

Berl Thomas and Associates, Inc.

Bringing Cultures Together For Over 20 Years



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First Things First - BTA Newsletter System Failure

Last month many of you experienced a problem with my newsletter and I deeply apologize for the trouble it caused you. I would never have caused this problem intentionally. When the newsletter was sent there were about 30 people that decided to unsubscribe and the system allowed these unsubscribes to be sent to everyone on the member list and everyone on the list was allowed to reply, forward and increase the email traffic through the newsletter system. Well it was not long before we had so much traffic that the only solution was to shut down the system but not before it affected many of you.

Believe it or not there were some people that received over 100 emails and some

did not receive any additional emails. There were enough system emails that I received calls to let me know the system was broken and emails sent directly to me alerting me that there was a problem and I deeply appreciate these phone calls and emails so we could react in the most expedient way.

I am so sorry that I could not call all of you but I did call everyone that left messages in my voice mail until the system was over-loaded. I responded via email until that system was over-loaded. We had over 2,500 system emails and over 500 emails directly to my personal email box.

The system has now been corrected and is up and running.

The first day of each month the system will send you a notice giving you the option and instructions to unsubscribe from the system.

We maintain a policy that if your membership is not valuable to you and you wish to unsubscribe, we welcome your decision. If you have trouble unsubscribing send me a email with the subject UNSUBSCRIBE by [clicking here](#).

We try to bring you information, touching on the flower, vegetable, green Industries and greenhouse business from around the world. Thank you, Berl Thomas



December 1 to 3, 2009



April 14 to 17, 2010



July 10 to 13., 2010

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New - Interior Designers Cortaderia Preserved Flowers

Cortaderia preserved flowers have the feel of fresh flowers with their soft flowing branches. They come in small 1.1, medium 1.8 and large 2.5 to 3 meter lengths. The company guarantees the flowers to last 1 to 2 years and feel that the actual life is longer, however, they can only guarantee what they have actually experienced.

Five standard colors (Red, Yellow, Blue,

Green and Orange) are available. [Inquire Here](#)



No Hassle pH Test Directly from Pot to Pot

Many growers just opt to not go through the time to measure pH because they feel it is to time consuming.

Measuring pH today does not have to be time consuming collecting samples, processing



the samples and waiting to get the results.

Now pH meters are available that can measure pH directly with highly sensitive probes that read instantly and can be used pot to pot and shallow to deep within the pot.

The IQ 150's tough, stainless steel probe stores dry. A durable ISFET silicon chip sensor eliminates problems associated with glass bulb sensors and accurately measures even a single drop. The ultra-rugged meter is armored in a water-resistant rubber

holster and is engineered to withstand a 10-foot drop onto concrete.

The fully redesigned probe extends a full 6 inches in length and has a "New" narrower point (3/16th in) which is great for small plug trays and causes less root disturbance. The Improved sensor design allows for sampling on the side and prolongs probe life.

[IQ150 Specifications](#)

[Video Presentation](#)

[Get a Quote Here](#)

American Vegetable Grower's top 100 Growers

The American Vegetable Grower magazine announces the top 100 US vegetable growers for 2009.

AVG 2009 selection of the TOP 100 Growers was based upon the results from the data of from 2008.

In today's environment vegetable growers have to concentrate upon running a quality organization and making a profit but they also have to a strong management team and treat their operations with the highest level of dedication to provide quality products at the best possible cost.



Growers making the top 100 list have paid attention to the latest research to improve their production quality, yield, food safety, customer and marketing trends.

Food safety has become a day to day responsibility in order to provide the customer confidence necessary for future growth. Growers invite customers to their farms and packing facilities to instill satisfaction with their farming operations and product awareness.

AVG selects 25 growers in each of 4 geographical regions for the top 100. To see who made the list [click here](#).

The Power of Flowers for Positive Thinking

We often take for granted the power of flowers. Why is the world taken with the beauty of flowers and green space? Maybe because flowers and green space actually excites our inner soul and controls our positive thinking.

The Chinese government em-

braces flowers as a method to beautify their cities but the use of flowers goes much further. Exciting tourist is one area and giving their citizens pleasure is another area not to be underestimated. China also uses the beauty of flowers and green space to give

the Chinese public some peace and tranquility in their lives. The vast display of flowers during their holidays is a way to provide beauty for free to its citizens. Some 40 million pot flowers were on display in Beijing for China's 60th Anniversary. [Health Benefits](#)

Industry Hyperlinks

Spectrum Technologies, Inc.

GOLDEN STATE BULB GROWERS

Calla Growers Extraordinaire

Callifornia Callas®

FloraCulture INTERNATIONAL

Growing Produce.com

American Vegetable Grower

American Nurseryman
Read our Oct. issue online!

greenhouse GROWER

CHINA FLOWER & GARDENING NEWS
www.china-flower.com

China Greenhouse

温室园艺
Greenhouse Horticulture

Richland Sources Horticulture Information
A Bridge Between You and China



Berl Thomas, Ph.D.

Do you have something new to share with the industry?

New research, new products, new production techniques, share your products and experience with others.

[Send News Releases](#)

November 2009

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

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Calendar of Events

International Flower Expo (IFEX) [November 11 to 13](#)

[Tokyo, Japan](#)

www.ifex.jp/english

Garden Centers of America Holiday Tour [Nov 16 to 19](#)

[Cleveland, Ohio](#)

www.gardencentersofamerica.org

IPM CHINA [December 1 to 3](#)

[Foshan, Guangdong, China](#)

www.ipm-china.com

2009 Irrigation Show [December 2 to 4](#)

[San Antonio, TX](#)

www.irrigation.org

Mid-Atlantic Nursery Trade Show [January 6 to 8](#)

[Baltimore, MD](#)

www.mants.com

Tropical Plants Industry Exhibition [January 14 to 16](#)

[Fort Lauderdale, FL](#)

www.tpie.org

Mid-America Horticulture Trade Show [Jan. 20 to 22](#)

[Chicago, IL](#)

www.midam.org

IPM ESSEN [January 26 to 29](#)

[Essen, Germany](#)

www.ipm-messe.de

Hortifloorexpo 2010

[April 14 to 17](#)

[Beijing, China](#)

www.hortifloorexpo.com

www.berlthomas.com