development Center UAA, will talk about business plans, critical decisions peony growers need to understand to operate a profitable farm and the resources available from UAA to assist you.</td>
<td><strong>Marketing Materials:</strong> Don Pitcher will provide photographic techniques to promote your business. In addition to simple tricks that use light to your advantage when photographing flowers, he will discuss more advanced techniques and software to enhance the final image. Meg Visger of Meg DESIGN ALASKA will talk about designing printed marketing materials, discuss some of the guidelines for effective design, and share some hints needed to work with a graphic designer.</td>
<td><strong>Shipping USA and Foreign:</strong> Michael Sweet, Station Supervisor for Commodity Forwarders Inc. (CFI) in Anchorage, will share with us how to get ready to ship larger quantities in the USA and touch on shipping to foreign countries. Greg Obeso and Dani Camden from MOVERS, Lynden Family of Companies. Lynden offers in-state transportation, intra-state and foreign shipping. Greg and Dani will answer your questions and inform us about the ins and outs of shipping via trucks.</td>
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<tr>
<td>2:00 to 2:45 PM</td>
<td><strong>Cold Chain from Field To Shipping:</strong> Gay Smith, Technical Consulting Manager for Chrysal USA, will share her many years of traveling and teaching the best methods to maintain the integrity of your peonies from cutting to cooler storage to shipping.</td>
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<td>2:45 to 3:00 PM</td>
<td>Break</td>
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<td>Time</td>
<td>Quarterdeck</td>
<td>Glass Room</td>
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<tr>
<td>3:00 to 3:45 PM</td>
<td><strong>What are the Buyers Looking For?</strong> Gayle Smith has been traveling for many years, visiting with Florists and other cut flower users. She hears the good and the bad and will share some of her experiences.</td>
<td><strong>Plant Disease in Peony:</strong> Andrea Garfinkel of WSU discusses the environmental factors important in Botrytis development, weather data recorded at peony fields in AK, WA, and OR, and any correlations between environment and disease incidence and severity.</td>
<td><strong>Nutrients for your Peony:</strong> David Nunley of Alaskan Organics will talk about his years of assisting peony growers, testing their soils and designing personalized fertilizer systems using his organic programs.</td>
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<td>4:00 to 4:15 PM</td>
<td><strong>Farm Bureau:</strong> Amy Seitz, is the State Director for the Alaska Farm Bureau, a member of the Federation of Farm Bureaus. She will share the benefits of membership for peony growers.</td>
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<td>4:15 to 5:00 PM</td>
<td><strong>Alternative Marketing Options:</strong> Andrew Crow will moderate representatives from the existing 4 co-ops, distributors and individual marketing groups. Audience participation is encouraged.</td>
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<tr>
<td>6:30 PM</td>
<td><strong>Awards Banquet</strong></td>
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**Saturday, January 30, 2016**

<table>
<thead>
<tr>
<th>Time</th>
<th>Ceremonies</th>
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<tbody>
<tr>
<td>7:30 to 8:30 AM</td>
<td><strong>Registration in Hotel Lobby</strong></td>
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<tr>
<td>8:30 to 8:45 AM</td>
<td><strong>Announcements</strong></td>
</tr>
<tr>
<td>8:45 to 9:30 AM</td>
<td><strong>8:45 to 9:30 Nutrient Management for Yield and Quality:</strong> Mingchu Zhang from the University of Alaska presents diagnostic soil and tissue sampling results from across the state. He will share observations from farm visits and discuss stem strength.</td>
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<td>Time</td>
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<tr>
<td>9:40 to 10:30 AM</td>
<td>Understanding Your Soil Tests: Dr. Casey Matney, CES Agent for the Kenai Peninsula, will solve the mysteries of understanding those complicated soil tests.</td>
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<tr>
<td>10:30 to 10:45 AM</td>
<td>Break</td>
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<tr>
<td>10:45 to 11:15 AM</td>
<td>Marketing 101: Kimberlee Hayward from the Alaska Small Business Development Corporation, will be conducting a fast paced introduction to marketing your peonies. Be ready to take notes and then follow through with questions in her breakout session.</td>
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<tr>
<td>11:30 AM to 12:15 PM</td>
<td>Marketing Continued: Kimberlee Hayward will continue her marketing tips with time for personal questions.</td>
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<tr>
<td>12:15 to 1:15 PM</td>
<td>Lunch</td>
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<td>1:15 to 1:50 PM</td>
<td>Grant and Loan Programs: David Driscoll of the Alaska Division of Agriculture will talk about grants and other opportunities offered by the Division. *Danny Consenstein, Executive Director of USDA’s Farm Service Agency, discusses the benefits and services of FSA, including the Geographically Disadvantaged Farmers and Ranchers (RTCP).</td>
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<tr>
<td>2:00 PM</td>
<td>Silent Auction closes</td>
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<tr>
<td>2:00 to 2:45 PM</td>
<td>Will that Variety Work for Me? Dr. Patricia Holloway, moderator, will lead the panel of members from throughout the State sharing experiences with different varieties.</td>
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<tr>
<td>2:45 to 3:00 PM</td>
<td>Break</td>
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<tr>
<td>3:00 to 5:00 PM</td>
<td>Round Tables</td>
</tr>
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Speakers

CHUMLEY, JANICE
Janice Chumley has worked for the Integrated Pest Management Program with the University of Alaska Fairbanks for 16 years as a statewide resource for commercial growers and home producers in pest identification and management options.

CONSENSTEIN, DANNY
Danny is the Executive Director of the USDA Alaska Farm Service Agency. Danny manages the FSA programs to help Alaska peony growers manage successful businesses including programs to lower transportation costs, finance pack houses and equipment, improve cash flow, and manage financial risks. Other USDA programs can help peony growers with issues such as international marketing, soil conservation, renewable energy, housing, and more.

CROW, ANDREW
Andrew is from the University of Alaska, Business Enterprise Institute, and is the Director of the Alaska Co-op Development Center. Andrew has helped several Alaska peony growers form marketing co-ops.

Andrew has a varied background working as an attorney, commercial fisherman, VISTA volunteer, in International Aids Programs and on the Governor’s Commission on Rural Governance. He writes for magazines and works with a team at the Business Enterprise Institute to support peony growers. Recently he has applied for a grant to bring wholesale peony buyers to Alaska to help with a marketing program. He has been working with the peony industry since the beginning.

DEVROOMEN, JACK
Jack is a third generation member in his families’ business DeVroomen Garden Products with locations in Lisse (The Netherlands), Gurnee, IL and Mississauga, Ontario, Canada. If he’s not out running marathons he is working at the Estate Keukenhof on the Board restoring this beautiful Landmark. Jack lives in the Netherlands with his Wife and children but travels 4 months out of the year including many trips to Alaska.

Jack works hard to provide Alaska peony growers with roots that will survive Alaska’s conditions and shares his experiences and knowledge generously.

GARFINKEL, ANDREA
Andrea is a graduate student in the Department of Plant Pathology at Washington State University under the direction of Dr. Gary Chastagner. For her PhD project, she is working on fungal diseases of peony that impact both peony cut flower and rootstock producers in the Pacific Northwest, with an emphasis on Botrytis gray mold. Andrea has a MS in Agronomy from the University of Wyoming where she studied greenhouse and high tunnel production of cut sunflowers.

HAYWARD, KIMBERLEE
Kimberlee began her career in IT; she was the Director of the State & Local Global Industry Group for EDS/Hewlett Packard in D.C. and then the Regional Director for Oracle’s S&L Gov. Services. After seeking a lifestyle change, she moved to a Colorado ski-town and co-founded numerous small businesses including a video store, a Fed-Ex/Kinkos style copy center, and a property management firm. The success of those businesses was directly related to her marketing skills and she eventually became a much sought-after marketing consultant and educator. During the early years as a marketing consultant she authored the Brilliant Marketing methodology which has been used by small businesses around the globe to grow their businesses.

Kimberlee is currently the Marketing Specialist Business Advisor for the Alaska Small Business Development Center where she combines her technology and psychology education with over 20+ years of small business marketing experience to assist others. Her forte is teaching non-technical small business owners how to develop websites based on the
psychology of marketing and her passion is doing so in a way that empowers them beyond that they ever thought possible relative to website marketing!

HOLLINGSWORTH, DON

Don acquired his first named cultivars about 1968 and commenced actively breeding them. From there on he studied peonies and peony breeding both in practice and in scientific publications. Over the past 48 years he has introduce over 68 cultivars.

HENDERSON, LARRY

Larry is the owner of and primary consultant with Allied Wealth Advisors, Inc. He consults with highly successful individuals on ways to increase, protect, and distribute wealth. He has assisted several people and companies in designing and growing their own businesses along with developing over 14 of his own. He has clients in several states, including Alaska, and is on the Board of Directors for four corporations.

HOLLOWAY, DR. PAT

Pat has retired and is now the Professor Emerita at UAF. Pat started research on growing peonies commercially in Alaska at the Georgeson Botanical Gardens at the University in the late 90’s and early 2,000’s. She encouraged growers to try to farm peony commercially and has been a staunch supporter to all peony growers over the past 10 years. She was awarded the first APGA Cup ‘In Recognition of Outstanding Contributions to the Alaska Peony Cut Flower Industry’. Although officially Pat is retired, she will continue to do research to benefit the peony industry with grants, teach online classes, and write papers of past research. She owns A.F. Farmer, LLC – a consulting, research and publishing company.

MATNEY, DR. CASEY

Casey recently became the Cooperative Extension Service agent for the Kenai Peninsula. Casey arrived last year and hit the ground running. He has extensive formal education and practical experience in managing rangeland, tree and berry production, home gardening, fish and wildlife biology, plant identification, and soils. Upon arrival to Alaska he immediately recognized the budding peony industry and has been researching our industry and adapting his skills and knowledge to assist the Alaska peony farms.

DAVE NUNLEY

Dave has been actively involved in the agricultural industry for 33 years. He earned a BS degree in Ornamental Horticulture in 1982, and owned and operated a Commercial Landscape and Nursery business from 1983-1990. Presently, Dave operates Alaskan Organics, an organic plant food manufacturing business located in Kenai. Alaskan Organics has been working with Peony growers across the state, creating custom, organic, blends, tailored to meet individual soil needs. Dave comes from a family of farmers and his family owns and operates a successful, organic pecan farm in Texas. “Most of my agricultural knowledge is based on many years of hands-on experience. My transition from chemical farming practices to 100% organic farming techniques was borne from necessity and Mother Nature’s relentless power. Organic farming ushered our farm into the 21st century, and opened our eyes to the reality and expense of non-organic farming.”

PITCHER, DON

Based in Homer, Don has worked as a professional photographer for more than 20 years. His images have been used in national advertising and in a multitude
of publications and websites. Don has written or photographed more than a dozen travel books, and his nature photos can be found in several Alaskan galleries.

SEITZ, AMY
Amy is a third-generation Kenai Peninsula farmer. Her family is still farming the land her grandparents homesteaded in 1949. Amy grew up participating in the 4-H Junior Market Livestock Program that initiated her current interest in raising sheep for meat and fiber in Alaska. Along with a background in farming, Amy spent 11 years as a staffer working for the Alaska State Legislature primarily working in constituent relations and legislation. In November of 2014 Amy began her job as the Executive Director of the Alaska Farm Bureau.

SHOULTZ, RITA JO
Rita Jo, her husband Leroy, and son Shannon farm peony on the Shoultz Family Farm in Fritz Creek. The farm will celebrate 10 years growing peony this next season with approximately 15,000 peony in the field. With 30 years background in marketing in various industries, Rita Jo handles marketing, shipping and post harvest. Shannon and Leroy have a lifetime of experience in construction take care of all field and building maintenance including a sophisticated fertigation system and 3 state of the art coolers. Rita Jo, with over 20 years in agriculture in Alaska, travels and teaches growing and marketing peony and advocates for programs to assist peony growers including serving as a Council member on American Grown and on the State Board and President of the Kenai Peninsula Chapter for the Farm Bureau.

SMITH, ANDREW
BARNABAS
Andrew has been helping small businesses plan, package, and propel their message to the right people for over 10 years.

SMITH, GAYLE
Gayle has been involved in the floral industry for 35 years including wholesale management, Holland auction buying, grower relations and industry consulting. She works as the technical manager for Chrysal Americas delivering fact-based information about handling techniques and best practices. She brings an unwavering passion and purpose to the sales and marketing of flowers. Gayle has a vast experience with the cut flower markets and is generous with her time to answer questions and encourage growers.

TRANEL, JEFF
Jeff is an agricultural and business management economist with Colorado State University and an owner of RightRisk, LLC. He has addressed audiences throughout the United States and four other countries on the topics of financial management, income taxes, human resource management, and legacy/succession/estate planning. He has conducted numerous educational programs and provided individual coaching in Alaska over the past five years.

VISGER, MEG
Meg owns Meg DESIGN ALASKA and is a professional graphic designer and illustrator. She studied illustration at UAA and has a degree in graphic design. She has a wide variety of experience, including logos, annual reports, brochures, ads, signs and the Homer Chamber of Commerce visitor guide.
ZHANG, DR. MINGCHU
Mingchu has been working with soils since 1993. His work history is diverse including Tohuko University of Japan, Alberta Agriculture, and since 2003 with the School of Natural Resources and Agricultural Sciences, University of Alaska. Dr. Zhang’s primary expertise is in soil and plant nutrients. He has published more than 50 peer reviewed journal papers, 11 major reports for industries, and made presentations in many venues. Dr. Zhang and his publications are widely cited in the professional communities. Most recently Dr. Zhang has been visiting Alaska peony farms and performing soil and tissue testing.

IERSTRA, PIET
Piet was born in Holland and after graduating with a degree in Agriculture, he and his Brother grew lilies, tulips and Iris. In 1986 Piet came to the USA and worked with Oregon Bulb Farms. In ’95 Piet and Son Andre started Oregon Perennial growing fields of sedums, lilies and other perennials including peonies. He was the first peony provider to Alaska and traveled to Alaska many times to help the first farms find answers to their growing problems. Piet continues to be a supporter of Alaska peony growers attending conferences, farm tours and is generous with his time and contributions to our industry. Piet is a devout family man.

Contact Information

Consenstein, Danny
danny.consenstein@ak.usda.gov
Crow, Andrew
accrow@uaa.alaska.edu
DeVroomen, Jack
Jack@devroomen.com
Driscoll, David
david.driscoll@alaska.gov
Garfinkel, Andrea
andrea.garfinkel@wsu.edu
Hayward, Kimberlee
kimberlee.hayward@aksbdc.org
Hollingsworth, Don
hpeonies@unitedsky.net
Holloway, Dr. Patricia
psholloway@alaska.edu
Matney, Dr. Casey
cmatney@alaska.edu
Nunley, David
dnunley@alaskanorganics.net
Pitcher, Don
pitcher@xyz.net
Seitz, Amy
amy.seitz@gmail.com
Shoultz, Rita Jo
ritajo@alaskaperfectpeony.com
Smith, Andrew Barnabas
hello@iamabsmith.com
Smith, Gayle
gaysmith@earthlink.net
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<table>
<thead>
<tr>
<th>Loan Type</th>
<th>Interest Rate</th>
<th>Maximum Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seed &amp; Fertilizer / Operating</td>
<td>5% - 9%</td>
<td>1 year</td>
</tr>
<tr>
<td>Chattel</td>
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<td>Real Estate</td>
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<td>Future Farmers</td>
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<td>5 years</td>
</tr>
<tr>
<td>Line of Credit</td>
<td>5% - 9%</td>
<td>5 years</td>
</tr>
</tbody>
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