

**Floriculture Research Alliance 2025 Annual Meeting**  
**Root Alliance 2025 Annual Meeting**

Burnaby (near Vancouver), British Columbia, Canada  
October 13-16, 2025

[Register for the meeting\(s\) here](#). Registration ends Friday, October 3<sup>rd</sup>  
*Registration or refunds will not be possible after October 3<sup>rd</sup>.*

**Hotel reservations and meeting location:**

Hilton Vancouver Metrotown, Burnaby, British Columbia, Canada.

Please only make room reservations using [this link](#). The discounted room rate is \$269 Canadian dollars (around US\$200) per night plus 16% in taxes. No deposit is required.

**Registration:**

You can register online at <https://www.canr.msu.edu/events/floriculture-2025-annual-meetings>.  
The registration fees are in US dollars. Register for one, two, or all three events.

Best New Ideas & Floriculture Research Alliance meeting (Oct. 13-14)	\$180
Floriculture industry tour (Oct. 15)	\$115
Root Alliance meeting (Oct. 16)	\$180

Please plan and register early. Most non-Canadian citizens need a passport for entry. A visa may also be required for some foreign nationals: <https://ircc.canada.ca/english/visit/visas.asp>

**Agenda**

Updated October 8, 2025

**Best New Ideas, Monday, October 13 (Tiffany Ballroom)**

**Sponsored by Philips LED Lighting**

4:30 – 6:00 pm    Participating companies are invited and encouraged to present their best new idea (2-3 minutes each). Hors d'oeuvres provided. Please E-mail your PowerPoint presentation by October 11th to Erik Runkle, [runkleer@msu.edu](mailto:runkleer@msu.edu).

**PHILIPS**

Dinner on your own.

**Floriculture Research Alliance meeting, Tuesday, October 14 (Tiffany Ballroom)**

7:15 – 8:30 am    Breakfast buffet

8:40 – 9:00 am    Welcome and introductions, Erik Runkle and Roberto Lopez, Michigan State University

9:00 – 9:45 am    The gas environment inside URC boxes: Implications for box design. Jim Faust, Clemson University

- 9:45 – 10:30 am Creating resilient ornamentals through molecular genetics –and– production techniques that give you the biggest bang for your buck, John Erwin, University of Maryland
- 10:30 – 11:00 am Break and Poster Session 1
- Use of hydration products to reduce wilting of cuttings after sticking (Gabriela Calidonio, Clemson University)
  - Leaf distortion in poinsettias induced by high temperatures (Ana Maria Borda, Clemson University)
  - Energy and economics of vertical indoor propagation (Jacob Muller, University of Florida)
  - Greenhouse Training Online: new courses and programs for 2025-26 (Nelda Hernández, University of Florida)
- 11:00 – 11:50 am MSU Research Update, Roberto Lopez and Erik Runkle, Michigan State University
- 12:00 – 1:00 pm Lunch buffet  
Sponsored by Smithers Oasis
- 1:00 – 1:30 pm Precision propagation: Using sensors, AI, and benchmarking to finetune young plant production. Paul Fisher, University of Florida
- 1:30 – 2:30 pm Using generative AI workshop. Paul Fisher, University of Florida and Bruce MacKay, Massey University. AI Agents developed by the FRA, and tips on how to use generative AI for technical information customized to your own needs.
- 2:30 – 3:00 pm Break and Poster Session 2
- Postharvest performance of coniferous evergreen species in a retail environment (Ana Maria Borda, Clemson University)
  - Identifying the ethylene sensitivity of unrooted cuttings (Katie Glenn, Clemson University)
  - Fine tune your mist irrigation (Carly Anderson, University of Florida)
  - Influence of far-red radiation on the development of leaf purpling in petunia (Charlie Smith, Michigan State University)
  - Ultraviolet B Radiation Reduces Internode Elongation and Quality of Potted Basil ‘Dolce Fresca’ and ‘Prospera’ (Roberto Lopez, Michigan State University)
- 3:00 – 3:20 pm Sponsor presentations: Philips, Smithers Oasis, Fine Americas, Sollum Technologies
- 3:20 – 3:30 pm AFE introduction and feedback on current challenges. Laura Barth, American Floral Endowment



3:30 – 4:15 pm     Economic outlook & marketing research update. Charlie Hall, Texas A&M University

4:15 – 4:45 pm     Future meeting discussion

Dinner on your own.

**Floriculture Industry Tour, Wednesday, October 15**

**Sponsored by Fine Americas**



\*Please bring a raincoat/umbrella and wear appropriate shoes in case of inclement weather. We will be mostly outside when visiting Sumas Gro-Media.

6:45 – 7:15 am     Grab-and-go breakfast – pick up a breakfast box in the Tiffany Foyer and eat on the bus

7:20 am             Board buses. Prompt departure at 7:30am

8:00 – 9:30 am     [Burnaby Lake Greenhouse](#), 17250 80 Ave, Surrey, BC, V4N 6J6

10:15 – 11:15 am   [Sumas Gro-Media](#), 42481 Industrial Way, Chilliwack, B.C., V2R 0P4

11:25 – 1:35 pm     [Rainbow Greenhouse](#), 43756 South Sumas Rd, Chilliwack BC, V2R 4L6  
Boxed lunch

2:40 – 3:40 pm     [West Coast Gardens](#), 1420 172 St, Surrey BC, V3S 9M6

4:30 pm             Return to hotel

5:30 – 7:15 pm     Social hour in Baccarat room with drinks and light hors d'oeuvres  
**Sponsored by Sollum Technologies**



Dinner on your own.

**Root Alliance Meeting, Thursday, October 16 (Tiffany Ballroom)**

7:00 – 8:15 am     Breakfast buffet

8:20 – 8:40 am     Welcome remarks and introductions

8:40 – 9:20 am     Hydroponics solution oxygenation and fertilizer management, Rhuanito Ferrarezi, University of Georgia

9:20 – 10:00 am    Lighting strategies to promote rooting of cuttings indoors, Celina Gomez, Purdue University

10:00 – 10:30 am Break

10:30 – 11:10 am Rootzone management in hydroponics and long-term container crops, Ryan Dickson, University of Arkansas

11:10-11:55 am Graduate student presentations (15-min each with Q&A)

- MS student Destany Westlake (UF): Heavy metals remediation strategies
- PhD student Dharti Thakulla (UF): Cold plasma and ozone: Pythium, biofilm, and beneficials

12:00 – 1:00 pm Lunch buffet

1:00 – 1:30 pm Discussion on future meetings and the scope of Root Alliance research

1:30 – 2:30 pm Graduate student presentations (20-min each with Q&A)

- PhD student Nelda Hernandez (UF): Training needs for growers, Professional Irrigator
- MS student Matt Housley (UGA): Use of vertical farms to grow plants for biopharmaceutical extraction
- PhD student Stephanie Cruz (UofA): Power BI for data-driven rootzone decisions

2:30 – 3:00 pm Break and Poster Session 2

3:00 – 3:40 pm New pH solubility curves for substrates and hydroponics, Paul Fisher, University of Florida

3:40 – 4:00 pm Closing

Dinner on your own.