

***Bridget Kathleen Behe***

1066 Bogue St., Room 238, Department of Horticulture  
Michigan State University, East Lansing, MI 48824-1325  
office direct line: (517) 353-0346  
fax: (517) 353-0890, email: [behe@msu.edu](mailto:behe@msu.edu)  
cell (517) 881-0876

## Table of Contents

Education .....	3
Employment.....	3
Publications.....	5
Books and Book Chapters.....	5
Refereed Publications .....	6
Published Proceedings with Presentation .....	13
Published Abstracts with Presentation.....	14
Experiment Station Circulars .....	24
Other Experiment Station Publications.....	24
Electronic Publications .....	27
Cooperative Extension and Trade Press Publications.....	28
Posters .....	41
Extramural Grants and Other Research Funding .....	42
International Experience .....	49
Conference Presentations (no abstract or proceedings published).....	51
Invited Presentations .....	52
Extension Seminars, Conferences, Workshops, and Webinars.....	64
Visiting Scientist Collaboration.....	69
Post-doctoral Fellow Direction .....	69
Thesis and Dissertation Direction.....	69
Instruction .....	71
Honors and Awards.....	75
Professional Association Activities and Service.....	76
International .....	76
National.....	76
Regional.....	77
State.....	77
Community .....	77
Michigan State University Service Activities.....	77
Auburn University Service Activities .....	79
Professional Certifications .....	80
Professional Development .....	80

## Education

Ph.D., Horticulture, Pennsylvania State University, May, 1989.  
(Dissertation: Floral Purchase Behavior of Pennsylvanians)

M.S., Horticulture, The Ohio State University, December, 1985.  
(Thesis: Market Segmentation of Supermarket Floral Customers)

B.S., Horticulture, Pennsylvania State University, May, 1983.

B.S., Agricultural Education, Pennsylvania State University, May, 1983.

## Employment

### Professor

7/02 to present

Department of Horticulture, Michigan State University, East Lansing, MI.  
Appointment is 40% teaching, 40% research, and 20% extension. Research program investigates consumer behavior with regard to ornamental plants, edible crops, and related products and services. Instruction responsibilities include: (1) senior-level required course on horticulture management; (2) senior-level elective course on horticulture marketing. Directed 4 M.S. students, 2 Ph.D. students, and 2 post-doctoral fellows; hosted 1 visiting scientist; participated on 5 additional M.S. and 1 Ph.D. committees. Currently direct 100% research assistant. Completed a 25% administrative appointment in 2002-2003 for ESCOP Leadership program which was continued in 2003-2004 to assist the Michigan Agricultural Experiment Station with strategic planning projects. Sabbatical leave 7/1/04 through 12/31/04 to learn LISREL for structural equation modeling working with Dr. Jennifer Dennis at Purdue University.

### Associate Professor

8/97 to 6/02

Department of Horticulture, Michigan State University, East Lansing, MI.  
Appointment was 75% teaching and 25% research. Program investigated consumer behavior with regard to ornamental plants, edible crops, and related products and services. Instruction responsibilities included: (1) senior-level required course on horticulture management; (2) senior level elective course on horticulture marketing; (3) 75% of sophomore-level introduction to horticulture course; and (4) required sophomore-level course on career development. Supervised floral design course instructors and manager of Sparty's Flowers and Visitors Center. Tenured 6/2000.

### Associate Professor

10/94 to 8/97

Department of Horticulture, Auburn University, AL.  
Appointment was 80% Res. and 20% instruction. Res. program was investigated consumer behavior with regard to ornamental plants and related products and services. Instruction responsibilities included: (1) HF 410, senior-level required course on herbaceous plant identification and landscape use; (2) half of HF 415 senior-level elective in garden center management, and (3) coordinated HF 610, required graduate-level experimental methods course. Promoted to Associate Professor and awarded tenure in October, 1994. Coordinated All-America Selections Display Garden and perennial plant trial garden. Directed 6 M.S. candidates and participated on 6 additional M.S. and 2 Ph.D. committees.

### Assistant Professor

6/89 to 10/94

Department of Horticulture, Auburn University, AL.  
Appointment (6/89 to 9/93) was 60% Res. and 40% serving the Alabama Cooperative Extension Service as the State Greenhouse Crops Extension Specialist. Founding co-editor of *Something to Grow On*, a quarterly ACES newsletter for horticultural businesses. Full-member, Graduate Faculty (appointed 2/94).

**Horticultural Marketing Consultant**

6/85 to present

Consulting services provided to horticultural and related-industry firms interested in gaining a better understanding of their customers and developing horticultural markets based on research. Marketing columnist for *Greenhouse Management* magazine (1993-2014); former care and handling consultant (1996-2001) quarterly for *Floral Retailing* magazine. Former “Ask the Expert” and “FlowrMD” for Flowers, Alive with Possibilities! (2007-2012). President, Behe Consulting Services, LLC (2009-present).

**Instructor**

1/90 to 12/00

Penn State Department of Independent Learning. Designed and wrote course distance learning course in plant propagation; revised instruction manual in 1990. Instructor for correspondence course in plant propagation (first of its kind in the nation) with 16 lessons and 4 lab assignments. 45 students completed the course. Course won meritorious honors from the National University Continuing Education Association within the Division of Independent Study in 1990.

**Instructor**

1/89 to 2/89

Penn State Department of Horticulture, University Park, PA. Developed course outline and materials and was instructor for 10-week nursery business management course in the Associate degree program.

**Graduate Assistant**

1/86 to 12/88

Penn State Department of Horticulture, 101 Tyson Building, University Park, PA 16802. Conducted horticultural market Res. Teaching assistant for woody ornamental plant identification lab, plant propagation lab, and nursery business management class. Also served as substitute instructor for floral design and nursery business management classes. Thesis project was directed by Dr. Dennis J. Wolnick.

**Graduate Research Associate**

1/84 to 12/85

Ohio State Department of Horticulture, Columbus, OH. Conducted consumer and market Res. in floriculture and ornamental horticulture. Designed, conducted, analyzed, interpreted, and published Res. results. My thesis project was initiated by the late Dr. Jerry L. Robertson and I completed my degree under the direction of Drs. Tim Prince and Harry K. Tayama (Horticulture), David Hahn (Ag. Econ.) and Buck Mathews (Marketing).

**Teacher**

3/83 to 6/83

Derry Area High School, Derry, PA. Horticulture teacher for grades 11 and 12 for greenhouse crop production and floral design in a vocational agriculture program; biology teacher for grade 10. Hired during student teaching experience to replace a biology teacher on maternity leave.

# Publications

## Books and Book Chapters

- Dennis, J.H. and **B.K. Behe** (eds). 2015. Proceedings of the First International Symposium on Horticulture Economics, Marketing, and Consumer Res. International Society for Horticultural Science. 73 pages.
- Behe, B.K.**, A.W. Hodges, J.P. Newman, T. Teegerstrom, P. Kenkel, and U.K. Schuch. 2014. Business management basics, Chapter 18. In Newman, J. P. (ed). Container Nursery Production and Business Management Manual. University of California Division of Agriculture and Natural Resources Publication 3540 (35 pages). Oakland, CA.
- Behe, B.K.** 2014. Marketing considerations, Chapter 19. 2014. In Newman, J. P. (ed). Container Nursery Production and Business Management Manual. University of California Division of Agriculture and Natural Resources Publication 3540 (25 pages). Oakland, CA.
- Getter, K.L., **B.K. Behe**, P.H. Howard, D.S. Conner, and L.M. Spaniolo. 2014. Increasing Demand for Pasture-Based Dairy: What Attributes and Images Do Consumers Want? p. 125-140. In: B. Freyer and J. Bingen (ed). Re-Thinking Organic Food and Farming in a Changing World. The International Library of Environmental, Agricultural and Food Ethics, volume 22. Springer, Dordrecht.
- Behe, Bridget K.** 2007. Minnesota Nursery and Landscape Association Certification Manual. Chapter 48: Marketing, Merchandising, and Sales. 48.1:1-6.
- Behe, B.K.**, W.E. Klingeman, J.R. Brooker, D.B. Eastwood, C.R. Hall, J.B. Riley, and P. Knight. 2004. Chapter 8 Marketing insect- and disease-resistant plants. In: Management practices for Michigan wholesale nurseries. R.T. Fernandez (ed.). 209 pp. Published by Michigan State University, East Lansing, MI
- Barton, Susan S. 2002. Establishing and Operating a Garden Center: Requirements and Costs. Natural Resource, Agriculture, and Engineering Service Bulletin 161. 66 pages. Co-authored by Susan S. Barton, **Bridget Behe**, Charles R. Hall, John J. Haydu, Roger Hinson, Robert E. McNiel, Travis D. Phillips, Russell D. Powell, Forrest E. Stegelin.
- Behe, Bridget K.** 2001. Successful Sales Strategies. Michigan Certified Nursery Manual. Chapter 18, pages 1-5. Michigan Nursery and Landscape Association. Okemos, MI.
- Behe, Bridget K.** 2001. Displays: Your Silent Salesperson. Michigan Certified Nursery Manual. Chapter 19, pages 1-4. Michigan Nursery and Landscape Association. Okemos, MI.
- Behe, Bridget K.** 1999. Preface and Introduction. Tips on Growing Bedding Plants. Ohio Florists Association Services, Inc. Fourth Edition, 157 pages.
- Behe, Bridget K.** 1999. Chapter 18: Marketing. Tips on Growing Bedding Plants. Ohio Florists Association Services, Inc. Fourth Edition, 157 pages.
- Behe, Bridget K.**, Peter B. Pfahl, and Charles E. Hoffman. 1995. The Retail Florist Business. Fifth ed., 22 Chapters, 322 pages.
- Behe, Bridget K.** 1995. Horticulture 202, Plant Propagation: Principles and Practices of Asexual and Sexual Plant Propagation (Revision). Pennsylvania State University, Department of Independent Learning. 18 chapters, 275 pages.

- Behe, Bridget K.** 1994. Marketing Hanging Baskets, Chapter 12, Tips on Growing and Marketing Hanging Baskets. Ohio Florists Association, Columbus, Ohio. 69-72.
- Behe, Bridget K.** 1994. Chapter 6: Finding a Market. Bedding Plants, IV. Ball Publishing, West Chicago, IL. 35-41.
- Behe, B.K.** 1992. Marketing and Merchandising Geraniums. Chapter 17. Geraniums IV. The Pennsylvania State University. 165-170.
- Behe, B.K.** 1992. Consumer Preferences. Chapter 19. Geraniums IV. The Pennsylvania State University. 173-174.
- Behe, Bridget K.** 1989. Horticulture 202, Plant Propagation: Principles and Practices of Asexual and Sexual Plant Propagation. Pennsylvania State University, Department of Independent Learning. Study Guide, 18 chapters, 263 pages.
- Behe, Bridget K.** 1985. Chapter 4: Finding a Market. Bedding Plants, III. Published by the Pennsylvania Flower Growers Association. 23-34.

### **Refereed Publications**

- Torres, A.P., S.S. Barton, and **B. Behe**. 2018 (in review). Online Sales and Online Marketing of Green Industry Firms: Two Endogenously Determined Strategies. *Agricultural Economics*.
- Spreng, R., T. Page, **B. Behe**, and S. Cockrell. 2018 (in review). A Comprehensive Model of Customer Loyalty. *Journal of Services Research*.
- Dorn, S., L. Bradley, D. Hamrick, J. Weisenhorn, P. Bennett, J. Callabro, **B. Behe**, E. Bauske, and N. Bumgarner. 2018 (in press). The National Initiative for Consumer Horticulture: Exploring Research on the Social, Environmental, and Economic Benefits of Consumer Horticulture. *HortTechnology*.
- Behe, B.K.** and Jessica Fry. 2018 (in revision). How do Plant Guarantees Reduce Consumer Risk Perceptions? *J. Risk Research*.
- Behe, B.K.**, Knuth, M., C.R. Hall, P.T. Huddleston, and R.T. Fernandez. 2018 (in press). Consumer Involvement with and Expertise in Water Conservation and Plants Affect Landscape Plant Purchases, Importance, and Enjoyment. *HortScience*.
- Huddleston, P.T., **B.K. Behe**, C. Driesener, and S. Minihan. 2018. Inside-out: Using eye-tracking to investigate search-choice in the retail environment. *J. Retailing and Consumer Services*. 43:85-93.
- Knuth, M., **B. K. Behe**, C. R. Hall, R. T. Fernandez, and P. T. Huddleston. 2018. Consumer Perceptions, Attitudes, and Purchase Behavior with Landscape Plants During Real and Perceived Drought Periods. *HortScience* 53(1):49-54, doi.org/10.21273/HORTSCI12482-17.
- Mundel, J. **B.K. Behe**, P.T. Huddleston. 2018. An Eye Tracking Study of Minimally Branded Products: Hedonism and Branding as Predictors of Purchase Intention. *J. of Product and Brand Management* 27(2):146-157, <https://doi.org/10.1108/JPBM-07-2016-1282>.
- Khachatryan, H., A. Rihn, **B. Behe**, C. Hall, B. Campbell, J. Dennis, and C. Yue. 2018. Visual Attention, Buying Impulsiveness, and Consumer Behavior. *Marketing Letters*. DOI:10.1007/s11002-018-9446-9

- Knuth, M., **B.K. Behe**, C.R. Hall, R.T. Fernandez, and P.T. Huddleston. 2018. Consumer Perceptions of Landscape Plant Production Water Sources and Uses in the Landscape During Perceived and Real Drought. *HortTechnology* 28(1):85-93.
- Khachatryan, H., A. Rihn, B. Campbell, C. Yue, C. Hall, and **B. Behe**. 2017. How Do Consumer Perceptions of ‘Local’ Production Benefits Influence their Visual Attention to State Marketing Programs? *Agribusiness* DOI: 10.1002/agr.21547.
- Torres, A., S.S. Barton and **B.K. Behe**. 2017. Business and Marketing Practices of U.S. Landscape Firms. *HortTechnology* (6):884-892.
- Bradley, L.K., **B.K. Behe**, N.R. Bumgarner, C.D. Glen, J.L. Donaldson, E.M. Bauske, S. Dorn, and G. Langellotto. 2017. Assessing the Economic Contributions and Benefits of Consumer Horticulture. *HortTechnology* 27(5):591-598.
- Khachatryan, H., A. Rihn, B. Campbell, C. Yue, C. Hall, and **B. Behe**. 2017. Visual Attention to Eco-labels Predicts Consumer Preferences for Pollinator Friendly Plants. *Sustainability* 9, 1743; doi:10.3390/su9101743.
- Khachatryan, H., A.Rihn, B. Campbell, B. Behe, and C. Hall. 2017. How do Consumer Perceptions of “Local” Production Benefits Influence their visual Attention to State Marketing Programs? *Agribusiness* 1-17 DOI: 10.1002/agr.21547.
- Zhu, Z., **B. Behe**, P. Huddleston, and L. Sage. 2017. How do Pricing and the Representation of Price Affect Consumer Evaluation of Nursery Products? A Conjoint Analysis. *International Food and Agribusiness Management Review*. 20(4):477-491. DOI: 10.22434/IFAMR2017.0003
- Behe, B.K.**, P.T. Huddleston, C.R. Hall, H. Khachatryan, and B. Campbell. 2017. Do Real and Fictitious Plant Brands Differ in Brand Recognition, Awareness, Purchase Intention, and Visual Activity? *HortScience* 52(4):612-621. DOI 10.21273/HORTSCII1538-16.
- Rihn, A., H. Khachatryan, B. Campbell, C. Hall and **B. Behe**. 2016. Consumer Preferences for Organic Production Methods and Origin Promotions on Ornamental Plants: Evidence From Eye-tracking Experiments. *Agricultural Economics*, 47(6):599-608.
- Yue, C., B. Campbell, C. Hall, **B. Behe**, J. Dennis, and H. Khachatryan. 2016. Consumer Preference for Environment and Origin Attributes in Plants: Evidence from Experimental Auctions. *Agribusiness: An International Journal*, 32(2): 222-235.
- Campbell, B., C. Hall, **B. Behe**, H. Khachatryan, J. Dennis. 2016. Crunch the Can or Throw the Bottle? Effect of “Bottle Deposit Laws” and Municipal Recycling Programs. *Resources, Conservation, and Recycling*, 106(Jan):98-109. <http://dx.doi.org/10.1016/j.resconrec.2015.11.006>
- Palma, M.A., **B.K. Behe**, C.R. Hall, P.T. Huddleston, and T. Fernandez. 2016. Tracking Position Premiums in Discrete Choice Experiments. *J. Applied Economics*. DOI: 10.1080/13504851.2016.1150941.
- Behe, B.K.**, P.T. Huddleston, and L. Sage. 2016. Age Cohort Influences Brand Recognition, Awareness, and Likelihood to Buy Vegetable and Herb Transplants. *HortScience*, 51(2):145-151.
- Perez, Maria, Marco Palma, **Bridget Behe**, and Charles Hall. 2016. Structural Breaks and Future Growth of the Green Industry. *J. Environ. Hort.*, 34(1):52–55.
- Rihn, A., H. Khachatryan, B. Campbell, C. Hall, and **B. Behe**. 2015. Consumer Response to Novel Indoor Foliage Plant

Attributes: Evidence from a Rating-based Conjoint Experiment and Gaze Analysis. *HortScience*, 50(10), 1524-1530.

- Campbell, B., H. Khachatryan, **B. Behe**, C. Hall, C. Yue, and J. Dennis. 2015. Consumer Perceptions and Misperceptions of Ecofriendly and Sustainable Terms. *Agricultural and Resource Economics Review*, 44(1), 21-34.
- King, Andrew R., Marco A. Palma, **Bridget K. Behe**, Thomas Fernandez, Lynnell Sage, Charles R. Hall, and Michael A. Arnold. 2015. Garden Consumers' Behavior and Attitudes Toward Woody Plants and Water Conservation in Two Selected Communities. *J. Environmental Horticulture* 33(3):110-118.
- Getter, Kristin, **Bridget Behe** and Heidi Wollaeger. 2016. Comparative Consumer Perceptions on Eco-friendly and Insect Management Practices on Floriculture Crops. *HortTechnology* 26(1):46-53.
- Khachatryan, Hayk, Chengyan Yue, Ben Campbell, **Bridget Behe**, and Charlie Hall. 2015. The Effects of Consideration of Future and Immediate Consequences on Willingness to Pay Decisions for Environmentally Friendly Plant Attributes. *J. Environmental Horticulture*. 32(2):64-70.
- Huddleston, P. T., **B.K. Behe**, S. Minahan, and R. T. Fernandez. 2015. Seeking Attention: An Eye-tracking Study of In-Store Displays. *International Journal of Retail and Distribution Management*. 43(6):561-574.
- Wollaeger, H.M., K.L. Getter, and **B.K. Behe**. 2015. Consumer Preferences for Traditional, Neonicotinoid-Free, Bee-Friendly, or Biological Control Pest Management Practices on Floriculture Crops. *HortScience* 50(5)721-732.
- Behe, B.K.**, Mikyeung Bae, P. Huddleston, and Lynne Sage. 2015. The Effect of Involvement on Visual Attention and Product Choice. *Journal of Retailing and Consumer Services*. 24(May):10-21.
- Behe, B.K.**, B. L. Campbell, C.R. Hall, H. Khachatryan, J.H. Dennis, R.T. Fernandez, P. Huddleston. 2014. Incorporating eye tracking technology and conjoint analysis to better understand the green industry consumer. *HortScience*. 49(12):1550-1557.
- Rihn, A.L., C. Yue, C. Hall, and **B.K. Behe**. 2014. Consumer Preferences for Longevity Information and Guarantees on Cut Flower Arrangements. *HortScience*. 49(6):769-778.
- Campbell, B., **B.K. Behe**, H. Khachatryan, C. Hall, and J.H. Dennis. 2014. U.S. and Canadian Consumer Perception of Local and Organic. *Intl. Food and Agribusiness Management Rev.* 17(2):1-20.
- Getter, Kristin, **Bridget Behe**, David Connor, Phillip Howard. 2014. Pasture-raised Milk: The Market for a Differentiated Product. *Journal of Food Products Marketing*, 20:2, 146-161.
- Khachatryan, H., Campbell, B., **B.K. Behe**, C. Hall, and J.H. Dennis. 2014. The Effects of Individual Environmental Concerns on Willingness to Pay for Sustainable Plant Attributes. *HortScience*. 49(1):69-75.
- Getter, Kristin L. and **Bridget K. Behe**. 2013. Consumer Willingness to Purchase *Impatiens walleriana* Alternatives. *HortScience* 48(11):1370-1377.
- Behe, B.K.**, J. Zhao, L. Sage, P.T. Huddleston, and S. Minahan. 2013. Display Signs and Involvement: The Visual Path to Purchase Intention. *International Review of Retail, Distribution, and Consumer Res.* DOI: 10.1080/09593969.2013.832695
- Behe, Bridget K.**, R.T. Fernandez, P. Huddleston, S. Minahan, K. Getter, L. Sage and A. Jones. 2013. Practical Field Use of Eye Tracking Devices for Consumer Res. in the Retail Environment. *HortTechnology*, 23(4):517-524.



- Behe, Bridget K.**, Benjamin L. Campbell, Charles R. Hall, Hayk Khachatryan, Jennifer H. Dennis, and Chengyan Yue. 2013. Consumer Preferences for Local and Sustainable Plant Production Characteristics. *HortScience* 48(2): 209-215.
- Behe, Bridget K.**, Benjamin L. Campbell, Charles R. Hall, Hayk Khachatryan, Jennifer H. Dennis, and Chengyan Yue. 2013. Smartphone Use and Online Search and Purchase Behavior of North Americans: Gardening and Non-gardening Information and Products. *HortScience* 48(2): 200-208.
- Minihan, Stella Marie, Patricia Huddleston, **Bridget Behe**, and R. Thomas Fernandez. 2013. Conducting Field Res. in Retail Stores: A meandering path to a successful Res. project. *The International Review of Retail, Distribution and Consumer Res.* 23(2):189-203.
- Montri, Dru N., **Bridget K. Behe**, Kim Chung. 2013. Assessing Michigan Farmers' Attitudes Regarding Electronic Benefits Transfer (EBT) Programs at Farmers Markets. *HortTechnology* 23(1): 38-43.
- Getter, Kristin L. and **Bridget K. Behe**. 2012. Collaborative Marketing Case Studies for Horticulture. *National Agricultural College and Teachers Association.* 56(3):56-63.
- Palma, Marco A., Charles R. Hall, Ben Campbell, Hayk Khachatryan, **Bridget Behe**, and Sue Barton. 2012. Measuring the Effects of Firm Promotion Expenditures on Green Industry Sales. *J. Environ. Hort.* 30(2):83-88.
- Koutsimanis, Georgios, Kristin Getter, **Bridget Behe**, Janice Harte, and Eva Almenar. 2012. Influences of Packaging Attributes on Consumer Purchase Decisions for Fresh Produce. *Appetite* 59:270-280.
- Rihn, Alicia Chengyan Yue, **Bridget Behe**, and Charles Hall. 2012. Generations X and Y attitudes towards fresh flowers as gifts: Implications for the floral industry. *HortScience* 47(5):736-743.
- Yue, Chengyan, Jennifer Dennis, **Bridget Behe**, Charles Hall, Benjamin Campbell, and Roberto Lopez. 2012. Investigating Consumer Preference for Organic, Local, or Sustainable Plants. *HortScience* 47(4):610-615.
- Behe, Bridget K.**, Kristin Getter, Chengyan Yue. 2012. Should You Blame the Weather? Influence of weather parameters, month, & weekday on spring herbaceous plant sales in the U.S. Midwest. *HortScience*, 47(1):73-77.
- Hall, Charles, Benjamin Campbell, **Bridget Behe**, Chengyan Yue, Jennifer Dennis, and Roberto Lopez. 2010. The appeal of biodegradable packaging to floral consumers. *HortScience* 45(4):583-591.
- Lopez, Roberto, Jennifer Dennis, **Bridget Behe**, Charles Hall, Chengyan Yue, and Benjamin Campbell. 2010. Sustainable production practices adopted by greenhouse and nursery plant growers. *HortScience* 45(8):1232-1237.
- Yue, Chengyan, Charles R. Hall, **Bridget K. Behe**, Benjamin L. Campbell, Jennifer H. Dennis, and Roberto G. Lopez. 2010. Investigating consumer preference for biodegradable containers. *J. of Env. Horticulture* 28(4):239-243.
- Yue, Chengyan, Charles R. Hall, **Bridget K. Behe**, Benjamin L. Campbell, Jennifer H. Dennis, and Roberto G. Lopez. 2010. Are consumers willing to pay more for biodegradable containers than for plastic ones? Evidence from Hypothetical Conjoint Analysis and Nonhypothetical Experimental Auctions. *J. of Ag. and Applied Economics* 42(4):757-772.
- Behe, Bridget**, Benjamin Campbell, Jennifer Dennis, Charles Hall, Roberto Lopez, and Chengyan Yue. 2010. Gardening consumer segments vary in eco-practices. *HortScience* 45(10):1475-1479.
- Yue, Chengyan and **Bridget K. Behe**. 2010. Traditional or Specialty Cut Flowers? Estimating U.S. Consumers' Choice of Cut Flowers at Noncalendar Occasions. *HortScience* 45(1):78-82.

- Mathers, H.M, Acuña, A.A., D.R. Long, **B.K. Behe**, A.W. Hodges, J.J. Haydu, U.K. Schuch, S.S. Barton, J.H. Dennis, B.K. Maynard, C.R. Hall, R. McNeil, and T. Archer. 2010. Nursery Worker Turnover and Language Proficiency. *HortScience* 45(1):1-7.
- Behe, Bridget K.**, Jennifer H. Dennis, Charles R. Hall, Alan W. Hodges, and Robin G. Brumfield. 2008. Regional Marketing Practices in U.S. Nursery Production. *HortScience*. 43(7):2070-2075.
- Hodges, Alan W., Charles R. Hall, **Bridget K. Behe** and Jennifer H. Dennis. 2008. Regional Analysis of the U.S. Nursery Industry. *HortScience*. 43(5):1807 – 1812.
- Behe, Bridget K.**, Brittany Harte, and Chengyan Yue. 2008. Consumers' Gardening-Related Search and Purchase Behavior Online. *J. Environmental Horticulture* 26(4):210-216.
- Yue, Chengyan and **Bridget K. Behe**. 2008. Estimating U.S. Consumers' Choice of Floral Retail Outlets. *HortScience* 43(3):764-769.
- Zagaden, Yousef, **Bridget K. Behe**, and Robert Gough. 2008. Consumer Preferences for Native Plants in Montana Residential Landscapes and Perceptions for Naturalistic Designs. *J. Environmental Horticulture*. 26(2):109-114.
- Mason, Shannon, Terri Starman, R.D. Lineberger, and **Bridget K. Behe**. 2008. Consumer Preferences for Price, Color Harmony and Care Information of Container Gardens. *HortScience* 43(1):380-384.
- Spreng, Richard A., Thomas J., Page, Jr., and **Bridget K. Behe**. 2007. A Comprehensive Model of Customer Loyalty. 13th Academy of Marketing Science World Marketing Congress. Verona, Italy.
- Dennis, J.H. and **B.K. Behe**. 2007. Evaluating the Role of Ethnicity on Gardening Purchases and Satisfaction. *HortScience*. 42(2):262-266.
- Behe, Bridget K.** 2006. Comparison of Gardening Activities and Purchases of Homeowners and Renters. *J. Env. Horticulture* 24(4):217-220.
- Behe, Bridget K.** 2006. Conjoint Analysis Reveals Consumers Prefer Long, Thin Asparagus Spears. *HortScience* 41(5):1259-1262.
- Simonne, Amy H., **Bridget K. Behe**, and Maurice M. Marshall. 2006. Consumers Prefer High Lycopene-content and Low-priced Fresh Market Tomatoes. *Hort Technology* 16 (4): 674-681.
- Hicks, Jessica M. Thomas J. Page Jr., **Bridget K. Behe**, Jennifer H. Dennis, and R. Thomas Fernandez. 2006. Delighted Consumers Buy Again. *J. of Customer Satisfaction, Dissatisfaction, and Complaining Behavior*. 18:94-103.
- Dennis, Jennifer H., **Bridget K. Behe**, R. Thomas Fernandez, Robert Schutzki, Thomas J. Page Jr., and Richard A. Spreng. 2005. Do Plant Guarantees Matter? *HortScience* 40 (Feb) 142-145.
- Behe, Bridget**, J. Hardy, S. Barton, J. Brooker, T. Fernandez, C. Hall, J. Hicks, R. Hinson, P. Knight, R. McNeil, T. Page, B. Rowe, C. Safley, and R. Schutzki. 2005. Landscape Plant Material, Size, and Design Sophistication Increase Perceived Home Value. *J. Env. Hort.* 23(3)127-133.
- Behe, Bridget K.**, R.M. Walden, M. Duck, B. Cregg, K. Kelley, and R.D. Lineberger. 2005. Consumer Preferences for and Cost of Production of Tabletop Christmas Trees. *HortScience* 40 (2): 409-412.
- Dennis, Jennifer H., Richard Spreng, Thomas Page, and **Bridget K. Behe**. 2004. The Determinants of Consumer Regret

- in Purchase Situations. American Marketing Association Educators Conference Proceedings. 15:200-201.
- Kelley, K.M., **B.K. Behe**, R.M. Walden, and J.B. Harte. 2004. Carrot Consumer Segmentation and Perceptions of Pasta Sauce and Orange Juice Enhanced with Carrot Juice. *Acta Horticulturae* 655(September): 129-134.
- Dennis, Jennifer H., **Bridget K. Behe**, Thomas J. Page, Jr., and Richard A. Spreng, 2004. Can Experiencing Regret Affect Future Consumer Consumption of Horticultural Products? *Acta Horticulturae* 655(September): 89-91.
- Klingeman, W.E., D.B. Eastwood, J.R. Brooker, C.R. Hall, **B.K. Behe**, and P.R. Knight. 2004. Consumer Survey Identifies Plant Management Awareness and Added Value of Dogwood Powdery Mildew Resistance. *HortTechnology* 14(2):275-282.
- Kelley, K.M., **B.K. Behe**, J.A. Biernbaum, and K.L. Poff. 2004. Consumer and professional chef perceptions and acceptance of edible flowers. *Acta Horticulturae* 633:475-482.
- Kelley, Kathleen M. **Bridget K. Behe**, and Elizabeth H. Moore. 2003. Comparison of Consumer Purchasing of *Campanula carpatica* Jacq. Blue Clips in Selected Supermarket Retail Floral Departments as an Indoor Flowering Potted Plant. *HortScience*. 38(1):121-123.
- Behe, Bridget K.**, Elizabeth C. Moore, Arthur C. Cameron, Forest S. Carter. 2003. Consumer Perceptions for and Uses and Perceptions of Selected Flowering Perennial Plants. *HortScience* 38(3):460-464.
- Kelley, Kathleen M. and **Bridget K. Behe**. 2003. Focus-group Sessions Suggest both Kids and Adults Enjoy Fresh Carrots. *HortTechnology* 13(2):393-394.
- Kelley, Kathleen M., **Bridget K. Behe**, John A. Biernbaum, and Kenneth L. Poff. 2002. Consumer Purchase and Use of Edible Flowers: Results of Three Studies. *HortTechnology* 12(2):282-287.
- Kelley, Kathleen M., **Bridget K. Behe**. 2002. Chefs Perceptions and Uses of Colossal Chestnuts. *HortTech*. 12(1):172.
- Kelley, Kathleen M., **Bridget K. Behe**, John A. Biernbaum, and Kenneth L. Poff. 2002. Combinations of Colors & Species of Containerized Edible Flowers: Effect on Consumer Preferences. *HortSci*. 37(1):218-221.
- Meyer, Mary Hockenberry, **Bridget K. Behe**, James Heilig. 2001. The Economic Impact and Perceived Environmental Effect of Home Lawns in Minnesota. *HortTechnology* 11(4):585-590.
- Kelley, Kathleen M., **Bridget K. Behe**, John A. Biernbaum, and Kenneth L. Poff. 2001. Consumer ratings of edible-flower quality, mix, and color. *HortTechnology*. 11(4):644-647.
- Frank, Christopher A., Robert G. Nelson, Eric H. Simonne, **Bridget K. Behe**, and Amarat H. Simonne. 2001. Consumer Preferences for Color, Price, and Vitamin C Content of Bell Peppers. *HortSci*. 36(4):795-800.
- Kelley, Kathleen M., **Bridget K. Behe**, John A. Biernbaum, and Kenneth L. Poff. 2001. Consumer Preference for Edible Flower Color, Container Size, and Price. *HortScience* 36(4):801-804.
- Kelley, Kathleen M., **Bridget K. Behe**, John A. Biernbaum, and Kenneth L. Poff. 2001. Consumer and Professional Chef Perceptions of Three Edible Flower Species. *HortScience* 36(1):162-166.
- Roark, R.S., K.L. Bowen, and **B.K. Behe**. 2000. Management of blackspot on three rose cultivars using anti-transpirants in combination with chlorothalonil. *J. Environ. Hort*. 18(3): 137-141.

- Hardy, Jill, **Bridget Behe**, Susan Barton, Thomas Page, R., Robert E. Schtuzki, Karl Muzi, R. Thomas Fernandez, Mary Taylor Haque, John Brooker, Charles R. Hall, Roger Hinson, Patricia Knight, Robert McNeil, D. Bradley Rowe, and Charles Safley. 2000. Consumer Perceptions of Landscape Plant Size, Design Style, and Material. *J. Env. Hort.* 18(4):224-230.
- Behe, Bridget** and Susan Barton. 2000. Consumer Perceptions of Product and Service Quality Attributes in Six U.S. States. *J. Env. Hort.* 18(2):71-78.
- Kessler, J. Raymond, Jr., Jeff L. Sibley, **Bridget K. Behe**, Darby M. Quinn, and James S. Bannon. 2000. Herbaceous perennial Trials in Central Alabama, 1996-1997. *HortTechnology* 10(1):222-225.
- Behe, Bridget**, Robert Nelson, Susan Barton, Charles Hall, Charles D. Safley, Steven Turner. 1999. Consumer Preferences for Geranium Flower Color, Leaf Variegation, and Price. *HortScience* 34(4):740-742.
- Adrian, J.L., C.C. Montgomery, **B.K. Behe**, K.M. Tilt, and P.A. Duffy. 1998. Cost Comparisons for Infield, Above Ground Container, and Pot-in-Pot Production Systems. *J. Environmental Horticulture* 16:65-68.
- Redman, P.B., **B.K. Behe**, J.M. Dole. 1997. Consumers Prefer Red Poinsettia Cultivars. *HortTech.* 7:438-441.
- Becker, W.A., **B.K. Behe**, J.L. Johnson, C.D. Townsend, and K.K. Litzenberg. 1997. Consumer Perceptions of Service Quality in the Texas Retail Floral Industry. *HortScience* 32:318-323.
- Guertal, E.A., and **B.K. Behe**. 1997. Growth and Production of Tomatoes Unaffected by the Addition of Composted Broiler Litter to a Soilless Medium. *HortTechnology* 7(2):142-145.
- Hudson, J. **B.K. Behe**, H.G. Ponder, W.E. Barrick. 1997. Consumer Perceptions and Expectations of Garden Center Product and Service Quality. *J. Env. Hort.* 15:12-15.
- Strong, S.S., **B.K. Behe**, C.F. Deneke, K.L. Bowen, and G.J. Keever. 1997. Cultivar and Spacing Effects on Transmission of *Phytophthora parasitica* in an Ebb and Flow Subirrigation System. *Plant Dis.* 81:89-95.
- Anderson, Lori J., **Bridget K. Behe**, and Kenneth C. Sanderson. 1996. Communication Could Increase Florists' Commercial Account Purchases. *HortTech.* 6:264-271.
- Musgrove, Mary B., J. David Williams, **Bridget K. Behe**, and Kenneth M. Tilt. 1996. Training Alabama Garden Center Employees. *HortTechnology* 6:49-53.
- Tilt, Ken, **Bridget Behe**, David Williams, and Mary Kathryn Gaylor. 1995. Holly Christmas Trees? A Revival of an Old Traditional. *Holly Society Journal* 12:3-7.
- Bowen, K.L, Young, B., and **B.K. Behe**. 1995. Management of Blackspot of Rose in the Landscape of Alabama. *Plant Disease* 79:250-253.
- Behe, B.K.** 1993. Consumer and Market Res. in Floriculture (feature article). *HortScience* 28:11-14.
- Behe, B.K.**, C.F. Deneke, and G.J. Keever. 1993. Two *Nandina domestica* Cultivars Perform Well as Interior Foliage Plants in Postproduction and Market Evaluations. *HortScience* 28:946-947.
- Behe, B.K.**, L.V. Purvis, L.M. Beckett, C.H. Gilliam, J.O. Donald. 1993. Consumer Evaluation of a Growing Medium Containing Broiler Litter Compost. *HortScience* 28:345.
- Behe, B.K.** 1992. Gaining a Marketing Perspective in the University and Private Sectors: Introduction to the

Workshop. Hort Technology, 2:192.

**Behe, B.K.** 1992. Market Segmentation and Product Targeting at a Conceptual Level. Hort Tech. 2:192-193.

Brown, D.R., D.J. Eakes, **B.K. Behe**, and C.H. Gilliam. 1992. Moisture Stress: An Alternative Method of Height Control to B-nine (daminozide). J. Environ. Hort. 10:232-235.

**Behe, B.K.**, T.A. Prince, and H.K. Tayama. 1992. Analysis of Consumer Purchases of Floral Products in Supermarkets. HortScience 27:455-459.

**Behe, B.K.**, T.A. Prince, and H.K. Tayama. 1992. Market Segmentation of Supermarket Floral Customers. HortScience 27:459-462.

**Behe, B.K.** and D.J. Wolnick. 1991. Market Segmentation of Pennsylvania Floral Consumers by Volume and Primary Retail Outlet. HortScience 26:1328-1331.

**Behe, B.K.** and D.J. Wolnick. 1991. Type of Floral Product Purchased and Demographic Characteristics and Floral Knowledge of Consumers. HortScience 26:414-416.

Westra, L.S., K.L. Bowen, and **B.K. Behe**. 1991. Agricultural Practices, Ecology, and Ethics in the Third World. J. Ag. and Environmental Ethics 4:60-77.

Published Proceedings (no presentation)

Khachatryan, H., Campbell, B., **B.K. Behe**, C. Hall, and J.H. Dennis. 2013. Does Eye Tracking Reveal More About the Effects of Buying Impulsiveness on the Green Industry Consumer Choice Behavior? American Ag. Economics Meeting. July 2013.

### **Published Proceedings with Presentation**

Neumann, D., P. Huddleston, **B. Behe**. 2018. Cool! This is So Me! Perceived Product Coolness, Purchase Intention, and the Roles of Identity, Motivation to Own, and Value. American Marketing Association, American Collegiate Retailing Association. Toronto, Ontario, Canada. June 8.

Bae, M., **B. Behe**, and P. Huddleston. 2017. Influences of Identified Non-Human Victim on Processing Fluency and Intention to Donate. European Association for Education and Research in Commercial Distribution. Dublin, Ireland. July4-6.

Mundel, J., J. Yang, P. Huddleston, **B. Behe**. L. Sage. 2017. Impact of Product Presentation on Online Shopping: Can the Internet Stimulate Plant Purchase Intentions? European Association for Education and Research in Commercial Distribution. Dublin, Ireland. July4-6.

Joo, Eunsin, P.T. Huddleston, **B. Behe**, L. Sage. 2016. Product Expertise and Involvement: Influence on Consumers' Information Seeking Process and Purchase Intention. American Collegiate Retailing Association. Seattle, WA. Feb. 17.

Mundel, J., Huddleston, P. T., and **Behe, B. K.** 2016. Understanding consumers' perceptions: what are affordable luxuries? Proceedings Recent Advances in Retailing and Consumer Services, July 11-14.

Mundel, J., Huddleston, P. T., **B.K. Behe**, C. Latona, and L. Sage. 2016. Does brand matter? Effects of brand display on hedonic vs. utilitarian horticultural products. Proceedings Recent Advances in Retailing and Consumer Services, Edinburgh, Scotland, July 11-14.

- Behe, B. J.** Yang, and P.T. Huddleston. Light and Heavy Usage Consumers' Brand Consciousness and Visual Attention: An Eye-tracking Study. European Marketing Association Conference. Oslo, Norway. May 26, 2016.
- Khachatryan, H., A. Rihn, B. Campbell, C. Yue, C. Hall, and **B. Behe**. Experimental Evidence on Consumers' Willingness to Pay for Pollinator-friendly Landscape Plants. Agricultural and Applied Economics Association (AAEA) Annual Meeting, Boston, MA, July-August, 2016.
- Behe, B.K.**, C.R. Hall, B.L. Campbell, H. Khachatryan, and J.H. Dennis. 2015. The Use of Smartphone Technologies to Access Gardening Information. Proceedings of the First International Symposium on Horticulture Economics, Marketing, and Consumer Res. July:11-14.
- Campbell, B.L., **B.K. Behe**, H. Khachatryan, C.R. Hall, and J.H. Dennis. 2015. Gender Differences Associated with Local, Organic, and Sustainable Term Perceptions. Proceedings of the First International Symposium on Horticulture Economics, Marketing, and Consumer Res. July: 19-24.
- Khachatryan, H., **B.K. Behe**, C.R. Hall, B.L. Campbell and J.H. Dennis. 2015. Environmental Concerns and Willingness to Pay for Sustainable Attributes. Proceedings of the First International Symposium on Horticulture Economics, Marketing, and Consumer Res. July: 39-44.
- Rhin, A., C. Yue, **B.K. Behe**, and C.R. Hall. 2015. Consumer Preferences for Cut Flower Guarantees. Proceedings of the First International Symposium on Horticulture Economics, Marketing, and Consumer Res. July:45-54.

### **Published Abstracts with Presentation**

- Knuth, M., **B.K. Behe**, C.R. Hall, P. Huddleston, and T. Fernandez. Actively Interested and Passively Disinterested in Water Conservation Cluster Segments on Horticulture Product Spending in 2016. American Society for Horticultural Science, Washington D.C. August 1, 2018.
- McClaran, N., **B.K. Behe**, P. Huddleston, and C.R. Hall. U.S. Consumer Perceptions of Uses and Contents of Recycled and Reclaimed Water. American Society for Horticultural Science, Washington D.C. August 1, 2018.
- Behe, B.K.**, N. McClaran, P. Huddleston, and C.R. Hall. Marketing Recycled Water to U.S. Consumers. In Market Trends in Sustainability (Workshop). American Society for Horticultural Science, Washington D.C. August 2, 2018.
- Behe, B.** 2017. Branded Plant Appeal to Gen X and Gen Y. American Society for Horticultural Science, Waikoloa, Hawaii. September 19, 2017.
- Knuth, M., **B.K. Behe**, C.R. Hall, P. Huddleston. 2017. Demographic Characteristics of Interested and Disinterested Water Conservers. American Society for Horticultural Science, Waikoloa, Hawaii. September 19, 2017.
- Behe, B.K.**, M. Knuth, C.R. Hall, R.T. Fernandez, P. Huddleston. 2017. Four Key Factors in Water Conservation Attitudes of Americans. American Society for Horticultural Science, Waikoloa, Hawaii. September 19, 2017.
- B.K. Behe**, L.E. Sage, P. Huddleston, A. Sanders-Jackson, and X. Zhao. 2017. Investigating the Plant Selection Process from the Consumer Perspective. American Society for Horticultural Science, Waikoloa, Hawaii. September 19, 2017.
- Yang, Jing, Juan Mundel, **Bridget Behe**, and Patricia Huddleston. 2017. The Effect of Hedonic Presentation of Horticultural Product on Consumers' Willingness to Pay and Purchase Intention. Association for Education in Journalism and Mass Communication. Chicago, IL. August 11.

- Behe, B.** and P. Huddleston. 2016. Brand Awareness Increases Likelihood to Buy Branded Herb and Vegetable Transplants. Chania, Greece. October 20, 2016.
- Behe, B.** 2016. Considerations to quantify the impact of consumer gardening. *HortScience* 51(9):S87. (Abstr.)
- Behe, B.** 2016. Consumer attitudes about neonicotinoids, perceptions of insect management strategies, and the relative value of those diverse insect management strategies and other eco-practices. *HortScience* 51(9):S74. (Abstr.)
- Khachatryan, H., A. Rihn, B. Campbell, C. Hall, and **B. Behe**. 2015. Consumer Preferences and Visual Attention to Organic Production Methods and Origin Promotions on Plants. International Conference of Agricultural Economists (ICAE), Milan, Italy, August.
- Khachatryan, H., A. Rihn, B. Campbell, C. Hall, and **B. Behe**. 2015. Consumer Preferences for Production Method and Origin Extrinsic Cues on Ornamental and Food Producing Plants. Agricultural and Applied Economics Association (AAEA) Annual Meeting, San Francisco, CA. August.
- Khachatryan, H., A. Rihn, B. Campbell, C. Hall and **B. Behe**. 2015. State Promotional Campaign Awareness and Visual Attention.” Armenian Economic Association Conference, Yerevan, Armenia, June.
- Khachatryan, H., A. Rihn, B. Campbell, C. Hall, and **B. Behe**. 2015. Consumer Response to Novel Indoor Foliage Plant Attributes: Evidence from a Rating-based Conjoint Experiment and Gaze Analysis. 128th Florida State Horticultural Society (FSHS) Annual Meeting, St. Augustine, FL, June.
- Khachatryan, H., **B. Behe**, B. Campbell, C. Hall, and A. Rihn. 2015. The Effects of Visual Attention on Purchase Intentions.” International Interdisciplinary Business-Economics Advancements Conference (IIBA), Fort Lauderdale, FL, April.
- Behe, Bridget**, Lynnell Sage, and Patricia Huddleston. 2015. The Role of Plant Brands in Consumer Quality Perceptions of Herb and Vegetable Transplants. American Society for Horticultural Science. August 4-7. New Orleans, LA.
- Sage, Lynnell, Patricia Huddleston, and **Bridget Behe**. 2015. Age Influences on Product Involvement and Expertise for Vegetable and Herb Transplants. American Society for Horticultural Science. August 4-7. New Orleans, LA.
- Sage, Lynnell, **Bridget Behe**, and Patricia Huddleston. 2015. Eye-tracking Technology Data Collection Methods. American Society for Horticultural Science. August 4-7. New Orleans, LA.
- Khachatryan, Hayk, Alicia Rihn, Ben Campbell, **Bridget K. Behe**, Charles R. Hall, and Cheryl R. Boyer. 2015. State Promotional Campaign Awareness and Visual Attention. American Society for Horticultural Science. August 4-7. New Orleans, LA.
- Khachatryan, H., A. Rihn, B. Campbell, C. Hall, and **B. Behe**. 2014. Understanding Consumer Preferences and Demand for Ornamental Plants. The IR-4 Ornamental Horticulture Pollinator Workshop, Baltimore, MD. December 15-16.
- Huddleston, P., **B.K. Behe**, S. Minahan, and R. T. Fernandez. 2013. Attention Shoppers: A Two Country Eye Tracking Study of Merchandise Displays. Presented at the American Collegiate Retailing Association (ACRA) Conference. March 20-23, Nashville, TX.
- Getter, K.L. and **B.K. Behe**. 2012. Influencing consumer perceptions and purchases of Christmas trees and poinsettias through a state-wide marketing campaign. *HortScience*. 47(9):S224-S225.
- B.K. Behe**, A. Jones, R.T. Fernandez, K.L. Getter, and P. Huddleston. 2012. Do You See What I See? Eye-tracking Res. Shows Where Consumers Look in Holiday Plant Displays. *HortScience*. 47(9):S222-S223.

- Behe, B.K.**, A. Jones, R.T. Fernandez, K. Getter, and P. Huddleston. 2012. Do You See What I see? Eye-tracking Res. Shows Where Consumers Look in Holiday Displays. Presentation made at the American Society for Horticultural Science Annual Meeting, July.
- Yue, C., H. Khachatryan, B. Campbell, C.R. Hall, **B.K. Behe**, R. G. Lopez, and J. Dennis. 2012. The Effects of the Consideration of Future Consequences on Willingness to Pay Decisions for Plant Attributes. Presentation made at the American Society for Horticultural Science Annual Meeting, July.
- Getter, K.L., and **B.K. Behe**. 2012. Influencing Consumer Perception and Purchases of Christmas Trees and Poinsettias through a State-wide Marketing Campaign. Presentation made at the American Society for Horticultural Science Annual Meeting, July, 2012.
- Montri, D. **B.K. Behe**, and K. Chung. 2012. Sustaining Farmers Markets in Low-income Urban Areas: Farmer Attitudes Regarding Electronic Benefits Transfer (EBT) Programs. Presentation made at the American Society for Horticultural Science Annual Meeting, July, 2012.
- Yue, C., J. Dennis, **B.K. Behe**, C.R. Hall, B. Campbell, and R.G. Lopez. 2011. Investigating Consumer Preference for Organic, Local, or Sustainable Plants. HortScience 46(9):S92 (Supplement). Presentation made at the American Society for Horticultural Science Annual Meeting, September.
- Hall, C.R. **B.K. Behe**, B. Campbell, J. Dennis, R.G. Lopez, and C. Yue. 2011. Market Segments of U.S. Floral Consumers Based on Attitudes Toward Biodegradable Packaging. HortScience 46(9):S92 (Supplement). Presentation made at the American Society for Horticultural Science Annual Meeting, September.
- Dennis, J., R.G. Lopez, **B.K. Behe**, C.R. Hall, C. Yue, and B. Campbell. 2011. Benchmarking Sustainable Attitudes of Ornamental Growers. HortScience 46(9):S91 (Supplement). Presentation made at the American Society for Horticultural Science Annual Meeting, September.
- Hall, C.R., **B.K. Behe**, B. Campbell, J. Dennis, R.G. Lopez, and C. Yue. 2011. The Appeal of Biodegradable Packaging to U.S. Floral Consumers. HortScience 46(9):S91 (Supplement). Presentation made at the American Society for Horticultural Science Annual Meeting, September.
- Cox, Matthew B. "Effecting a Paradigm Shift for Faculty Teaching (with) Writing Across the Disciplines" with Trixie Smith, Terri Trupiano Barry, **Bridget Behe**, N. Suzanne Lang, and Michael Orth. International Writing Across the Curriculum 2010 Conference. Bloomington, IN. May 2010.
- Bridget K. Behe** and Chengyan Yue. 2009. Consumer Flower Color Preferences by Calendar Holidays and Occasions. HortScience.
- Yue, Chengyan and **Bridget K. Behe**. 2008. Estimating U.S. Consumers' Choice of Floral Retail Outlets. HortScience.
- Zagaden, Yousef, **Bridget K. Behe**, and Robert Gough. 2008. Consumer Preferences for Native Plants in Montana Residential Landscapes and Perceptions for Naturalistic Designs. HortScience.
- Mason, Shannon C., Terri W. Starman, **Bridget K. Behe** and R. Daniel Lineberger. 2007. Consumer Preferences for Price, Color Harmony, and Information Level of Container Gardens. HortScience (42(4):892.
- Dennis, Jennifer H. and **Bridget K. Behe**, 2005. American Society for Horticultural Science Annual Meeting, Las Vegas, NV. The Changing Face of the American Gardener. HortScience 40(4): 1139.
- Hicks, Jessica M., **Bridget K. Behe**, Thomas J. Page, Jennifer H. Dennis, R. Thomas Fernandez. 2005. American



Society for Horticultural Science Annual Meeting. Las Vegas, NV. Delighted Customers Buy Again. HortScience 40(4):1063.

- Dennis, Jennifer H. and **Bridget K. Behe**, 2004. American Society for Horticultural Science Annual Meeting, Austin, TX. Do Plant Guarantees Matter? July.
- Dennis, Jennifer H. and **Bridget K. Behe**, 2004. American Society for Horticultural Science Annual Meeting, Austin, TX. Understanding Behavioral Consequences of Dissatisfied and Regretful Customers. July.
- Brothers, Kevin, Tom Fernandez, **Bridget Behe**, Erik Runkle, Royal Heins, and William Carlson. 2003. Plant Growth Regulators for Controlled Growth of *Syringa meyeri* Palibin and *Syringa x hyacinthiflora* Evangeline, American Society for Horticultural Science Annual Meeting, Providence, RI.
- Brothers, Kevin, Tom Fernandez, **Bridget Behe**, Rachel Walden. 2003. Online Survey Shows Traditional Landscape Plants can be Repositioned as Indoor Flowering Potted Plants. American Society for Horticultural Science Annual Meeting, Providence, RI.
- Behe, B.K.**, R.M. Walden R. D. Lineberger, M. Duck, B. Cregg. 2002. Consumer Preferences for Table-top Christmas Trees. Abstract Number: S18-P-28. International Society of Horticultural Science, Toronto, Canada.
- K.M. Kelley, **B.K. Behe**, J. A. Biernbaum, K.L. Poff. 2002. Consumer and Professional Chef Perceptions and Acceptance of Edible Flowers. Abstract Number: 2953, International Society of Horticultural Science, Toronto, Canada.
- Moore, Elizabeth H., **Bridget K. Behe**, Forrest S. Carter, and Arthur C. Cameron. 2001. Consumer Perceptions and Preferences for Selected Traditional Flower Pot Plants and Forced Perennials. HortScience 36(3):428.
- Kelley, Kathleen M., **Bridget K. Behe**, John A. Biernbaum, and Kenneth L. Poff. 2001. Consumer Ratings of Edible-flower Quality, Mix, and Color. HortScience 36(3):447.
- Duck, Marcus W., Bert Cregg, R.T. Fernandez, **Bridget K. Behe**, Royal D. Heins, and William H. Carlson. 2001. Developing Production Systems for Table-top Christmas Trees. HortScience 36(3):529.
- Kelley, K.M., **B.K. Behe**, J.A. Biernbaum, K.L. Poff. 2000. Consumer Preference of Edible Flower Color, Container Size, and Price. HortScience 35(3):480. Abstract #496.
- Jill Hardy, **Bridget Behe**, Susan Barton, Thomas Page, R. Thomas Fernandez, Robert Schutzki, and D. Bradley Rowe. 2000. Cost Analysis and Perceived Value of Selected Landscape Features. HortSci 35(3):484. Abstract #522.
- Behe, Bridget** and Susan Barton. 1999. Customers in Seven U.S. Markets Assess Service Quality in Traditional and Non-traditional Retail Garden Center Outlets. HortScience 34:530. Abstract #497.
- Muzi, Karl J., M. Haque, R.T. Fernandez, **B. Behe**, and S. Barton. 1999. Consumer Perceptions of Landscape Value Using Different Designs, Types of Plant Material, and Plant Sizes. HortSci. 34:555. Abstract #624.
- Frank, Chris, Eric Simonne, Robert Nelson, Amarat Simonne, and **Bridget Behe**. 1999. Factors Determining Consumer Preferences for Colored Bell Pepper. HortScience 34:518. Abstract #427.
- Behe, Bridget**, Robert Nelson, Susan Barton, Charles Hall, Steve Turner, and Charles Safley. 1997. Consumer

- Preferences for Geranium Flower color, Leaf Variegation, and Price in Five U.S. Markets. *HortScience*32:509.
- Hudson, Jay T., **Bridget K. Behe**, Harry G. Ponder, William E. Barrick. 1996. Consumer Perceptions and Expectations of Garden Center Quality. *HortScience* 31:650.
- Behe, B.K.** and T.S. Krentz. 1995. Longevity of Buddleia Not Affected by Silver Thiosulfate. *HortScience* 30:835.
- Montgomery, C.C., **B.K. Behe**, D.J. Eakes, T.S. Krentz, V.V. Allen. 1995. Cultivar and IBA Concentration Influence Rooting of Buddleia. *HortScience* 30:426.
- Tilt, Ken, **Bridget Behe**, David Williams, Heath Potter, and Dwight Bunn. 1995. Consumer Preference for Alternate Christmas Tree Species. *HortScience* 30:439.
- Krentz, T.S., **B.K. Behe**, V.V. Allen, C.C. Montgomery. 1995. Cultivar Comparison of Buddleia as a Cut Flower. *HortScience* 30:439.
- Allen, V.V., **B.K. Behe**, T.S. Krentz, C.C. Montgomery. 1995. Media Amended with Broiler Litter Compost Did Not Affect Poinsettia Growth. *HortScience* 30:439.
- Bowen, K.L., B. Young, and **B.K. Behe**. 1995. Management of Black Spot in Rose in the Landscape in Alabama. *Plant Disease* 79:250-253.
- Montgomery, C.C., **B.K. Behe**, J.L. Adrian, K.M. Tilt. 1995. Determining Cost of Production for Three Alternative Nursery Production Methods. *HortScience* 30:439.
- Hudson, J.J., R.G. Nelson, **B.K. Behe**. 1995. Consumer Preferences for Geranium Flower Color and Leaf Variegation. *HortScience* 30:440.
- Becker, Wayne A., **Bridget K. Behe**, Christine D. Townsend, James L. Johnson, and Kerry K. Litzenberg. 1994. Consumers Evaluate Service Quality Higher for Texas Florists than Supermarket Floral Departments. *HortScience* 29:485.
- Behe, B.K.** and L.M. Beckett. 1993. Supermarket Floral Demonstrations Increased Fresh Flower Inventory. *HortScience* 28:452.
- Anderson, L.J., **B.K. Behe**, C.F. Deneke, and K.C. Sanderson. 1993. Commercial Accounts are an Important Segment of the Retail Florist Market. *HortScience* 28:452.
- Musgrove, Mary B., J. David Williams, **Bridget K. Behe**, and Kenneth M. Tilt. 1993. Survey of Retail Garden Center Employee Training in Alabama. *HortScience* 28:452.
- Behe, B.K.** 1993. Consumer Res. in the Floral Industry. *HortScience* 28:513.
- Strong, Stephen S., C. Fred Deneke, Kira L. Bowen, **Bridget K. Behe**, and Gary J. Keever. 1993. Transmission of *Phytophthora parasitica* in an Ebb and Flow Subirrigation System. *HortScience* 28:590.
- Beckett, L.M., **B.K. Behe**, C.F. Deneke, and C.H. Gilliam. 1992. Characteristics of the Herbaceous Perennial Plant Industry in the U.S. *HortScience* 27:118.
- Lang, H.L., N.H. Agnew, and **B.K. Behe**. 1992. Consumer Preference for Leaf Variegation, Flower Color, Price, and Use of New Guinea Impatiens. *HortScience* 27:118.

- Behe, B.K.**, L.V. Purvis, C.H. Gilliam, and J.O. Donald. 1992. Marketing Strategy for a Growing Medium Amended with Composted Broiler Litter. *HortScience* 27:686.
- Behe, B.K.** 1991. Defining Market Segmentation and Product Targeting at a Conceptual Level. *HortSci.* 26:792.
- Purvis, L.V., **B.K. Behe**, C.H. Gilliam, and J.O. Donald. 1991. Consumer Evaluation of a Growing Medium Containing Composted Broiler Litter. *HortScience* 26:739.
- Behe, B.K.**, L.V. Purvis, C.H. Gilliam, and J.L. Adrian. 1990. Consumer Preference for Polyethylene Containers When Purchasing Ornamental Trees. *HortScience* 25:1106.
- Behe, B.K.** and D.J. Wolnick. 1989. Comparison of Light, Medium, and Heavy Floral Consumers. *Amer. Soc. Hort. Sci. Program, Tulsa, OK.* p. 103.
- Behe, B.K.** and D.J. Wolnick. 1988. Differences in Potted Plant and Cut Flower Purchasers. Abstract #451. *Amer. Soc. Hort. Sci. Program, East Lansing, MI.* *HortScience*
- Behe, B.K.** and D.J. Wolnick. 1987. Effect of Demographic Characteristics and Floral Knowledge on the Number of Consumer Floral Purchases. *Amer. Soc. Hort. Sci. Program, HortScience* 22:1133.
- Wolnick, D.J. and **B.K. Behe**, 1987. Floral Purchase Behaviors for Rural and Urban Pennsylvania Consumers. *Amer. Soc. Hort. Sci. Program, Orlando, FL.* *HortScience* 22:1133.
- Behe, B.K.**, T.L. Prince, and W.T. Rhodus. 1986. Regional Differences in Retail Floral Merchandising Strategies. *HortScience* 21:788.
- Behe, B.K.** 1985. Market Segmentation of Supermarket Floral Product Consumers. *HortScience* 20:546.
- Behe, Bridget K.** and Thomas L. Prince. 1984. Marketing Mix Characteristics of Single and Multiple Location Florists. *HortScience* 19:84.
- Behe, Bridget K.** 1982. Quantification of Root Growth Utilizing the Line Intersect Method and Nutrient Film Technique. *HortScience* 17:536. *Symposia Proceedings*
- Huddleston, P. T., **Behe, B. K.**, Minahan, S.M., and R.T. Fernandez. 2013. Attention Shoppers: A two country eye-tracking study of merchandise displays. Paper to be presented at the American Collegiate Retailing Association, Nashville, TN, March 20-23.
- Behe, B.K.**, B.L. Campbell, J.H. Dennis., C.R. Hall, R.G. Lopez, and C. Yue. 2012. Eco-Attitudes and Behaviors of Annual, Perennial and Herb and Vegetable Buyers from Four US States. *Proc 28<sup>th</sup> IHC-IS on Integrating Consumer and Economic Systems.* 930:43-48.
- Hall, C.R., **B.K. Behe**, B.L. Campbell, J.H. Dennis., R.G. Lopez, and C. Yue. 2012. The Appeal of Biodegradable Packaging to US Floral Consumers. *Proc 28<sup>th</sup> IHC-IS on Integrating Consumer and Economic Systems.* 930:43-48.
- Hall, C.R., **B.K. Behe**, B.L. Campbell, J.H. Dennis., R.G. Lopez, and C. Yue. 2012. Market Segmentation for US Floral Consumers Based on Attitudes towards Biodegradable Packaging. *Proc 28<sup>th</sup> IHC-IS on Integrating Consumer and Economic Systems.* 930:127-134.
- Yue, C., C.R. Hall, **B.K. Behe**, B.L. Campbell, R.G. Lopez, and J.H. Dennis. 2012. Comparing willingness to Pay Estimation Models for Conjoint Analysis: a Case Study of Willingness to Pay for Biodegradable Containers for

Plants. Proc 28<sup>th</sup> IHC-IS on Integrating Consumer and Economic Systems. 930:217-224.

**Behe, Bridget K.** 2011. Success in the New Economy. Society of American Florists Pest & Production Management Conference. P. 1-5.

**Behe, Bridget K.** 2008. Regional Marketing Practices of U.S. Nursery Firms. Southern Nursery Association Res. Conference Proceedings. <http://www.sna.org/Res./08proceedingspdfs/05EconomicsMarketing.pdf>

**Behe, Bridget K.** 2007. Internet Searches and Purchases of Gardening Related Products and Information. Southern Nursery Association Res. Conference Proceedings. <http://www.sna.org/Res./07proceedingspdfs/06EconomicsMarketing.pdf>

**Behe, Bridget K.** and Jennifer H. Dennis. 2006. The Changing Face of the American Gardener. Southern Nursery Association Res. Conference Proceedings 51:253-256. <http://www.sna.org/Res./06proceedingspdfs/05EconomicsMarketing.pdf>

Dennis, Jennifer H. and **Bridget K. Behe.** 2006. Does Emotion Drive Gardening Purchases? Southern Nursery Association Res. Conference Proceedings 51:257-260. <http://www.sna.org/Res./06proceedingspdfs/05EconomicsMarketing.pdf>

**Dennis, Jennifer H.,** Richard A. Spreng, Thomas J. Page Jr., and **Bridget K. Behe.** 2006. What Happens After Product Failure: An Examination of Switching? 5th Annual Hawaii International Conference on Business.

Dennis, Jennifer H., Richard Spreng, Thomas Page, and **Bridget K. Behe.** 2005. The Determinants of Consumer Regret in Purchase Situations. American Marketing Association Educators Conference Proceedings.

Dennis, Jennifer H. and **Bridget K. Behe.** 2005. Satisfaction Guaranteed: Do Guarantees Help Customers Repurchase Gardening Products. Southern Nursery Association Res. Conference Proc. 49:472-475.

Dennis, Jennifer H. and **Bridget K. Behe.** 2005. Was It Something I Said? Understanding Why Customers Switch. Southern Nursery Association Res. Conference Proceedings. 49:475-477.

Hicks, Jessica, Kevin Brothers, **Bridget Behe,** Tom Fernandez, and Daniel Lineberger. 2005. Repositioning *Syringa meyerii* as a profitable dual-use flowering plant. S. Nursery Assn. Res. Conf. Proc. 49:464-468.

**Behe, Bridget K.,** Wen-fei Uva, and Jessica Hicks. 2005. Financial Benchmarks for Michigan Greenhouses. Southern Nursery Association Res. Conference Proceedings. 49:460-463.

**Behe, Bridget,** Rachel M. Walden, Roberto S. Lopez, Erik S. Runkle, Daniel M. Lineberger. 2004. Profile of Mid-west Orchid Buyers. Southern Nursery Association Res. Conference Proceedings. 48:436-440.

Dennis, Jennifer H., **Bridget K. Behe,** Rachel M. Walden, and R. Daniel Lineberger. 2004. Diamonds are Forever, but How Long Do Valentine's Day Roses Last? Southern Nursery Association Res. Conference Proceedings. 48: 550-552.

Duck, M.W., B.M. Cregg, F.F. Cardoso, R.T. Fernandez, **B.K. Behe,** and R.D. Heins. 2003. Can Antitranspirants Extend the Shelf Life of Table-Top Christmas Trees? Acta Horticulturae 618:153-163.

**Behe, Bridget,** Kathleen Kelley, Jim Heilig, and Rachel Walden. 2002. Survey of Southern Growers of Annuals and Perennials. Southern Nursery Association Res. Conference Proceedings. 45:516-518.

Phares, Meredith, Kathleen Kelley, and **Bridget Behe.** 2002. Telephone Survey Results Show that Home

- Landscapes and Important to Consumers. *S. Nurs. Assoc. Res. Conference Proceedings*. 45:516-518.
- Moore, Elizabeth, **Bridget Behe**, and Kathleen Kelley. 2001. Why Consumers Buy Potted Flowering Plants: A Focus Group Study of Master Gardeners. *Southern Nursery Association Res. Conference Proceedings*. 45:516-518.
- Heilig, James and **Bridget Behe**. 2001. Consumer Preferences for Alternative Table-top Christmas Trees. *Southern Nursery Association Res. Conference Proceedings*. 45:519-522.
- Moore, Elizabeth H., **Bridget K. Behe**, Arthur C. Cameron. 2000. Consumer Perceptions of Selected Flowering Plants. *Proceedings of the 14<sup>th</sup> International Symposium on Hort. Economics. Acta Hort* 536:521-528.
- Behe, Bridget**, Susan Barton, Charles Hall, Charles Safley, Robert McNeil, John Brooker, and Steve Turner. 2000. Relationship of Dollars Spent in the Garden Center and Perceptions of Product and Service Quality. *Southern Nursery Association Res. Conference Proceedings*. 44:542-545.
- Moore, Elizabeth, Jill Hardy, and **Bridget Behe**. 2000. Consumer Evaluation of 43 Poinsettia Cultivars. *Southern Nursery Association Res. Conference Proceedings*. 44:533-537.
- Hardy, Jill, **Bridget Behe**, and Thomas Page. 2000. Consumer Segmentation Based on Perceived Plant Knowledge and Gardening Involvement. *S. Nursery Assn. Res. Conference Proceedings*. 44:529-532.
- Heilig, James, Jill Hardy, **Bridget Behe**, and Thomas Page. 2000. Characteristics of Consumers using Professional Lawn Care and Landscape Services. *Southern Nursery Association Res. Conference Proceedings*. 44:525-528.
- Barton, Susan and **Bridget Behe**. 1999. The Role of Service and Product Quality in Meeting Customer Expectations. *Southern Nursery Association Res. Conference Proceedings* 43:477-480.
- Clendenen, Beth, **Bridget Behe**, Kira Bowen, and David Weaver. 1998. Evaluation of Disease Resistant Rose Varieties for the Southern Landscape. *S.Nursery Association Res. Conference Proc.* 42:78-81.
- Roark, Stan, **Bridget Behe**, Kira Bowen, Raymond Kessler, Jr. 1998. Evaluation of Weather-Based Scheduling of Antitranspirant Treatments for Control of Rose Blackspot Disease. *Southern Nursery Association Res. Conference Proceedings* 42:266-269.
- Behe, Bridget**, Paul Redman, and John Dole. 1998. Consumers Preferences for Poinsettia. *Southern Nursery Association Res. Conference Proceedings* 42:383-385.
- Nelson, Robert and **Bridget Behe**. 1998. How Important are Flower Color, Leaf Variegation, and Price in the Consumers Decision to Purchase Geraniums? *S. Nursery Association Res. Conference Proc.* 42:386-388.
- Hagan, A.K., B. **Behe**, J.R. Akridge. 1997. Control Strategies for Phytophthora Shoot Blight on Bedding Plants. *Southern Nursery Association Res. Conference Proceedings* 41:180-183.
- Behe, Bridget** and Catherine Walker. 1997. Use of Composted Waste Products and Fertilizers by Alabama Certified Nurseries. *Southern Nursery Association Res. Conference Proceedings* 41:323-325.
- Potter, Heath, David Williams, **Bridget Behe**, and Harry Ponder. 1997. Employee Training: Methods and Effectiveness. *Southern Nursery Association Res. Conference Proceedings* 41:366-68.
- Hudson, Jay, **Bridget Behe**, Harry Ponder, and Bill Barrick. 1997. A Service Quality Comparison of Traditional and

- Mass-Merchandising Garden Centers. Southern Nursery Association Res. Conf. Proceedings. 41:320-22.
- Bowen, Kira and **Bridget Behe**. 1997. Weather-Based Scheduling of Fungicide for Blackspot Disease Control on Hybrid Tea Roses in Alabama. Southern Nursery Association Res. Conference Proceedings 41:190-91.
- Roark, Stan, **Bridget Behe**, Kira Bowen, and J. Raymond Kessler. 1997. Use of Film-Forming Antitranspirants to Control Rose Blackspot. Southern Nursery Association Res. Conference Proceedings 41:192-93.
- Clendenen, Beth, **Bridget Behe**, and Kira Bowen. 1997. Evaluating Disease Resistance and Alternative Control Treatments for Old Garden Roses in the Southern Landscape. S. Nursery Assoc. Res. Conf. Proc. 41:188-189.
- Behe, Bridget**, Jay Hudson, Harry Ponder, and William Barrick. 1996. Product and Service Quality Perceptions of Five Traditional Garden Centers in Charlotte, North Carolina. S. Nursery Assn. Res. Conf. Proceedings 40:352-355.
- Tilt, Ken, **Bridget Behe**, David Williams, and Heath Potter. 1996. Hollies as Alternative Christmas Trees in Containers. Southern Nursery Association Res. Conference Proceedings 40:414-417.
- Hudson, Jay T., **B.K. Behe**, H.G. Ponder, and W.E. Barrick. 1996. Service Quality Evaluation of a Non-Traditional Garden Center. Southern Nursery Association Res. Conference Proceedings 40:349-351.
- Quinn, Darby, **Bridget Behe**, and Jimmy Witt. 1996. Pansy Performance in Alabama. Southern Nursery Association Res. Conference Proceedings 40:323-327.
- Montgomery, C.C., **B.K. Behe**, K.M. Tilt, J.L. Adrian, P.A. Duffy. 1996. Cost Comparison of Pot-in-Pot to Above-Ground and In-field Production Methods. Southern Nursery Association Res. Conference Proceedings 40:72-74.
- Bowen, Kira L. and **Bridget K. Behe**. 1996. Blackspot Disease Management on Hybrid Tea Roses in Alabama. Southern Nursery Association Res. Conference Proceedings 40:229-230.
- Montgomery, Chris, **Bridget Behe**, Joseph Eakes, and Tammy Krentz. 1995. Cultivar and IBA Concentration Influence Rooting of *Buddleia*. Southern Nursery Association Res. Conference Proceedings 39:36-39.
- Allen, Virginia and **Bridget Behe**. 1995. Media Amended with Broiler Litter Compost Affects Growth of Annuals. Southern Nursery Association Res. Conference Proceedings 39:89-91.
- Behe, Bridget** and Virginia Allen. 1995. Marketing Perennials in the Southeast. Southern Nursery Association Res. Conference Proceedings 39:379-381.
- Allen, Virginia, Lisa Beckett, and **Bridget Behe**. 1994. Bedding Plant Market Performance in the Southern Region States. Southern Nursery Association Res. Conference Proceedings 38:396-398.
- Behe, Bridget** and Lisa Beckett. 1994. Horticulture Industry Development 1970 to 1993: A Review. Southern Nursery Association Res. Conference Proceedings 38:399-401.
- Musgrove, Mary B., J. David Williams, **Bridget K. Behe**, and Kenneth M. Tilt. 1994. Survey of Employee Job Training at Retail Garden Centers in Alabama. S. Nurs. Assoc. Res. Conference Proceedings 38:405-408.
- Behe, Bridget K.** 1993. Consumer Concerns with Litter Products: Market Res. Results. National Poultry Waste Management Symposium Proceedings 146-149.
- Horn, Horace H. and **Bridget K. Behe**. 1993. Marketing Poultry By-Products. National Poultry Waste Management Symposium Proceedings 145-146.

- Beckett, Lisa and **Bridget Behe**. 1993. Comparison of Perennial Plant Businesses by Age. Southern Nursery Association Res. Conference Proceedings 37:366-368.
- Behe, Bridget** and Lisa Beckett. 1993. Product Mix Differences of Perennial Plant Producers. Southern Nursery Association Res. Conference Proceedings 37:364-366.
- Deneke, Fred and **Bridget Behe**. 1993. Performance Evaluation of Herbaceous Plants at Auburn University. Southern Nursery Association Res. Conference Proceedings 37:313-315.
- Strong, Stephen S., C. Fred Deneke, Kira L. Bowen, **Bridget K. Behe** and Gary J. Keever. 1993. Transmission of *Phytophthora parasitica* in an Ebb and Flow Subirrigation System. S.Nurs. Assn. Res. Proc. 37:52-53.
- Deneke, Fred, **Bridget Behe**, and John Olive. 1993. Influence of Subirrigation on Post-production longevity of Poinsettias. Southern Nursery Association Res. Conference Proceedings 37:392-394.
- Behe, Bridget**, Lillie Purvis, James Donald, and Charles Gilliam. 1993. Positioning Strategy for a Growing Medium Amended with Composted Broiler Litter. Southern Nursery Association Res. Conference Proceedings 37:361-363.
- Behe, Bridget** and Lisa Beckett. 1992. Merchandising Strategies of Perennial Plant Businesses. Southern Nursery Association Res. Conference Proceedings 36:345-347.
- Beckett, Lisa and **Bridget Behe**. 1992. Profile of the Owner or Active Manager of a Perennial Plant Business. Southern Nursery Association Res. Conference Proceedings 36:343-344.
- Behe, Bridget**, Charles Gilliam, and Jim Donald. 1992. Consumer Evaluation of a Soilless Potting Mix with Composted Broiler Litter. S. Nursery Association Res. Conference Proceedings, 36:348-349.
- Craven, J.B., L.J. Kutz, and **B.K. Behe**. 1992. Evaluation of Photoelectric Sensors for Robotic Transplanting. Southern Nursery Association Res. Conference Proceedings 36:27-29.
- Behe, Bridget K.** 1992. Marketing Alabama Greenhouse Crops. Proceedings of the 1990 Alabama Nursery Summer Seminar 85-88.
- Behe, Bridget** and Charles Gilliam. 1991. Characteristics of Alabama's Nursery Industry: Comparison by Age of Business. Southern Nursery Association Res. Conference Proceedings 35:207-209.
- Beckett, Lisa, **Bridget Behe**, and Charles Gilliam. 1991. Characteristics of Alabama's Nursery Industry: Comparison of Proprietorships and Corporations. Southern Nursery Association Res. Conference Proceedings 35:28-30.
- Brown, David, Joe Eakes and **Bridget Behe**. 1991. Moisture Stress: An Alternative Means of Height Control of B-Nine? Southern Nursery Association Res. Conference Proceedings 35:31-33.
- Purvis, Ginger, **Bridget Behe**, and Charles Gilliam. 1991. Consumer Preferences for Annual Bedding Plant Containers. Southern Nursery Association Res. Conference Proceedings 35:25-27.

## Experiment Station Circulars

- Behe, Bridget K.**, Lisa Beckett, Catherine Walker. 1995. Increasing Supermarket Floral Sales with Floral Demonstrations. Alabama Agricultural Experiment Station Bulletin 626.
- Williams, J.D., **B.K. Behe**, C.C. Montgomery, J.B. Witt, and L.M. Beckett. 1994. Winter Trial Garden Results. Alabama Agricultural Experiment Station Circular 313.
- Behe, Bridget K.**, C. Fred Deneke, James B. Witt, Lisa M. Beckett, and C. Chris Montgomery. 1994. 1993 Annual Trial Garden Results. Alabama Agricultural Experiment Station Circular 312.
- Behe, B.K.**, C.F. Deneke, A. McDow, and D. Land. 1991. Hardy Chrysanthemum Trial. Ornamental Res. Report, Series 7:13-14.

## Other Experiment Station Publications

- Behe, Bridget K.** and Mary R. Wilson. 2003. Consumer Preference Survey for Hanging Baskets. Nursery and Landscape Res. Projects and Educational Programs 2002. Michigan State University special pub., p. 36.
- Baldwin, Tamika, **Bridget Behe**, Rachel Walden, and Jennifer Hall-Dennis. 2003. Consumers Still Prefer Red Poinsettias. Nursery and Landscape Res. Projects and Educational Programs 2002. Michigan State University special publication. p. 36-38.
- Bryant, Shanel, **Bridget Behe**, Jennifer Hall-Dennis, Rachel Walden, Susan Barton, and Daniel Warnock. 2003. Garden Show Visitors Evaluate Landscape Service Quality. Nursery and Landscape Res. Projects and Educational Programs 2002. Michigan State University special publication. p. 38-41.
- Behe, Bridget**, Art Cameron, Kathy Kelley, Elizabeth Moore, Erin Nausieda, Beth Fausey, Royal Heins, and Will Carlson. 2002. Turning Perennials Inside Out. Nursery and Landscape Res. Projects and Educational Programs Booklet 2001. Published by Michigan State University. Diane Brown-Rytlewski ed. p14-17.
- Phares, Meredith, Kathleen Kelley, and **Bridget Behe**. 2002. Telephone Survey Results Show That Home Landscapes are Important to Consumers. Nursery and Landscape Res. Projects and Educational Programs Booklet 2001. Published by Michigan State University. Diane Brown-Rytlewski ed. p45-46.
- Behe, Bridget** and Susan Barton. 2002. Consumer Perceptions of Product and Service Quality Attributes in Six U.S. States. Nursery and Landscape Res. Projects and Educational Programs Booklet 2001. Published by Michigan State University. Diane Brown-Rytlewski editor. p46-48.
- Behe, Bridget**, Elizabeth Moore, and Art Cameron. 2002. Examining Consumer Perceptions About Selected Flowering Perennial Plants. Nursery and Landscape Res. Projects and Educational Programs Booklet 2001. Published by Michigan State University. Diane Brown-Rytlewski editor. p48-50.
- Hardy, Jill, **Bridget K. Behe**, Thomas J. Page, Robert E. Schutzki, R. Thomas Fernandez, D. Bradley Rowe. 2002. Consumer Preferences for Plant Size, Type of Plant Material and Design Sophistication in Residential Landscaping. Nursery and Landscape Res. Projects and Educational Programs Booklet 2001. Published by Michigan State University. Diane Brown-Rytlewski editor. p 50-51.
- Frank, Chris, Eric Simonne, **Bridget Behe**, Robert Nelson, Amy Simonne. 1997. Consumer Preferences for Color, Price, and Vitamin C Content in Bell Peppers. Fruit and Vegetable Res. Report, Alabama Agricultural Experiment Station Res. Report Series No. 14:28.



- Behe, Bridget K.** and Catherine M. Walker. 1997. Use of Composted Organic Waste Products and Fertilizers in Alabama Nurseries. Alabama Agricultural Experiment Station Ornamentals Res. Report. 11:6-7.
- Kessler, J. Raymond and **Bridget K. Behe**. 1997. Slag Fiber as a Potting Media Component Affects Growth of Poinsettia. Alabama Agricultural Experiment Station Ornamentals Res. Report. 11:21-22.
- Hudson, Jay T., **Bridget K. Behe**, Harry G. Ponder, and William E. Barrick. 1997. Consumer Perceptions and Expectations of Garden Center Product and Service Quality. Alabama Agricultural Experiment Station Ornamentals Res. Report. 11:22-24.
- Quinn, Darby M, **Bridget K. Behe**, J. Raymond Kessler, and James S. Bannon. 1997. Summer Annual Performance in the Southern Landscape. Ala. Ag. Expt. Sta. Ornamentals Res. Report. 11:24-25.
- Potter, Heath, J. David Williams, **Bridget K. Behe**, and Harry G. Ponder. 1997. Employee Training Increases Knowledge: Three Methods Equally Effective. Alabama Agricultural Experiment Station Ornamentals Res. Report. 11:26-27.
- Hagan, Austin K., **Bridget K. Behe**, and J. Randall Akridge. 1997. Phytophthora Resistant Annual and Perennial Flowers Found. Alabama Agricultural Experiment Station Ornamentals Res. Report. 11:34.
- Clendenen, F. Beth, **Bridget K. Behe** and Kira L. Bowen. 1997. Evaluation of Disease Resistant Roses and Alternative Control Treatments. Ala. Ag. Experiment Station Ornamentals Res. Report. 11:40.
- Roark, R. Stan, **Bridget K. Behe**, Kira L. Bowen, and J. Raymond Kessler. 1997. Evaluation of Antitranspirant Materials for Blackspot Control on Roses. Ala. Ag. Expt. Station Ornamental Res. Report. 11:41-42.
- Frank, Chris, Eric Simonne, **Bridget Behe**, Robert Nelson, and Amy Simonne. 1997. Consumer Preferences for Color, Price, and Vitamin C Content in Bell Peppers. Fruit and Vegetable Res. Report, Alabama Agricultural Experiment Station Res. Report Series No. 14:28.
- Adrian, J.L., C.C. Montgomery, **Bridget K. Behe**, Patricia A. Duffy, and Kenneth M. Tilt. 1996. Alternative Production Method Feasible for Landscape Nurseries. Highlights of Agricultural Res. 3:3-4.
- Bowen, K.L., **B.K. Behe**, and E.A. Guertal. 1996. Management Key to Controlling Blackspot Disease in Roses. Alabama Agricultural Experiment Station Highlights of Agricultural Res. 43:5-6.
- Guertal, Elizabeth A., **Bridget K. Behe**, Joe M. Kemble, and David G. Himelrick. 1996. New Uses for Broiler Litter. Highlights of Agricultural Res. 43:3-4.
- Behe, Bridget K.** and Robert G. Nelson. 1995. Consumer Preferences for Geranium Flower Color, Leaf Variegation, and Price. Highlights of Agricultural Res. 42:7-8.
- Tilt, Kenneth M., **Bridget K. Behe**, J. David Williams, Kathryn G. Besong, and J. Heath Potter. 1995. Survey of Preferences for Alternative Christmas Trees. Highlights of Agricultural Res. 42(4):3-4.
- Allen, Virginia V., and **Bridget K. Behe**. 1995. Broiler Litter Affects Growth of Annuals and Perennials. Alabama Agricultural Experiment Station Ornamentals Res. Report 10:2.
- Behe, Bridget K.**, Catherine M. Walker, C. Chris Montgomery, James B. Witt, and J. David Williams. 1995. Landscape Performance of Fall and Summer Annuals. Alabama Agricultural Experiment Station Ornamentals Res. Report 10:3-5.

- Behe, Bridget K.**, and Catherine M. Walker. 1995. National Bedding Plant Production Increasing. Alabama Agricultural Experiment Station Ornamentals Res. Report 10:6-7.
- Behe, Bridget K.** And Robert G. Nelson. 1995. Consumer Preferences for Geranium Flower Color, Leaf Variegation, and Price. Alabama Agricultural Experiment Station Ornamentals Res. Report 10:8.
- Montgomery, C. Chris, **Bridget K. Behe**, D. Joseph Eakes, and Tammy S. Krentz. 1995. *Buddleia* Varieties Root Differently in Response to Rooting Hormone. Alabama Agricultural Experiment Station Ornamentals Res. Report 10:44-45.
- Krentz, Tammy S., and **Bridget K. Behe**. 1995. Comparison of *Buddleia* Cultivars as Cut Flowers. Alabama Agricultural Experiment Station Ornamentals Res. Report 10:45-46.
- Tilt, Kenneth M., **Bridget K. Behe**, J. David Williams, Mary K. Gaylor, and J. Heath Potter. 1995. Survey of Preferences for Alternative Christmas Trees. Ala. Agricultural Experiment Station Ornamentals Res. Report 10:49-50.
- Bowen, Kira L., **Bridget K. Behe** and Gloria R. Garner. 1995. Mulches Reduce Blackspot Disease Severity on Roses. Highlights of Agricultural Res. 42:10-11.
- Deneke, C.F., **B.K. Behe**, J.D. Williams, and J.S. Bannon. 1993. All-American Selections Display Garden Yielding Information on Bedding Plants. Highlights of Agricultural Res. 41:8.
- Behe, Bridget K.**, Lillie V. Purvis, Lisa M. Beckett, James O. Donald, and Charles H. Gilliam. 1993. Consumers Favorably Evaluate a Growing Medium Containing Broiler Litter Compost. Alabama Agricultural Experiment Station Ornamental Res. Report, Series 8:40.
- Chege, Catherine, C. Frederick Deneke, and **Bridget K. Behe**. 1993. Production and Postproduction of Brazilian Verbena as a Cut Flower. Alabama Agricultural Experiment Station Ornamental Res. Report, Series 8:3.
- Deneke, C. Frederick, **Bridget K. Behe**, and John W. Olive. 1993. Influence of Subirrigation on Postproduction Longevity of Poinsettias. Alabama Agricultural Experiment Station Ornamental Res. Report, Series 8:4.
- Strong, Stephen S., C. Frederick Deneke, Kira L. Bowen, **Bridget K. Behe**, and Gary J. Keever. 1993. Transmission of *Phytophthora parasitica* in an Ebb and Flower Subirrigation System. Alabama Agricultural Experiment Station Ornamental Res. Report Series. 8:30.
- Deneke, C. Frederick, **Bridget K. Behe**, and Jim Bannon. 1993. Performance Evaluation of Annual Bedding Plants. Alabama Agricultural Experiment Station Ornamental Res. Report, Series 8:4-5.
- Behe, Bridget K.** and Lisa M. Beckett. 1993. Perennial Plant Producers Profiled. Alabama Agricultural Experiment Station Ornamental Res. Report, Series 8:6.
- Strong, S.S., C.F. Deneke, **B.K. Behe**, and K.L. Bowen. 1993. Transmission of *Phytophthora* Root Rot in an Ebb and Flower Subirrigation system. Highlights of Agricultural Res. 40:12.
- Purvis, L.V., **B.K. Behe**, C.H. Gilliam, and J.O. Donald. 1992. Composted Broiler Litter is Acceptable in a Horticulture Potting Mix. Highlights of Agricultural Res. 39:4.
- Behe, B.K.**, C.F. Deneke, and G.J. Keever. 1992. New Nandina Varieties Show Promise for Supermarket Sales. Highlights of Agricultural Res. 39:5.

- Behe, B.K.**, C.F. Deneke and G.J. Keever. 1991. Postproduction and Marketing of *Nandina domestica* as a Potted Foliage Plant. Ornamental Res. Report, Series 7:6.
- Behe, B.K.**, G. Purvis, and C.H. Gilliam. 1991. Consumer preferences for Annual Bedding Plant Containers. Ornamental Res. Report, Series 7:12.
- Behe, B.K.** and L. Beckett. 1991. Profile of the Perennial Plant Industry. Ornamental Res. Report, Series 7:14-15.
- Deneke C.F., **B.K. Behe**, and J. Olive. 1991. Influences of Subirrigation on Postproduction Longevity of Poinsettias. Ornamental Res. Report, Series 7:15-16.
- Purvis, L.V., **B.K. Behe**, and C.H. Gilliam. 1991. Consumer Survey Identifies Most Popular Plant Containers. 1991. Highlights of Agricultural Res. 38:5.
- Behe, Bridget**, John Adrian, and Charles Gilliam. 1990. Nursery Industry Important to Alabama's Economy. Highlights of Agricultural Res. 37:4.
- Brown, D.R., D.J. Eakes, and **B.K. Behe**. 1990. Moisture Stress as a Means of Height Control for Vegetable Transplants. Highlights of Agricultural Res. 37:13.
- Adrian, J.L., T.E. Johnson, and **B.K. Behe**. 1990. Retail Nurseries and Garden Centers Important to Ornamentals Industry. Highlights of Agricultural Res. 37:14.

### **Electronic Publications**

- Behe, Bridget K.** 2018. Marketing Munchie Podcast Series. Episodes 1-28. <http://connect-2-consumer.com>
- Behe, Bridget** and Carol Miller. 2015. Expanding the Garden Consumer Base in Ohio. 2015. Meister Media ebook.
- Hall, Charles R., **Bridget K. Behe**, Jeff Korhan, and Chengyan Yue. 2012. American Floral Endowment Online Guide to Social Media. <http://www.floralmarketingRes.fund.org/>
- Behe, Bridget K.** 2011. Poinsettia Care and Handling. MSU Extension's EZ Plant and Grow Tips. <http://expeng.anr.msu.edu/uploads/files/8/PoinsettiaCare.pdf>
- Betz, Roger, Tom Fernandez, Tom Dudek, **Bridget Behe**, Jeanne Himmelein, and Erik Runkle. 2010. Estimating the Production Costs of Greenhouse Crops. MSU Extension DVD 031.

## Cooperative Extension and Trade Press Publications

- Behe, Bridget K.** 2018. Plant Pricing Begins with Costs, But Doesn't End There. Garden Center Magazine. July:30-38.
- Lindberg, Heidi and **Bridget Behe**. [Socializing Gardening](#). GREEN Profit Magazine. September 1, 2017. 34-36.
- Behe, Bridget** and Heidi Lindberg. [Appealing to Foodies](#). GREEN Profit Magazine. October, 2017. 34-36.
- Lindberg, Heidi and **Bridget Behe**. [Taste, Play Educate](#). GREEN Profit Magazine. November, 2017, 30-31.
- Behe, Bridget and Heidi Lindberg. [Tracking Trends](#). GREEN Profit Magazine. December, 2017, 36-37.
- Behe, Bridget K.** 2016. Make Your Retail Displays More Eye-Catching. Great Lakes Christmas Tree Journal (Summer): 10-12.
- Behe, Bridget.** 2015. Necessity is the Mother of Reinvention: 7 Principles of a Responsive, Flexible, Profitable Business. AmericanHort Connect 8:4, 5, 12.
- Behe, Bridget K.** 2015. Women Shoppers: Different Styles and What Attracts Them. AmericanHort Connect Bulletin. 7:2-3, 7.
- Wollaeger, Heidi, Kristin Getter, and **Bridget Behe**. 2015. If You Don't Spray, Will They Pay? Green Profit 30-33.
- Behe, Bridget K.** 2014. Foliage for the Great Indoors. Greenhouse Management 34(4):41-43.
- Behe, Bridget K.**, Susan Hogan, and Carol Miller. 2014. Younger Consumers Think Gardening Is Good, But Hard Work, Time Consuming And Dirty <http://www.todaysgardencenter.com/10-project/younger-consumers-think-gardening-is-good-but-hard-work-time-consuming-and-dirty-10-project/> Accessed on Jan 23.
- Getter, Kristin L. and **Bridget K. Behe**. 2013. Consumer Willingness to Purchase *Impatiens walleriana* Alternatives. OFA Bulletin 942:1, 4-6.
- Behe, Bridget K.** and Susan Hogan. 2013. 5 Surprising Things You Need to Know About Young Customers. Today's Garden Center. 10(6):8-12.
- Behe, Bridget K.** 2013. Back to Basics. Greenhouse Management 32(3):66.
- Behe, Bridget K.** 2013. The Benefit of Varying Plant Prices. Garden Center 19(1):32-35.
- Yue, C., A. Rihn, C. Hall, and **B. Behe**. 2013. Special Res. Report #705: Public Benefits Longevity Guarantees: Consumer Preferences for Guarantees. OFA Bulletin 940 (July/Aug.): 24-27.
- Behe, Bridget K.** 2013. Women Shoppers: Different Styles and What Attracts Them. OFA Bulletin 939:1,3,4.
- Behe, Bridget K.** 2013. In the Blink of an Eye. Ohio Produce Growers & Marketers Association Today. Winter: 22-23.
- Behe, Bridget K.** 2012. Stay Ahead of the Curve. Greenhouse Management 31(12):18-23.
- Behe, Bridget.** 2012. Pricing for Retailers. Lawn & Garden Retailer 11(10):46.
- Behe, Bridget.** 2012. Bundle of Products Equals Bundle of Profit? Greenhouse Management 31 (11):17.

- Behe, Bridget K.** 2012. Niche Marketing: Communicating the Benefits of Our Products. *Garden Center* 18(7):95.
- Behe, Bridget K.** 2012. Pricing Products in Portfolios. *Greenhouse Management* 31(10):17.
- Behe, Bridget K.** 2012. The Value of Benchmarking. *OFA Bulletin*. 934(4):1, 12-14.
- Behe, Bridget K.** 2012. Weather – Or Not? *Greenhouse Management*. 32(4):18-21.
- Behe, Bridget K.,** Allison Jones, Kristin Getter, Tom Fernandez, and Thomas Dudek. 2012. Do You See What I See? Spring Plant Shopping in Michigan. *OFA Bulletin* March/April (932): 4-6.
- Yue, Chengyan, Alicia Rihn, **Bridget Behe**, and Charlie Hall. 2012. Creating a Meaningful Connection between Gift Giving and Flowers. *Am. Floral Endowment, Special Res. Report*. *OFA Bulletin* March/April (932): 24.
- Behe, Bridget K.** 2012. The Power in Labels. *Greenhouse Management*. 32(1):22-23.
- Behe, Bridget K.** 2011. Don't Be Afraid of Failure. *Greenhouse Management*. 31(11):64-66.
- Behe, Bridget K.** 2011. All things water. *Greenhouse Management*. 31(9):79-81.
- Behe, Bridget K.** 2011. Necessity is the Mother of Reinvention: 7 Principles of a Responsive, Flexible Profitable Business. *Ohio Produce Growers & Marketers Association Bulletin*, Summer: 12-13.
- Behe, Bridget K.** 2011. Get the MOST for New Products. *GMPPro*. 31(7):82-84.
- Behe, Bridget K.** 2011. Necessity is the Mother of Reinvention: 7 Principles of a Responsive, Flexible Profitable Business. *OFA Bulletin* 928 (July/Aug): 1, 6, 7.
- Behe, Bridget K.** 2011. How Green are Consumers? *Greenhouse Management* 31(5):37-39.
- Behe, Bridget K.** 2011. What do Customers Want? *GMPPro*. March 31(3):66-68.
- Ben Campbell, **Bridget Behe**, Charlie Hall, Jennifer Dennis, Roberto Lopez, and Chengyan Yue. 2011. Demand for Sustainability, Part 4: The Value of Biodegradable Containers. *Greenhouse Grower* April: 40-44.
- Bridget Behe**, Ben Campbell, Jennifer Dennis, Charlie Hall, Roberto Lopez, and Chengyan Yue. 2011. Demand for Sustainability, Part 3: No Two Consumers are Alike. *Greenhouse Grower* March: 42-47.
- Roberto Lopez, Jennifer Dennis, **Bridget Behe**, Charlie Hall, Chengyan Yue, and Ben Campbell. 2011. Demand for Sustainability, Part 2: What are Growers Doing About Sustainability? *Greenhouse Grower* February: 32-36.
- Hall, Charlie, **Bridget Behe**, Ben Campbell, Jennifer Dennis, Roberto Lopez, and Chengyan Yue. 2011. Demand for Sustainability, Part 1: How Appealing are Biodegradable Containers? *Greenhouse Grower* January: 74-76.
- Behe, Bridget** and Lingyun He. 2011. Michigan and Midwestern Nursery Production Practices Part III. *The Michigan Landscape*. 54(4): 57-60.
- Behe, Bridget** and Lingyun He. 2011. Michigan and Midwestern Nursery Production Practices Part II. *The Michigan Landscape*. 54(3): 49-51.
- Behe, Bridget** and Lingyun He. 2011. Michigan and Midwestern Nursery Production Practices Part I. *The Michigan Landscape*. 54(2): 37-41.

- Behe, Bridget K.** 2011. We're All in this Together. *GMP* 31(1):23-25.
- Behe, Bridget.** 2011. Achieving Success in a New Economy: Ten Tips to Top Notch Performance. *OFA Bulletin* 925(Jan./Feb.): 1, 11-12.
- Behe, Bridget.** 2010. Tweet, blog, post, friend? What's a Business to Do? *NMP* 26(12):42-44.
- Behe, Bridget.** 2010. Tweet, blog, post, friend? What's a Business to Do? *GMP* 30(11):48-49.
- Behe, Bridget.** 2010. Walk, Run, Race: Winning the Marketing Marathon for Beginners, Intermediates, & Advanced Professionals. *OFA Bulletin* 923 (Sept/Oct):1,9-11.
- Behe, Bridget.** 2010. The Pricing Game. *Nursery Management & Production.* 26(8):32-38.
- Behe, Bridget.** 2010. Merchandising Throughout the Year. *OFA Bulletin* 921:1, 9-11.
- Behe, Bridget.** 2010. Pricing Begins with Costs, but Doesn't End There. *GMP* 30(5):32-33.
- Hall, Charles, Ben Campbell, **Bridget Behe**, Jennifer Dennis, Roberto Lopez, and Chengyan Yue. 2010. Production Technology: Special Report. The Appeal of Biodegradable Packaging to Floral Consumers. *OFA Bulletin.* 920:28-29.
- Behe, Bridget K.** 2010. Value is in the Eye of the Beholder. *GMP* 30(3):36-37.
- Behe, Bridget.** 2010. Insight from Consumer Res. *GPN* magazine. 20(3):24-27.
- Behe, Bridget K.** 2010. Integrative Marketing. *OFA Bulletin.* 919 1, 5-9.
- Behe, Bridget K.** 2010. Timing Is Everything . . . Well, It Counts a Lot. *GMP* 30(1):32-33.
- Hodges, Alan W., Charles R. Hall, **Bridget K. Behe**, Jennifer H. Dennis, and Robin G. Brumfield. 2009. Regional Benchmarking Survey: Sales Processes. *NMP* 25(12):35-37.
- Behe, Bridget K.** 2009. Time to Check in With Your Customers. *GMP* 29(11):28-29.
- Hodges, A.W., Charlie R. Hall, **Bridget K. Behe**, Jennifer H. Dennis, and Robin G. Brumfield. 2009. Regional Benchmarking Survey: Production Practices. *NMP* 25(11):24-27.
- Hodges, A.W., Charlie R. Hall, **Bridget K. Behe**, Jennifer H. Dennis, and Robin G. Brumfield. 2009. Regional Benchmarking Survey: Sales and Employment. *NMP* 25(10):30-35.
- Behe, Bridget K.** 2009. Connect with Consumers on Sustainability and the Environment. *GMP* 29(9):40-42.
- Behe, Bridget K.** 2009. Color Sells, But What More Can I Do? *OFA Bulletin* 917: (Sept./Oct.) 1, 9-11.
- Behe, Bridget K.** 2009. Debriefing: Jump Start on Next Year. *GMP* 29(7):47-48.
- Behe, Bridget K.** 2009. Connect with Consumers on Sustainability and the Environment. *Great Lakes Christmas Tree Journal* Summer 2009:32-35.
- Behe, Bridget K.** 2009. Tough Times Call for Continued Talk. *GMP* 29(5):38-40.

- Behe, Bridget.** 2009. Brick and Mortar Meets Click and Order. OFA Bulletin 915 (May/June):11-12.
- Behe, Bridget K.** 2009. Train for Success. GMPro 29(1):50-52.
- Behe, Bridget K.** 2008. Everyone can learn from the Bachman's. GMPro 28(11):42-43.
- Behe, Bridget K.** 2008. Gardening Has Been about Lifestyle! Western Nurs. & Land. Association. 10(3):19.
- Behe, Bridget K.** 2008. Green Thumbs, Green Dollars. Plantings (Special Landscaping Supplement to Lawn & Garden Retailer). pages 4-7.
- Behe, Bridget K.** 2008. Does Your Company have the Formula for Success? GMPro 28(7):88-89.
- Behe, Bridget K.** 2008. Gardeners are Looking for Information Online and Making Purchases. Western (The Magazine of the Western Nursery and Landscape Association). Summer: 8-9.
- Behe, Bridget K.** 2008. The ABCs of Gen X and Y and B (Boomers not Zoomers!). OFA Bulletin 909 (July/August): 4-5.
- Behe, Bridget K.** 2008. Who Will You Inspire? GMPro 28(5):45-46.
- Behe, Bridget K.** 2008. Examine Your Financial Sustainability to Stay on Track. GMPro 28(3):54-55.
- Behe, Bridget K.** 2008. Achieve, Plan Your 2008 Financial Goals. GMPro 28(1):78-79.
- Behe, Bridget** and Tom Dudek. 2008. For Some, the Price is Right. OFA Bulletin 906 (Jan./Feb.): 1,3,4-5.
- Behe, Bridget K.** 2007. Survey Reveals What Consumers Think. GMPro 27(11): 54-56.
- Behe, Bridget K.** 2007. The Facts Are In: Plants Improve Property Values. NMPro guest column, 23(10):24.
- Behe, Bridget K.** 2007. Was It Something I Said? Strategies for Improving Customer Loyalty. OFA Bulletin 904:1, 7-8.
- Behe, Bridget K.** 2007. Let's Integrate More Plants into Outdoor Living Areas. GMPro 27(9):70-71.
- Behe, Bridget K.** 2007. You Gotta Keep Score to Win. GMPro 27(7):86-87.
- Behe, Bridget K.** 2007. What's your Competition Strategy? GMPro 27(5):57-61.
- Behe, Bridget.** 2007. The Landscape-enhanced Home. Lawn & Garden Retailer 6(5):10-13.
- Behe, Bridget K.** 2007. Dancing with a Gorilla. GMPro 27(3):49-51.
- Behe, Bridget K.** 2007. Look Online to Increase Sales. GMPro 27(1):106-107.
- Behe, Bridget K.** 2006. Surprise! Renters do Garden. GMPro 26(11):58-60.
- Behe, Bridget K.** 2006. Res. Shows Why Consumers are Loyal. GMPro 26(9): 79-81.
- Behe, Bridget K.** 2006. What Can Customer Loyalty Programs Do for You? GMPro 26(7):95-97.

- Behe, Bridget** and Charles Hall. 2006. Quality Landscaping Can Add Value to Tennessee Homes. Tennessee Green Times. 7(2):13-20.
- Behe, Bridget K.** 2006. The Business of Paradigms. GMPro 26(5):69.
- Behe, Bridget K.** 2006. What's Your Brand Promise? GMPro 26(3): 61-63.
- Behe, Bridget K.** , J. Hardy, S. Barton, J. Brooker, T. Fernandez, C. Hall, J. Hicks, R. Hinson, P. Knight, R. McNeil, T. Page, B. Rowe, C. Safley, and R. Schutzki. 2006. Landscape plant material, size, and design sophistication increase perceived home value. The Michigan Landscape (March):18-25.
- Behe, Bridget K.** 2006. Older Gardeners Buy More. GMPro 26(1):97-99.
- Behe, Bridget K.** 2006. Pricing Greenhouse Crops. Northwest Ohio Floriculture Commercial Resource. 2(1):6.
- Behe, Bridget K.** 2005. Focus on Solving Problems. GMPro 25(11): 60-61.
- Behe, Bridget K.** 2005. Simplify Consumer Plant Choices. GMPro 25(9): 82-83.
- Behe, Bridget K.** 2005. Conversations Should Focus More on Ethical Behavior. GMPro 25(7):91-92.
- Behe, Bridget K.** 2005. 7 Items Retailers Wish You Knew. GMPro 25(5): 65-66.
- Behe, Bridget K.** 2005. Customer Satisfaction Plays a Role in Repeat Business. GMPro 25(3):58-61.
- Behe, Bridget K.** 2005. Heroes offer skill insights. GMPro 25(1): 82-83.
- Behe, Bridget K.** 2004. More than a Suggestion Box. GMPro 24(11):68-72.
- Behe, Bridget K.** 2004. Miss Manners Pays a Visit. GMPro 24(9):68-72.
- Behe, Bridget K.** 2004. Review, Revise, Renew. GMPro 24(7):82.
- Behe, Bridget K.** 2004. How to Make Bundles of Money. GMPro 24(5):52.
- Behe, Bridget K.** 2004. Growing Your Business. GMPro 24(3):58.
- Behe, Bridget K.** 2004. Redefine Your Pricing Strategy to Communicate Proper Message. GMPro 24(1):81-82.
- Behe, Bridget K.**, Kevin Brothers, Tom Fernandez, Rachel Walden, and Dan Lineberger. 2004. Which Flowering Shrubs Could Retailers Market as Indoor Flowering Potted Plants? Ohio Florists Association Bulletin 882 (Jan. Feb.):4-5.
- Behe, Bridget K.** 2003. Better Pricing Can Bring You Past Break Even to Profit. GMPro 23(11):51-53.
- Behe, Bridget K.** 2003. Can business success come from a standard recipe? GMPro 23(9):63-66.
- Behe, Bridget K.** 2003. Luxury for the Masses. GMPro 23(7):92-93.
- Bryant, Shanel, **Bridget Behe**, Jennifer Hall-Dennis, Rachel Walden, Susan Barton, and Daniel Warnock. 2003. Garden Show Visitors' Evaluations. The Michigan Landscape 46(3):57-61.



- Behe, Bridget K.** 2003. Survey customers to collect market data for next year. *GMPPro* 23(5):64-65.
- Behe, Bridget K.** 2003. Track your competition. *GMPPro* 23(3):58-59.
- Behe, Bridget K.** 2003. Monitor Advertising Expenses. *GMPPro* 23(1):78-81.
- Behe, Bridget K.** 2002. Sharpen Your Customer Focus. *GMPPro* 22(10):66-68.
- Barton, Susan S., **Bridget Behe**, Charles R. Hall, John J. Haydu, Roger Hinson, Robert E. McNiel, Travis D. Phillips, Russell D. Powell, Forrest E. Stegelin. 2002. Establishing and Operating a Garden Center: Requirements and Costs. *Natural Resource, Agriculture, and Engineering Service Bulletin* 161. 66 pages.
- Cameron, Art, Beth Fausey, **Bridget Behe**, Kevin Kern, Liz Moore and Will Carlson. 2002. Turning Perennials Inside Out: Pennisetum. *GMPPro* 22(8):68-70.
- Behe, Bridget K.** 2002. Inspire your customers to spend money on gardening. *GMPPro* 22(7):104-106.
- Fausey, Beth, Art Cameron, **Bridget Behe**, Liz Moore, Kevin Kern, and Will Carlson. 2002. Turning Perennials Inside Out: *Geranium dalmaticum*. *GMPPro* 22(6):29-30.
- Behe, Bridget**, Art Cameron, Kathy Kelley, Elizabeth Moore, Erin Nausieda, Beth Fausey, Royal Heins, and Will Carlson. 2002. Turning Perennials Inside-Out. *The Michigan Landscape*. 45(3): 52, 53, 56, 57.
- Behe, Bridget**, Art Cameron, Rachel Walden, Beth Fausey, Kathy Kelley, Liz Moore, Erin Nausieda, Kevin Kern, and Will Carlson. 2002. Turning Perennials Inside Out: Echinacea. *GMPPro* 22(5):52-54.
- Behe, Bridget**, Art Cameron, Rachel Walden, Beth Fausey, Kathy Kelley, Liz Moore, Erin Nausieda, Kevin Kern, and Will Carlson. 2002. Turning Perennials Inside Out: Aquilegia. *GMPPro* 22(4):18-21.
- Duck, Marcus W., Bert Cregg, and **Bridget K. Behe**. 2002. Tabletop Trees for Profit. *NM Pro*18(3):45-48.
- Behe, Bridget**, Jennifer L. Hall-Dennis, Rachel M. Walden. 2002. 2001 Season Sales Summary. *Ohio Florists Association Special Edition*, March, pages 1-8.
- Behe, Bridget K.**, Art Cameron, Kathy Kelley, Liz Moore, Erin Nausieda, Beth Fausey, Kevin Kern, and Will Carlson. 2002. Turning Perennials Inside Out: Campanula. *GMPPro* 22(3):22-25.
- Behe, Bridget K.** 2002. Well-planned Retail Displays Serve as Silent Salespeople. *GMPPro* 22(3):60-63.
- Behe, Bridget K.**, Art Cameron, Kathy Kelley, Liz Moore, Erin Nausieda, Beth Fausey, Kevin Kern, and Will Carlson. 2002. Turning Perennials Inside Out: Lavender. *GMPPro* 22(2):20-22.
- Fernandez, Tom, **Bridget K. Behe**, and Jill Hardy. 2002. Landscaping Large: Adding Value to Homes with Large Plant Material. *The Michigan Landscape*, 45(1):49-52.
- Behe, Bridget K.** 2002. Setting Prices is Both Art and Science for Growers. *GMPPro* 22(1):74-76.
- Behe, Bridget K.**, Jennifer Hall-Dennis, and Rachel Walden. 2002. 2001 Season Sales Summary. *GMPPro* 22(1):52-54.
- Behe, Bridget**, Art Cameron, Kathy Kelley, Liz Moore, Erin Nausieda, Beth Fausey, Kevin Kern, and Will Carlson. 2002. Turning Perennials Inside Out. *GMPPro* 22(1):32-35.

- Behe, Bridget K.** 2001. Petals for the Paranormal. Floral Retailing Care & Handling Column. 14(9):40.
- Behe, Bridget K.** 2001. To Improve Ad Effectiveness, Ask Peoples Permission First. GMPro 21 (9):66-68.
- Behe, Bridget K.** 2001. Poinsettia Novelty Varieties: Understanding their Niche. Ohio Florists Association Bulletin 860:2-4.
- Behe, Bridget K.** 2001. Zip Codes Can Provide Valuable Information on about Your Customers. GMPro 21(7):86-87.
- Kelley, Kathleen M. and **Bridget K. Behe.** Chefs' Perceptions and Uses of Colossal Chestnuts. 2001. Midwest Nut Producers Council Newsletter. February 1-2.
- Behe, Bridget K.** 2001. Varying Retail Markets Bring Risks, Rewards. GMPro Marketing Column 21(5):65-67.
- Behe, Bridget K.** 2001. Chase Away the Chill. Floral Retailing Care & Handling Column. 14(7):46.
- Behe, Bridget K.** 2001. Down the Aisle in Style. Floral Retailing Care & Handling Column. 14(5):58.
- Behe, Bridget K.** 2001. Dish it Out for Customers. Floral Retailing Care & Handling Column. 14(2):54.
- Behe, Bridget K.** 2001. Should Your Business be on the Internet? GMPro 21(3):67-69.
- Behe, Bridget K.** 2001. 10 New Year's Resolutions. GMPro 21(1):70-73.
- Behe, Bridget K.** 2000. Stop, Look, Listen to Glean Market Answers. GMPro 20 (9):77-79.
- Behe, Bridget.** 2000. How to Keep Good Employees. GMPro 20(7):98-99.
- Behe, Bridget.** 2000. Get to the Point (of Purchase) and Sell! Ohio Florists Association Bulletin 847:5-7.
- Behe, Bridget.** 2000. Are You Marketing the Garden Experience? GMPro 20(5):73-75.
- Behe, Bridget.** 2000. Meeting advertising goals takes planning, execution. GMPro 20(3):67-69.
- Behe, Bridget K.** 2000. Tropical Plants. Care & Handling Column. Floral Retailing 13(4):44.
- Behe, Bridget K.** 2000. Greens. Care & Handling Column. Floral Retailing 13(6):82.
- Behe, Bridget K.** 2000. Ho-Ho-horticulture. Care & Handling Column. Floral Retailing 13(8):70.
- Behe, Bridget K.** 2000. Fine-tune Your Approach to Consumer Advertising. GMPro 20(1):56-58.
- Behe, Bridget.** 1999. Nurture Floral Health With Proper Care & Handling. Super Floral 12(12):8-12.
- Behe, Bridget.** 1999. Ensure a Rosy Future for Your Customers. SuperFloral Care & Handling Column. 12(11):84.
- Behe, Bridget.** 1999. Poinsettia Marketing. Ohio Florists Association Bulletin 840:1, 16-17.

- Hardy, Jill, **Bridget Behe**, and Robert Schutzki. 1999. Consumer Segmentation Based on Perceived Plant Knowledge and Gardening Involvement. *Southeastern Floriculture* 9(5):27-28.
- Behe, Bridget K.** 1999. How to Make Your Poinsettias More Profitable. *GMPro* 19(9):76-78.
- Behe, Bridget.** 1999. Fall for Plants. *SuperFloral Care & Handling Column* 12(6):72.
- Behe, Bridget K.** 1999. Creating a Demand for Horticulture products. *GMPro* 19(7):95-96.
- Behe, Bridget.** 1999. Hardy Foliage Plants Safeguard Consumer Success. *SuperFloral Care & Handling Column* 12(6):72.
- Behe, Bridget.** 1999. Warm Dad's Heart with Blooming and Foliage Plants. *SuperFloral Care & Handling Column* 12(4):36.
- Behe, Bridget K.** 1999. Who's Playing on Your Team? *GMPro Marketing Column* 19(5):64-65.
- Behe, Bridget.** 1999. Satisfaction with Your Outlet. *American Floral Endowment Update. Summer/Fall:* 3.
- Behe, Bridget.** 1999. More Pie Pieces. *American Floral Endowment Update. Summer/Fall:* 4.
- Behe, Bridget K.** 1999. Retailers - Get (and Keep) a Piece of the Pie. *American Floral Endowment Update Winter:* 1-3.
- Behe, Bridget.** 1999. Happy in the Home, Glorious in the Garden. *American Floral Endowment Update Summer/Fall:* 5.
- Behe, Bridget K.,** Jill Hardy, and Elizabeth Moore. 1999. 1998 Season Sales Summary. *Ohio Florists Association Bulletin, Special Edition, March:* 1-11.
- Behe, Bridget K.** 1999. Distinguish Your Products. *GMPro* 19(3):50-52.
- Smith, D.R., J.H. Edwards, C.H. Gilliam, **B.K. Behe.** 1999. What Kinds of Organic Mulches Do Buyers Want? *BioCycle* 40(1):28-29.
- Behe, Bridget.** 1999. Re-examine your pricing. *GMPro* 19(1):70-71.
- Behe, Bridget.** 1998. Promote Yourself. *GMPro* 18(11):70-71.
- Behe, Bridget.** 1998. Leadership, Management: Understand the Difference. *GMPro* 18(5):51-52.
- Behe, Bridget.** 1998. Increase Customer Satisfaction at Valentine's, Mother's Day. *Super Floral, Care and Handling Column* 11(2):46.
- Behe, Bridget.** 1998. Help Consumers Spring into the Season. *Super Floral, Care and Handling Column* 11(4):62.
- Behe, Bridget.** 1998. Bromeliads, Orchids, and Bonsai Offer Exotic Appeal. *Super Floral, Care and Handling Column* 11(6):78.
- Behe, Bridget.** 1998. Bulb Choices Abound. *Super Floral, Care and Handling Column* 11(7):26.
- Behe, Bridget.** 1998. Poinsettias, Pines Push Seasonal Plant Sales. *Super Floral, Care and Handling Column* 11(9):46.

- Behe, Bridget.** 1998. Provide a Memorable Valentine's Day. *Super Floral, Care and Handling Column* 11(11):94.
- Behe, Bridget.** 1998. Cut Flower Care and Handling. *Super Floral* 10(12):24.
- Behe, Bridget K.** 1998. 1997 Season Sales Summary. *BPI Newsletter April/May*:4-9.
- Behe, Bridget K.** 1998. Marketing Geraniums. *Ohio Florists Association.* 821:3-4
- Behe, Bridget.** 1997. Marketing Bedding Plants to Today's Consumers. *Greenhouse Product News* 7(7):18-19.
- Behe, Bridget** and Wayne Becker. 1997. Satisfaction Guaranteed? *Super Floral* 10(3):56-57.
- Behe, Bridget K.** and Jay T. Hudson. 1997. Customer Perceptions of Garden Center Product and Service Quality. *Southeastern Floriculture* 7:8-11.
- Behe, Bridget** and Wayne Becker. 1997. Florists Offer High Quality Services - And There's Still Room to Improve! *Ohio Florists Association Bulletin* 807:8-11.
- Behe, Bridget.** 1997. Ask Bridget: Cut Flowers. *Quarterly Care and Handling Column.* *Super Floral* 10:26.
- Behe, Bridget.** 1997. Ask Bridget: Develop Year-round Gardeners. *Super Floral* 10(10):22.
- Behe, Bridget K.** 1997. It's Time to Take Stock of the Bedding Plant Industry. *GMPro (Marketing Column)*17:53-55.
- Behe, Bridget,** and Wayne Becker. 1997. Florists Offer High Quality Services - And There's Still Room to Improve. *Ohio Florists Association Bulletin* 807:8-11
- Behe, Bridget** and Jay Hudson. 1996. Comparison of Traditional and Non-traditional Retail Garden Center Service Quality. *Ohio Florists Association Bulletin* 804:1,10-12.
- Hudson, Jay, **Bridget Behe,** Harry Ponder, and William E. Barrick. 1996. The Service of Traditional vs. Nontraditional Garden Centers. *American Nurseryman* 814(7):92.
- Quinn, Darby, **Bridget Behe,** Jimmy Witt, and Raymond Kessler. 1996. 1995 Summer Trial Garden Results. *Alabama Master Gardener Newsletter* June:2-3.
- Behe, Bridget K.** and Robert G. Nelson. 1996. Color, Price Top Factors in Buying Geraniums. *Southern Landscape and Nursery* 5:1-3.
- Behe, Bridget K.** 1996. Landscape Horticulture Industry in Alabama. *The Alabama Nurserymen.* 17:6-7.
- Behe, Bridget K.** 1996. Times, They are a Changing (so are the numbers). *Southern Landscape and Nursery* 5:4-7.
- Behe, Bridget K.** 1996. Growing Beyond 2000. *Greenhouse Grower* 14:60-63.
- Behe, Bridget** and Virginia Allen. 1996. Marketing Perennials in the Southeast. *Georgia Floriculture* 6:13-14.
- Behe, Bridget K.** 1996. The Times, They are A Changing (And So Are the Numbers!). 1996. *Something to Grow On* Jan: 13-14.

- Bowen, Kira L., **Bridget K. Behe**, and Gloria R. Garner. 1996. Mulches Reduce Blackspot Disease Severity on Roses. *Something to Grow On Jan*: 11.
- Behe, Bridget**. 1996. Bedding Plant Sales Continued to Grow in '95. (Marketing Column) *GMPro* 14:68-70.
- Behe, Bridget**. 1995. The Times, They are A Changing (And So Are the Numbers!). *Georgia Commercial Flower Growers Association Newsletter* 5:6-7.
- Behe, Bridget**. 1995. Who is doing the Gardening? *Greenhouse Management & Production* 14:50-51.
- Montgomery, C.C., **B.K. Behe**, K.M. Tilt, J.L. Adrian, P.A. Duffy. 1995. Cost Comparisons of Pot-in-Pot Production to Above-Ground and In-Field Production Methods. *Tennessee Nurserymen's Association Newsletter* 7:15-17.
- Tilt, Ken, David Williams, Chris Montgomery, **Bridget Behe**, and Mary Kathryn Gaylor. 1995. Pot-In-Pot Production of Nursery Crops and Christmas Trees. *Alabama Cooperative Extension Service Bulletin*. ANR 837.
- Behe, Bridget** and Virginia Allen. 1995. Marketing Perennials in the Southeast. *Tennessee Flower Growers Bulletin* 4:9-10.
- Behe, Bridget K.**, Lori Anderson, and Catherine Walker. 1994. Florists Can Make Commercial Accounts Profitable. *Ohio Florists' Association Bulletin* 728:1-2.
- Behe, Bridget K.** 1994. Demonstrating Success. *Supermarket Floral* 7:30-32.
- Behe, Bridget K.** 1994. Growing and Marketing Bedding Plants (major revision). *Alabama Cooperative Extension Service Bulletin* ANR-559.
- Behe, Bridget**. 1994. Florists - Here's How to Generate Additional Sales. *Ohio Florists' Association Bulletin* 774:9-10.
- Behe, Bridget K.** 1994. Care of Fresh Flowers and Holiday Plants. *Alabama Cooperative Extension Service Bulletin* ANR-830. 8 pages.
- Behe, Bridget K.** 1994. Floral Marketing After the Holidays. *Ohio Florists Association Bulletin* 771:4-6.
- Behe, Bridget K.** 1994. '93 Bedding Plant Sales Wrap-Up. *Greenhouse Manager* 12:149.
- Behe, Bridget K.** and Lisa M. Beckett. 1994. Sales Up, but Prices Stagnant. *Greenhouse Manager* 12:138-143.
- Behe, Bridget K.** and Lisa M. Beckett. 1993. Season Sales Summary. *Professional Plant Growers Association News* 24:1-19.
- Behe, Bridget**. 1993. Look at Gardening Through a Consumer's Eyes. *Professional Plant Growers Association News* 24:2-5.
- Behe, Bridget** and Lisa M. Beckett. 1994. A Study of the Herbaceous Perennial Plant Industry in the U.S. *Georgia Flower Growers Assn. Newsletter* 4:7-12.
- Behe, Bridget K.** 1993. Profits Come From Your Brainpower, not from Producing Perfect Plants. *Greenhouse Manager* 12:131.

- Behe, Bridget**, Lisa Beckett, Lilie Purvis, James Donald, and Charles Gilliam. 1993. Positioning Strategy for a Growing Medium Amended with Composted Broiler Litter. *The Alabama Nurseryman* 13:5-6.
- Behe, Bridget K.** 1993. Your Delivery Service can Determine How Satisfied Your Customers Are. *Greenhouse Manager* 12:131.
- Behe, Bridget K.** 1993. Growing and Marketing Bedding Plants. *Alabama Landscape and Nursery* June:12.
- Behe, Bridget K.** 1993. Consumers want Colorful Gardens, not Perennials and Bedding Plants. *Greenhouse Manager* 12:109.
- Behe, Bridget** and Lisa Beckett. 1993. A Study of the Herbaceous Perennial Plant Industry in the United States. *Indiana Nursery News* 54:3,4, 10-15,17-21.
- Behe, Bridget K.** 1993. Public's Fascination with Red Plants May be Rooted in Lack of Education. *Greenhouse Manager* 11:129.
- Behe, Bridget K.** and Lisa M. Beckett. 1993. Sales Up, But Prices Stagnant. *Greenhouse Manager* 11:124-125.
- Behe, Bridget K.** 1993. Despite Ornamental Industry Boom, Funds Still Needed. *Alabama Landscape and Nursery* 2:7,12.
- Behe, Bridget K.** 1993. Bulbs Provide a Great Variety of Springtime Beauty. *Alabama Landscape and Nursery* 2:13.
- Behe, Bridget K.** 1993. Public's Fascination with Red Plants May Be Rooted in Lack of Education. Marketing Column, *Greenhouse Manager* 11:129.
- Behe, B.K.** and L.M. Beckett. 1993. Sales Up, But Prices Stagnant. *Greenhouse Manager* 11:124-125.
- Behe, Bridget K.** and Lisa M. Beckett. Res. Report: Merchandising Strategies of Perennial Plant Sellers. *Amer. Nurseryman* Feb. 15: 117-118.
- Behe, Bridget K.** 1993. Wildflowers are Plentiful and Overlooked in Many Landscapes. *Alabama Landscape and Nursery* 1:1,3,6-9.
- Behe, Bridget K.** 1993. A Successful Marketing Plan Shoves Goods down Clients Throats - NOT! *Greenhouse Manager* 11:135.
- Behe, Bridget K.** 1992. Crystal Ball Gazing for the Ornamental Plant Industry. *Alabama Landscape and Nursery* 1:1-2.
- Behe, Bridget** and Lisa Beckett. 1992. A Study of the Herbaceous Perennial Plant Industry in the United States. *Perennial Plants* 31:6-17.
- Behe, Bridget.** 1992. In-between Holiday Buyers. *Society of American Florists* 9:29-31.
- Behe, Bridget** and Lisa Beckett. 1992. Merchandising Strategies of Perennial Plant Businesses. *Southern Nursery Digest* 26:53-54.
- Behe, Bridget K.** 1992. Bulbs Add Color, Enhance Landscape. *Alabama Landscape and Nursery* 1:1-2.

- Behe, Bridget K.** 1992. Proper Bulb Storage Important to Success. Alabama Landscape and Nursery 1:6-7.
- Behe, Bridget** and Fred Deneke. 1992. Plant Annuals for Fall Color in the Landscape Area. Alabama Landscape and Nursery 1:6.
- Behe, Bridget K.** 1992. Starting a Greenhouse Business. Alabama Cooperative Extension Service Circular ANR-691. 12 pages.
- Behe, Bridget K.,** Lilie Purvis, James Donald, Charles Gilliam. 1992. Broiler Litter a Potential Media Additive. Greenhouse Manager 11:74-75.
- Behe, Bridget K.** 1992. Annual Plants Evaluated at Auburn University. Something to Grow On 3:1-4.
- Behe, Bridget K.** 1992. 10 Commandments of Strategic Marketing. Greenhouse Manager 1:93-96.
- Lang, H.J., N.H. Agnew, and **B.K. Behe.** 1992. New Guinea Impatiens Show Sales Potential. Greenhouse Manager 10:123-125.
- Behe, Bridget K.** 1991. Handling Poinsettias after Harvest. Alabama Nurserymen's Association Bulletin 11:10.
- Behe, B.K.** 1991. 1992 Holiday Marketing Ideas. Society of American Florists 8:38-40.
- Behe, B.K.,** L.V. Purvis, C.F. Deneke, and D.J. Eakes. 1991. Wildflowers in Alabama Landscapes. Ala. Coop. Ext. Serv. Bull. ANR-623. 12 pages.
- Behe, Bridget K.** 1991. Pansy Production and Marketing. Alabama Cooperative Extension Service Bulletin ANR-596. 10 pages.
- Behe, B.K.** 1991. Chemical Recommendations for Pansy Production and Marketing. Alabama Cooperative Extension Service Bulletin ANR-596a.
- Behe, Bridget K.** 1991. Advice for Heat-Tolerant Summer Flower Gardens. Lake Martin Living Magazine 5:42-43.
- Behe, Bridget K.** 1991. Recommending Heat Tolerant Annual Plants for Summer-Long Color. The Alabama Nurseryman 11:3,10.
- Behe, Bridget,** John Adrian, and Charles Gilliam. 1991. Alabama's Growing Nursery Industry, Part III. Something To Grow On 2:6-8.
- Behe, Bridget.** 1991. Customer Satisfaction with Bedding Plants: Ones that Tolerate Heat and Drought Conditions of the South. Something To Grow On 2:9.
- Behe, Bridget K.** 1991. Caring for Blooming Plants. Alabama Florist Newsletter, Convention Issue, p. 4.
- Behe, Bridget K.** 1991. Make Valentine Flowers Last Longer. The Opelika-Auburn News. Sunday, February 10. p. C-4.
- Behe, Bridget K.** 1991. Why do Valentine Roses Cost So Much? The Opelika-Auburn News. Sunday, February 10. p. C-4.

- Behe, Bridget K.** 1991. Selecting Heat Tolerant Annuals for Summer-Long Color. Al. Coop. Ext. Serv., Spring Gardening Packet.
- Behe, Bridget.** 1990. Bedding Plant Tips. Something to Grow On, Auburn Horticulture Newsletter 1(1):2.
- Behe, Bridget.** 1990. Florists, Use Preservatives! Alabama Florist Newsletter, Winter, 1990. p. 4-5.
- Behe, Bridget.** 1990. Soluble Salts (Fertilizer) - Too Much of a Good Thing. Something to Grow On, Auburn Horticulture Newsletter 1:3.
- Behe, Bridget.** 1990. Horticultural Uses for Composted Broiler Litter. Alabama Cooperative Extension Service, DTP Circular 11-90-012.
- Behe, Bridget.** 1990. Ebb and Flow Production Systems. Something to Grow On, Auburn Horticulture Newsletter 1(3):4.
- Behe, Bridget K.** 1990. Growing and Marketing Bedding Plants. Alabama Cooperative Extension Service Bulletin ANR-559. 15 pages.
- Behe, Bridget K.** 1990. Adding Color to Your Home Landscape: Annual Bedding Plants. Alabama Cooperative Extension Service, Grow A Garden Packet, Spring.
- Behe, Bridget, John Adrian, and Charles Gilliam.** 1990. Alabama's Growing Nursery Industry: Part I. Something to Grow On, Auburn Horticulture Newsletter 1:5.
- Behe, Bridget, John Adrian, and Charles Gilliam.** 1990. Alabama's Growing Nursery Industry: Part II. Something to Grow On, Auburn Horticulture Newsletter 1:1-3.
- Behe, Bridget, John Adrian, and Charles Gilliam.** 1990. Structure of Alabama's Nursery Industry. Alabama Agribusiness 28(4):2-3.
- Behe, Bridget and Lisa Beckett.** 1990. Getting a Handle on the Size and Scope of the Perennials Industry. Greenhouse Manager. 9(7):62-64.
- Behe, Bridget K. and Tony A. Glover.** 1990. Annual Bedding Plants. Alabama Cooperative Extension Service Bulletin ANR-184. 4 pages.
- Behe, Bridget.** 1989. Shopper Comparison: Strategies for Attracting Retail Florist Customers. Supermarket Floral News May: 8,11,13.
- Behe, Bridget K.** 1989. Finding the Perfect Fit. Supermarket Floral News January: 10-13.
- Behe, Bridget and Dennis Wolnick.** 1988. A Purchasing Profile. Society of American Florists, April: 30-35.
- Behe, B.K., T.L. Prince, W.T. Rhodus, J.L. Robertson.** 1987. Regional Differences in Retail Floral Merchandising Strategies. Acta Horticulturae 203:157-164.
- Behe, Bridget K. and Thomas L. Prince.** 1985. Develop a Plan for Sales. Greenhouse Grower 3:28, 30,32,34.
- Behe, Bridget K.** 1985. Floral Consumer Profile. Produce and Floral Retailing Oct., 1985.



- Behe, Bridget K.** 1985. The Florist or the Supermarket: Who Has the Advantage? Society of American Florists Sept. 2:27-29, 48-52.
- Behe, Bridget K.** 1985. Where Are All The Flowers Going? Produce Marketing Association, Floral Marketing Directory and Buyers Guide. Newark, NJ. July, 1985.
- Behe, Bridget K.** 1985. Buyer Profile. Supermarket Floral Handbook 1985: 8-9.
- Behe, Bridget K.** 1985. The Supermarket Floral Consumer: A Profile. Florists' Review 176:38-40.
- Robertson, J.L., **Bridget Behe**, Sandy Born, Patricia Holness, Tom Prince, and Bernadette Raudsep. 1984. Foliage Market Survey. Florists' Review 174:38-46.
- Behe, Bridget K.** and Bernadette Raudsep. 1984. Industry Survey Reveals Trends in Consumer Demand. American Nurseryman 160:64-69.
- Behe, Bridget** and Bernadette Raudsep. 1984. A Consumer and Market Analysis of the Ornamental Industry. Buckeye Nurseryman. Special Report, July, 1984, 4 pp.
- Robertson, J.L., **Bridget Behe**, Sandra Born, Patricia Holness, Thomas Prince, and Bernadette Raudsep. 1984. Foliage Market: Market and Economic Characteristics. Ohio Florists' Association Bulletin March: 4-7.
- Behe, Bridget K.** 1982. Cinerarias. Pennsylvania Flower Growers Bulletin.

## Posters

- Behe, B.K.**, D. Hamrick, J. Gray, and J. Calabro. Research Based Infographics Convey and Build Awareness of Plant Benefits. American Society for Horticultural Science, Washington D.C. August 2, 2018.
- Knuth, M. **B.K. Behe**, C.R. Hall, P. Huddleston, and T. Fernandez. Landscape Importance Components Related to Consumer Active Interest and Passive Disinterest in Water Conservation. American Society for Horticultural Science, Washington D.C. August 2, 2018.
- Torres, A., S. Barton, **B. Behe**. 2018. E-Commerce in the Green Industry: Decision Making and Payoffs. Agriculture and Applied Economics Association. Washington, D.C. August 6.
- Zhu, Z., **B. Behe**, P. Huddleston, L. Sage. 2017. How do Pricing and the Representation of Price Affect Consumer Evaluation of Nursery Products? A Conjoint Analysis. American Marketing Association Winter Educator Conference. Orlando, FL. February, 2017.
- Behe, Bridget K.**, Patricia Huddleston, and Lynne Sage. 2016. Eye-tracking Research in Horticulture. Poster Presentation at MSU Eye-tracking Working Group. December, 2016.
- Manciero, Holly, Patricia Huddleston, **Bridget Behe**, and Lynne Sage. 2013. The Key to Capturing Attention: Eye Tracking Analysis of Display. Michigan State University Undergraduate Res. Forum. April, 2013.
- Rogowski, Meagan, **Bridget Behe**, Patricia Huddleston, and Lynne Sage. 2013. Do Consumers Like Displays They See Later in their Shopping Experience? Eye Tracking Analysis of Garden Center Displays. Michigan State University Undergraduate Res. Forum. April, 2013.

## Extramural Grants and Other Research Funding

- Behe, Bridget K.** and Patricia Huddleston. 2018. Off the sales floor and into the cart: Analyzing the path to plant purchases. Horticultural Research Institute. \$29,990.
- Behe, Bridget K.** 2018. The influence of sale signs and multiple unit pricing on willingness to buy plants. Western Michigan Greenhouse Association. \$3500.
- Behe, Bridget K.** 2018. How much of a sign do consumers read? Metro-Detroit Flower Growers Association. \$2235.
- Behe, Bridget K.** 2018. Unrestricted Gift from Masterpiece Flower Company (\$15,000).
- Warner, R., **B. Behe**, D. Shew, T. Wehner, S. Bullen, R. Beaudry, S. Cho, B. Biswas, and S. Mentreddy. 2018-2021. Developing a Sustainable Stevia Industry in the United States. USDA-NIFA-SCRI \$3,341,000.
- Behe, Bridget K.** 2017. Unrestricted Gift from Masterpiece Flower Company (\$15,000).
- Behe, Bridget K.** and Patricia Huddleston. 2016-2018. Mapping the Visual Path to Plant Purchase. USDA Federal State Marketing Improvement Program (\$273,020).
- Behe, Bridget K.** and Patricia Huddleston. 2016-2017. Evaluating sign information: what helps the purchase decision? Michigan State Project Green, GR16-005. (\$69,953).
- Behe, Bridget K.** 2016. Plant Guarantees May Help Consumers Achieve Success and Buy Again. Western Michigan Greenhouse Association (\$3000) and Metro-Detroit Flower Growers Association (\$1500).
- Behe, Bridget K.** 2016. Unrestricted Gift from Masterpiece Flower Company (\$15,000).
- White, S.A., J.S. Owen, **B. Behe**, B. Cregg, R.T. Fernandez, P. Fisher, C.R. Hall, D. Haver, D. Hitchcock, D.L. Ingram, S. Kumar, A. Lamm, J. Lea-Cox, L.R. Oki, J.L. Parke, A. Ristvey, D. Sample, L.S. Warner. 2014. Clean WaterR3 - Reduce, Remediate, Recycle: Informed Decision-Making to Facilitate Use of Alternative Water Resources and Promote Sustainable Specialty Crop Production. USDA-NIFA-SCRI. \$8,734,103 over 5 years Funded 9/2014 – 8/2019. (\$90,189 to my program).
- Behe, Bridget K.**, Marco Palma, and Charles R. Hall. 2015. Understanding the Impact of Consumer Demographics on Plant Purchases. Horticultural Res. Institute \$50,000.
- Behe, Bridget K.** 2015. Unrestricted Gifts from Masterpiece Flower Company (\$15,000) and Dramm Corporation (\$3000).
- Behe, Bridget K.** and Patricia Huddleston. 2015. Creating More Visually Compelling Retail Garden Center Display Signs. USDA SCBG to MDA to Michigan Floriculture Growers Association. \$24,576.
- Behe, Bridget K.**, Patricia Huddleston, Charlie Hall, Hayk Khachatryan, Ben Campbell, and Tom Fernandez. 2015. The role of plant brands in consumer preferences for ornamental plants and their perceptions of plant quality. Horticultural Res. Institute. \$35,000.
- Fernandez, R.T., B.M. Cregg, and **B.K. Behe**. 2014. Clean WaterR3 - Reduce, Remediate, Recycle: Informed Decision-Making to Facilitate Use of Alternative Water Resources and Promote Sustainable Specialty Crop Production. Project GREEN \$200,000, with \$5,000 to my program per year. Funded 9/2014 – 8/2019.
- Vallotton, Amber, Joyce Latimer, and **Bridget Behe**. 2015. Increasing Capacity to Provide Comprehensive Fresh

Produce Food Safety Education from Farm to Fork. Virginia SCBG \$40,021 (\$3000 to my program).

Fernandez, R.T., **B.K. Behe**, J.D. Lea-Cox, and E. Lichtenberg. 2014. RFID for nursery and greenhouse cost of production, logistics, and decision support. Horticulture Res. Institute \$40,000 (\$2,000 to my program). Funded 7/2015 – 6/2016.

Fernandez, R.T., **B.K. Behe**, and T.A. Dudek. 2014. RFID for decision support and logistics management for the container plant value chain. Project GREEN \$39,150. Funded 4/2014 – 6/2015 (\$5000 to my program).

**Behe, Bridget K.** and Laura Haselhuhn. 2014. Understanding the Economics of Hoophouse Crops in Northern Climates. NC-SARE Graduate Student Grant Program. \$9999.

**Behe, Bridget K.**, Tom Fernandez, Tom Dudek, Pat Huddleston, Kristin Getter, and Heidi Wollaeger. 2014. Does the role of branding on plant quality perceptions vary by age cohort? Project GREEN 14-020. \$35,000.

Fernandez, Tom, **Bridget K. Behe**, Thomas Dudek. 2014-2015. RFID for Decision Support and Logistics Management for the Container Plant Value Chain. Project GREEN. \$78,660.

**Behe, Bridget K.** 2013. Unrestricted donation for horticultural market research. Henry Mast Greenhouses: \$15,000. Dramm Corporation: \$5000.

**Behe, Bridget K.** and Patricia Huddleston. 2013. Are Branded Plants Perceived to be Higher Quality than Unbranded Plants? Western Michigan Greenhouse Association. \$2769.

**Behe, Bridget K.** and Patricia Huddleston. 2013. The Role of Plant Brands in Consumer Preferences for Plants and their Perception of Plant Quality. USDA Federal-State Marketing Improvement Program. \$26,665.

Gray, Marsha, Rod Crittenden, and **Bridget Behe**. 2012. Make it a Real Michigan Christmas. Specialty Crop Block Grant through the Michigan Department of Agriculture and USDA. \$75,000.

**Behe, Bridget K.**, R. Tom Fernandez, Pat Huddleston, and Tom Dudek. 2011-2013. Caught you Looking! What Captures Consumers' Attention When They Buy Ornamental and Food-Producing Plants? Project GREEN. Two years of funding at \$40,000 per year.

**Behe, Bridget K.**, R. Thomas Fernandez, Charles R. Hall, and Marco Palma. 2012-2013. The Color of Marketing: Blue and Green. Horticultural Res. Institute. \$30,000.

**Behe, Bridget K.**, Ben Campbell, Jennifer Dennis, Charlie Hall, Roberto Lopez, and Chengyan Yue. 2012. Caught You Looking! What Captures Consumers' Attention When They Buy Ornamental and Food-Producing Plants? USDA Federal State Marketing Improvement Program. \$35,000.

Yue, Chengyan, Charlie Hall and **Bridget Behe**. 2011. Social Media Marketing. American Floral Endowment's Public Benefit Res. Committee. \$21,000.

Gray, Marsha, Rod Crittenden, Gale Arent, and **Bridget Behe**. 2011. Make it a Real Michigan Christmas. Specialty Crop Block Grant through the Michigan Department of Agriculture and USDA. \$75,000.

**Behe, Bridget K.** and Tom Dudek. 2011. See and Sell: What do consumers look at and what do they buy? Western Michigan Flower Growers (\$1500) and Metro Detroit Flower Growers (\$1000). Master Tag (\$3000 for training). Six retail garden centers contributed \$1200 (total) for participant incentives.

Yue, Chengyan, Charlie Hall and **Bridget Behe**. 2011. Post-harvest and longevity expectations of Gen X and Y.

American Floral Endowment's Public Benefit Res. Committee. \$30,000.

- Behe, Bridget K.**, Ben Campbell, Jennifer Dennis, Charlie Hall, Roberto Lopez, and Chengyan Yue. 2010. Sustainability on the Table and In the Yard: Identifying, Profiling, and Quantifying Markets for Sustainably-Grown Ornamental and Food-Producing Plants. USDA Federal State Marketing Improvement Program. \$48,000.
- Biernbaum, John and **Bridget Behe**. 2010. Quantifying and Profiling Michigan Producers using High Tunnels. \$48,000.
- Hamm, Michael, Susan Smalley, and David Conner. Sustainable Agriculture 2010: Developing Sustainable Agriculture and Food Systems. A sub-grant of this project is for **Bridget Behe**, David Conner, and Philip Howard. 2010. Increasing Demand for Pasture-Based Dairy through Understanding of Milk Perceptions, Attitudes, and Behaviors of Current and Potential Consumers. \$50,000.
- Yue, Chengyan, **Bridget Behe**, and Charlie Hall. 2009-2010. Consumer Preference for Flowers as Gifts: Age Segments, Substitutes, and Perceived Risk. American Floral Endowment. \$78,000, \$5000 to Behe.
- Behe, Bridget**, Jennifer Dennis, Charlie Hall, and Chengyan Yue. 2008. Investigation of consumers' and professionals' perceptions, attitudes and behaviors about purchasing plastic-alternatives and/or recycling plastic horticultural containers. Federal State Marketing Improvement Program USDA-FSMIP. \$48,000.
- Hall, Charlie, **Bridget Behe**, Jennifer Dennis, and Chengyan Yue. 2008. Appeal of Biodegradable Packaging to Floral Consumers. American Floral Endowment. (\$35,000 total, \$2000 to Behe).
- Peterson, H.Christopher, Tom Kalchik, Janice Harte, and **Bridget Behe**. 2005. Michigan Asparagus Growers Industry Consortium and MSU Center for Production Agriculture. Consumer market and sensory Res. for micro-waveable asparagus products. \$50,000 (\$35,000 for consumer Res.).
- Mathers, H., **B. Behe**, S. Barton, C. Hall, A. Hodges, J. Dennis, and E. Schuch. 2005. Multi-state survey of Nursery Laborer Level Employees: OH, MI, DE, TN, FL, IN, AZ. \$21,000. Horticultural Res. Institute.
- Behe, B.K.** 2004. Consumer Evaluation of Michigan-grown Sweet Cherries. Product Center for Ag and Natural Resources \$10,000.
- Behe, B.K.** 2004. Consumer Preferences for New Flowering Potted Plants: *Syringa meyerii*. Product Center for Ag and Natural Resources. \$10,000.
- Behe, B.K.**, G. Lang, J. Brandt, T. Kalchik, J. Bardenhagen. 2002-2004. Consumer and Market Res. to Facilitate Positioning Premium Michigan Cherries in Profitable Niche Markets. GREEN Generating Res. and Extension to meet Economic and Environmental Needs. \$40,000 in 2004. Third of three-year renewable grant.
- Behe, B.K.** and J. Harte. 2003-2004. Developing Value-Added Chestnut Products to Increase Grower Profits. \$74,506. Midwest Nut Producers Council (USDA VADG Program).
- Behe, B.K.** 2003. Financial Benchmarks for Michigan Greenhouse Managers. \$2500. Western MI Greenhouse Assn. \$2500.
- Behe, B.K.** and J. Dennis. 2003. How Much Do Plant Guarantees Improve Customer Satisfaction? Michigan Nursery & Landscape Association. \$3000.

- O'Connor, Patrick, Janice Harte, **Bridget Behe**. 2003. Marketplace Res. for Fermented and Distilled Michigan Apple Beverages. Jullian-Stille Grant through the Michigan Department of Agriculture. \$47,500.
- O'Connor, Patrick, Janice Harte, **Bridget Behe**, Pat Oriel, Kris Berglund, and Rachel Walden. 2003-2004. Marketplace and Product Development Res. for Fermented and Distilled Apple Beverages n Michigan & Midwest Initiative. USDA Value Added Development Grant. \$120,000 (\$60,000 for market Res.).
- Behe, B.K.**, G. Lang, J. Brandt, T. Kalchik, J. Bardenhagen. 2002-2004. Consumer and Market Res. to Facilitate Positioning Premium Michigan Cherries in Profitable Niche Markets. GREEN Generating Res. and Extension to meet Economic and Environmental Needs. \$40,000 in 2003. Three-year renewable grant. GR02-036
- Behe, B.K.**, G. Lang, J. Brandt, T. Kalchik, J. Bardenhagen. 2003-2004. Consumer and Market Res. to Facilitate Positioning Premium Michigan Cherries in Profitable Niche Markets. Jullian-Stille Grant through the Michigan Department of Agriculture \$10,000. USDA Value Added Development Grant \$84,000.
- Behe, B.K.**, G. Lang, J. Brandt, T. Kalchik, J. Bardenhagen. 2002-2004. Consumer and Market Res. to Facilitate Positioning Premium Michigan Cherries in Profitable Niche Markets. GREEN Generating Res. and Extension to meet Economic and Environmental Needs. \$40,000 in 2002. Three-year renewable grant.
- Fernandez, R.T., D. Brown-Rytlewski, **B.K. Behe**, B.M. Cregg, W.W. Kirk, and D.R. Smitley. 2002. Developing and evaluating a best management guide for the nursery industry. GREEN Generating Res. and Extension to meet Economic and Environmental Needs. \$17,500 (\$500 for marketing).
- Fernandez, R.T., **B.K. Behe**, R.D. Heins, and W.H. Carlson. 2002. Scheduling flowering shrubs to meet market windows. USDA, MDA, MNLA Speciality Crop Block Grant. \$40,000 (\$5000 for marketing).
- Fernandez, R.T., **B.K. Behe**, B.M. Cregg, D. Brown-Rytlewski, W.W. Kirk, and D.R. Smitley. 2002. Developing a best management guide for the nursery industry. Michigan Nursery & Landscape Association. \$5000. (\$500 for marketing).
- Kelley, K.M., **B.K. Behe**, and R.T. Fernandez. 2001. Flowering Shrubs: New Crops for the Floriculture Industry. \$4,500; Ohio Floriculture Foundation (\$2,000 for marketing).
- Fernandez, R.T., **B.K. Behe**, K.M. Kelley, R.D. Heins, and W.H. Carlson. 2001. Flowering Shrubs: New Crops for the Floriculture Industry. \$12,000; The Fred C. Gloeckner Foundation, Inc. (\$2,000 for marketing).
- Behe, Bridget K.** 2001. Carrot Commission Industry Grant. \$1000 to supplement GREEN Res. funding.
- R.T. Fernandez, D.E. Brown-Rytlewski, **B.K. Behe**, B.M. Cregg, W.W. Kirk, D.R. Smitley. 2001-2003. Developing and Evaluating a Best Management Guide for the Nursery Industry. GREEN \$12,000 for market research over three years.
- Behe, Bridget K.** 2001. Status of the 2001 Herbaceous Plant Market. Ohio Florists' Association (\$4000) and GMPro Magazine (\$4000).
- Fernandez, R.T., **B.K. Behe**, R.D. Heins, and W.H. Carlson. 2001. Flowering Shrubs: New crops for the floriculture industry. Metro Detroit Flower Growers (\$5000) and The Fred C. Gloeckener Foundation (\$12,000). (\$4000 for marketing).

Kalchik, Tom (team leader) with multiple cooperators, including **B. Behe**. 2001-2003. Balancing chestnut production with marketing potential through value-added initiative. GREEN Generating Res. and Extension to meet Economic and Environmental Needs. \$72,000 for market Res. over three years.

Perry, Ronald (team leader) with multiple cooperators, including **B. Behe**. 2001-2003. Production and Ecology Res. of Michigan Organic Apples. GREEN Generating Res. and Extension to meet Economic and Environmental Needs. \$16,500 for market Res. for three years.

Hausbeck, Mary (team leader) with multiple cooperators, including **B. Behe**. 2000-2002. Carrots for Michigan's Future: Developing Expanded Markets and New Pest Management Approaches. GREEN Generating Res. and Extension to meet Economic and Environmental Needs. \$75,000 for market Res.

**Behe, Bridget K.**, Dennis Fullbright, Bruce Smith. 2000-2001. Developing Value-Added Fresh Chestnut Products. Federal State Market Improvement Program Grant with the Michigan Department of Agriculture. Two years, \$40,000 total (\$30,000 for market Res.).

Fernandez, R.T., **B.K. Behe**, R.D. Heins, and W.H. Carlson. 2000. Flowering Shrubs: New crops for the floriculture industry. Metro Detroit Flower Growers (\$2500), Western Michigan Flower Growers (\$2500), The Fred C. Gloeckner Foundation (\$10,000). (\$4000 for marketing).

**Behe, Bridget K.** 2000. Status of the 2000 Herbaceous Plant Market. Bedding Plants International (\$2000), Ohio Florists Association (\$4000) and GMPro Magazine (\$4000).

Kelley, K.M., **B.K. Behe**, and R.T. Fernandez. 2000. Flowering Shrubs: New crops for the floriculture industry. Ohio Floriculture Foundation. \$10,000 (\$3000 for marketing).

**Behe, Bridget**. 2000. Customer Perceptions of Professional Landscape Company Service Quality. Horticultural Res. Institute. \$15,000.

Kelley, K.M., **B.K. Behe**, and J.A. Biernbaum. 2000. Investigating Profitable Niche Markets for Edible Flowers. Fred. C. Gloeckner Foundation, Inc. \$7000.

**Behe, Bridget K.** 1999. Status of the 1999 Herbaceous Plant Market. Bedding Plants International (\$2000), Ohio Florists Association (\$4000), GMPro Magazine (\$4000), Perennial Plant Association (\$2000).

**Bridget Behe**, Art Cameron, Royal Heins, Will Carlson, and John Biernbaum. New Potted Plants from Herbaceous Perennials. 1998-2000. American Floral Endowment. \$200,000. Market Res. Amount: \$50,000.

**Behe, Bridget K.**, and Susan Barton. 1998. Consumer Perceptions of Landscape Value. Horticultural Res. Institute. \$20,000.

**Behe, Bridget K.** 1997. Status of the 1997 Herbaceous Plant Market. Professional Plant Growers Association. \$7300.

**Behe, Bridget** and Jay Hudson. 1997. Assessment of Garden Center Service Quality. Horticultural Res. Institute. \$10,000. In cooperation with S-103 members Steve Turner, Susan Barton, Charles Hall, and Charles Safley.

**Behe, Bridget** and Raymond Kessler. 1996. Production of Poinsettia and Selected Annual and Perennial Species in Slagwool. Sloss Industries, Birmingham, Alabama. \$5000.

Tilt, Ken, **Bridget Behe**, Dave Williams, and John Olive. 1996. Evaluation of Profile as a Soil Amendment. Aimcor. \$7000.

- Behe, Bridget K.** 1996. Status of the 1996 Herbaceous Plant Market. Professional Plant Growers Association. \$7300.
- Behe, Bridget K.** and Robert G. Nelson. 1996. Consumer Preferences for Geranium Flower Color, Leaf Variegation, and Price. Bedding Plants Foundation, Inc. \$7500.
- Bowen, K.L., E.A. Guertal, **B.K. Behe**, USDA Southern IPM, Disease Management and Fertility for Rose Maintenance in the Urban Landscape. \$32,100.
- Behe, Bridget K.** 1995. Status of the 1995 Herbaceous Plant Market. Professional Plant Growers Association. \$7250.
- Behe, Bridget K.** 1995. Ciba-Geigy Evaluation of Phytotoxicity of Precision and Experimental Chemical on Annual Plants. \$2000.
- Behe, Bridget**, Elizabeth Guertal, Joe Kemble, and David Himelrick. 1995. Growth and Development of Selected Cole Crops and Tomatoes in Media Amended with Broiler Litter Compost. Tennessee Valley Authority. \$12,500.
- Hudson, Jay and **Bridget Behe**. 1995. Consumer Perceptions of Garden Center Product and Service Quality. Horticultural Res. Institute. \$4500.
- Himelrick, D., D. Williams, W. Dozier, **B. Behe**, K. Tilt, R. Strickland, K. Simmons, G. Jones, W. Bennett. 1995. Horticultural Uses of Broiler Litter Compost and Yard Waste Compost. Tennessee Valley Authority. \$27,717.
- Behe, Bridget K.** and James O. Donald. 1994. Determining the Size and Scope of Commercial Markets for Horticultural Products Amended with Organic Composts. Alabama Universities & Tennessee Valley Res. Consortium (AUTRC). \$23,369.
- Behe, Bridget K.** 1994. Status of the 1994 Herbaceous Plant Market. Professional Plant Growers Association. \$7075.
- Behe, Bridget K.** and Michael Williams. 1994. Ciba-Geigy Evaluation of Phytotoxicity of Precision on Annual Plants. \$1200
- Behe, Bridget K.** 1993. Status of the 1993 Herbaceous Plant Market. Professional Plant Growers Association. \$6700.
- Behe, Bridget K.**, James O. Donald, Charles H. Gilliam, and C. Fred Deneke. 1993. Production of Greenhouse Crops in Soilless Media Amended with Composted Broiler Litter. Alabama University Tennessee Valley Consortium (AUTRC). \$9,000. Project Extension through 1994: \$10,000.
- Goff, W.D., J.D. Williams, J.O. Donald, R.L. Shumack, C.H. Gilliam, G.J. Keever, and **B.K. Behe**. 1992. Using Yard Waste and Compost to Improve Growth and Aesthetics of Landscape Plants. Regional Waste Management Department of the Tennessee Valley Authority. \$6675.
- Behe, Bridget K.** 1992. Status of the 1992 Herbaceous Plant Market. Professional Plant Growers Association. \$6475.

- Behe, Bridget K.**, James O. Donald, Charles H. Gilliam, and C. Fred Deneke. 1992. Production of Greenhouse Crops in Soilless Media Amended with Composted Broiler Litter. Alabama University Tennessee Valley Res. Consortium (AUTRC). \$21,330.
- Behe, B.K.**, C.F. Deneke, and J. Olive. 1992. Subirrigation Production of Poinsettias. Grace/Sierra. \$1000.
- Behe, Bridget K.** 1992. Stimulating Floral Sales through Demonstrations. Colombia Flower Council. \$33,345.
- Behe, Bridget K** and J.O. Donald. 1991. Market Potential of Horticultural Products Amended with Composted Broiler Litter Marketed through Mass-Merchandise Outlets. Alabama University Tennessee Valley Consortium. \$13,000.
- Behe, Bridget K.** 1991. Commercial Uses of Floral Products. Society of American Florists. \$9000.
- Hagan, Austin, **Bridget Behe**, and John Olive. 1991. Control of Thielaviopsis Black Root Rot on Pansy in Commercial Plantings. Bedding Plants Foundation, Inc. \$3300.
- Behe, Bridget K.**, Charles H. Gilliam, and James O. Donald. 1991. Marketing Strategy and Potential Profitability for a Soilless Potting Mix Containing Composted Broiler Litter. Alabama University Tennessee Valley Consortium. \$19,000.
- Deneke, C.F., **B.K. Behe**, and K.L. Bowen. 1991. Subirrigation Production Systems for Herbaceous Ornamental Plants. Bedding Plants Foundation, Inc. \$3500.
- Behe, Bridget K.** 1991. Improving the Postproduction Marketability of Ornamental Crops; Scientific Exchange with the Kinsealy Res. Center in Dublin, Ireland. U.S.D.A., Office of International Cooperation and Development. \$2000.
- Behe, Bridget K.** 1991. Improving the Postproduction Marketability of Ornamental Crops; Scientific Exchange with the Kinsealy Res. Center in Dublin, Ireland. Auburn University Res. Grant-In-Aid. \$500.
- Behe, Bridget K.**, Charles H. Gilliam, and James O. Donald. 1990. Consumer and Market Testing of a Soilless Potting Mix Amended with Composted Broiler Litter. Alabama University Tennessee Valley Consortium. \$29,160.
- Behe, Bridget K.** and C. Fred Deneke. 1990. Floral Crop Production for Res. Projects. The Kenneth Post Foundation. \$1300.
- Behe, Bridget K.**, Fred Deneke, and Gary Kever. 1990. Post Production and Marketing of Harbour Dwarf Nandina. Grant from the Fred C. Gloeckner Foundation. \$5100.
- Behe, Bridget K.**, S. Ralston, and Kenneth Tilt. 1990. Ornamental Crop Business Management Seminar. Grant from Auburn University Extension Development Fund. \$5000.
- Gilliam, Charles and **Bridget K. Behe**. 1989. Consumer Preferences for Ornamental Nursery Crop Containers. Grant from the Horticultural Res. Institute. \$2000.
- Behe, B.K.** 1989. Floral Crop Post Production and Market Res.. Grant from the Alabama Florists Association. \$440.
- Behe, B.K.** and E.J. Holcomb. 1987. Polaroid Palette Computer Graphics Recorder. Grant from the Kenneth Post Foundation. \$2099.



Brumfield, R., D.J. Wolnick, and **B.K. Behe**. 1983, 1987. Pennsylvania Floral Consumer Study. Grants from the PA Florists Association. \$3000.

Wolnick, D.J. and **B.K. Behe**. 1986. Membership Survey. Grant from the PA Nurseryman's Association. \$2500.

**Behe, B.K.** and D.E. Hahn. 1984. Analysis of Supermarket Floral Consumers. Grant from the Ohio Floriculture Foundation. \$4500.

## International Experience

Invited by the Swedish University of Agriculture to serve for a week as a reviewer for their Quality and Impact 2018 (research programs). One of eleven on the Economics and Marketing Panel. Uppsala, Sweden. June, 2018.

Worked with Bavarian colleagues Paul Lampert (doctoral candidate) and Dr. Klaus Menrad for one week at the Hochschule Weihenstephan-Triesdorf (University of Applied Sciences) at the Wissenschaftszentrum Straubing (Straubing Centre of Science) to teach them how to collect, extract, and analyze data from their eye-tracking device. Presented one seminar for faculty and graduate students. November, 2015.

Presented one industry talk (What we are learning from retail garden centers customers using eye-tracking) and one academic talk (What information do consumers use to make a plant purchases decision) in Brisbane, Australia, in August 10 to Sept. 7, 2014. Invited to present a seminar at The Graduate School of Business at Deakin University (Melbourne), interact with academic colleagues, and visit professionals in the Queensland Nursery Industry.

Co-convended ISHS Symposium on Consumer Res. and Horticulture Economics in Portland, OR. Twenty-three papers were delivered from presenters from five countries. August, 2013.

Presented paper at the European Association for Education and Res. in Commercial Distribution. Valencia, Spain. Co-authored "Display Signs and Involvement: The Visual Path to Purchase Intentions" which was selected in the top 10% of papers, identified as a "Best Paper." July, 2013.

Presented paper at the 19<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science in Vienna, Austria. (July, 2012).

Invited speaker at Deakin University School of Business and lead Res.er for collection of eye-tracking data in Melbourne, Australia. Feb. 22 to March 10, 2012. Collected data at two garden centers. Visited production firms in the nursery sector. Delivered an invited talk on the campus.

Lead of a three-person team hired as consultants for USAID through MUCIA to make commercial and ATS (agricultural technical school) educational farm assessments in Upper Egypt and on the North Sinai Peninsula. 16-day trip in November, 2009, with Tom Fernandez. Helped to host a 12-person delegation to Michigan and California in September, 2010. Lead person on 14 day trip with Tom Fernandez and Paolo Sabbitini in October, 2010. Visited Italian olive growers and oil makers, along with olive oil equipment makers in the Ancona region of Italy (January, 2011).

Participated in the International Horticulture Conference in Lisbon, Portugal. Presented one paper, chaired one session, and was co-author on four additional presented papers. August, 2010.

Made one academic and one industry presentation to commercial nursery and floral growers in Israel as part of a 10-day invited trip to the Volcani Res. Institute under the sponsorship of the Ministry of Agriculture at the invitation of Dr. Rina Kamanensky. Visited commercial greenhouses and nurseries. January, 2009.

Participated and presented a paper at the 14<sup>th</sup> International Symposium on Horticultural Economics in Berlin, Germany. August, 2004.

Coordinated part of a four-week study abroad program for juniors and seniors in horticulture to visit The Netherlands and England to learn more about ornamental horticulture production and marketing. Worked with Tom Fernandez (leader), Art Cameron, and Brad Rowe. Investigation trip 5/01, student trip 5/02 with 11 juniors and seniors.

Participated and presented a paper at the 13<sup>th</sup> International Symposium on Horticultural Economics in Guernsey, England. September, 2000. Toured several greenhouse operations including clematis grower.

Toured greenhouses, nurseries, botanical gardens, and arboreta with colleagues from S-103 Regional project in Germany, Belgium, and The Netherlands 7/25/98 to 8/5/98 and presented a paper at the International Society for Horticultural Science Meeting in Brussels.

Participant of Southern U.S. Trade Association group who attended the International Pflanzen Messa (Plant Trade Show) in Essen, Germany, and toured several nurseries in The Netherlands. 1/29/97 to 2/5/97.

Scientist Exchange Program with Kinsealy Res. Centre, Dublin, Ireland. Two week information exchange and tour of commercial floral production facilities, November, 1991. Met with commercial greenhouse-crop producers, floral wholesalers, shamrock growers, and several horticultural student groups. Discussions centered on production and post-production marketing of ornamental plants. Four invited presentations were made and three additional presentations made to students at University College, Dublin, and at the National Botanic Garden.

## Conference Presentations (no abstract or proceedings published)

**Behe, B.K.**, L.E. Sage, P. T. Huddleston, A. Sanders-Jackson, and Xiaoyu Zhao. 2017. Investigating the Plant Selection Process from the Consumer Perspective. American Society for Horticultural Science annual meeting. Waikoloa, Hawaii.

Knuth, M., **B.K. Behe**, C.R. Hall, R.T. Fernandez, and P.T. Huddleston. 2017. Four Key Factors in Water Conservation Attitudes of Americans. American Society for Horticultural Science annual meeting. Waikoloa, Hawaii.

Knuth, M., **B.K. Behe**, C.R. Hall, R.T. Fernandez, and P.T. Huddleston. 2017. Demographic Characteristics of Interested and Disinterested Water Conservers. American Society for Horticultural Science annual meeting. Waikoloa, Hawaii.

**Behe, B.K.** 2017. Branded Plants Appeal to Gen X and Gen Y. American Society for Horticultural Science annual meeting. Waikoloa, Hawaii.

Khachatryan, H., A. Rihn, B. Campbell, C. Hall, and **B. Behe**. 2015. Consumer Response to Novel Indoor Foliage Plant Attributes: Evidence from a Rating-based Conjoint Experiment and Gaze Analysis. 128th Florida State Horticultural Society (FSHS) Annual Meeting, St. Augustine, FL.

Huddleston, P.T., H. Manciero, **B. Behe**, L. Sage, and S. Minahan. 2014. Is Simplicity the Key to Capturing Attention? Eye Tracking Analysis of Display. European Institute of Retailing and Services Studies. August, 2014. Lima, Peru.

**Behe, B.K.**, P.T. Huddleston, R. Fernandez, L. Sage, B. Campbell, H. Khachatryan, J. Dennis, C. Hall. 2014. Price Signs to the Left of Center have More Visual Activity. American Society for Horticultural Science annual meeting. July. Orlando, FL.

**Behe, B.K.** 2014. Eye Tracking Technology Revolutionizes Horticultural Consumer Research. Workshop on Eye Tracking Technology (organized and presented) at the American Society for Horticultural Science annual meeting. July. Orlando, FL.

**Behe, B.K.** 2014. Qualitative Res. with Horticultural Consumers. American Society for Horticultural Science Workshop on Qualitative Methods. July, 2014. Orlando, FL.

Huddleston, P. T., **B. Behe**, A. Jones, and R.T. Fernandez. Can You Read the Sign? Consumers' Attention to Water Conservation Information as an Extrinsic Cue. Academy of Marketing Sciences. Bucharest, Romania. July, 2014.

**Behe, B.K.** 2014. Qualitative Res. with Horticultural Consumers. American Society for Horticultural Science Annual Meeting. Orlando, FL. July.

**Behe, B.K.** 2014. Eye Tracking Equipment for Consumer Research. American Society for Horticultural Science Annual Meeting. Orlando, FL. July.

Khachatryan, H., **B. Behe**, B. Campbell, and C. Hall. 2013. The Application of Eye Tracking Technology in the Study of Buying Impulsiveness and Choice Decisions. Armenian Economic Association Conference, Yerevan, Armenia, October, 2013.

Khachatryan, H., **B. Behe**, B. Campbell, C. Hall, J. Dennis, and C. Yue. 2013. Does Eye Tracking Reveal More About the Effects of Buying Impulsiveness on the Green Industry Consumer Choice Behavior? Agricultural and Applied Economics Association (AAEA) Annual Meeting, Washington D.C., August.

Campbell, B., **B. Behe**, H. Khachatryan, C. Hall, J. Dennis, P. Huddleston, and T. Fernandez. 2013. Incorporating Eye Tracking Technology and Conjoint Analysis to Better Understand the Green Industry Consumer. Agricultural and Applied Economics Association (AAEA) Annual Meeting, Washington D.C., August.

**Behe, B. K.**, Huddleston, P. T., Fernandez, R.T. 2013. When they look at a display, what do they see? An exploratory eye-tracking study. Proceedings of the World Marketing Congress, Melbourne, Australia, July 17-20.

**Behe, B. K.**, Campbell, B., Khachatryan, H., Hall, C., Dennis, J., Fernandez, T. & Huddleston, P. T. Consumers look at what is important. Paper presented at the 1st International Symposium on Horticulture, Economics, Marketing and Consumer Research August 19-21, 2013. Portland: OR.

Fernandez, R.T., **B.K. Behe**, P. Huddleston, and L. Sage. 2013. Love or hate at first sight: Valentine eye-tracking study. Paper presented at the 1st International Symposium on Horticulture, Economics, Marketing and Consumer Research. August 19-21, 2013. Portland, OR.

Huddleston, P. T, Minahan, S.M., **Behe, B. K.**, Fernandez, R. T. (2013). Attention Shoppers: A Two-Country Eye Tracking Study of Merchandise Displays. Paper presented at the American Collegiate Retailing Association Conference. Nashville, TN. March 20-23.

Minahan, S. M., Huddleston, P. T., **Behe, B. K.**, Fernandez, T. Does cause related marketing on horticulture plant labels influence purchase intention? An analysis using eye tracking. Paper presented at the 1st International Symposium on Horticulture, Economics, Marketing and Consumer Research. August 19-21, 2013. Portland: OR

Minahan, S. M., Huddleston, P.T., **Behe, B. K.** & Fernandez, R. T. (2013). Conducting Field Res. in Retail Stores: A meandering path to a successful Res. project. International Review of Retail, Distribution and Consumer Res., 1-15. Doi: 10.1080/09593969.2012.743106

Minahan, S.M., Huddleston, P. T., **Behe, B. K.** & Fernandez, R. T. (2013). Cause Related Marketing using horticulture plant labels: an analysis using eye tracking. Paper presented at the International Horticulture, Economics and Consumer Marketing Symposium. Portland, OR, August 19-21, 2013.

## Invited Presentations

Pick Me! Pick Me! Cultivate18 sponsored by AmericanHort. Columbus, OH. July 15, 2018.

Marketing RFID to Consumers (with Tom Fernandez). Cultivate18 sponsored by AmericanHort. July 16, 2018.

Eye-tracking and Genetic Sequencing: The Odd Couple of Research. Invited lecture, Purdue University, West Lafayette, IN. April 26.

Cash Registers Buzzing? How to Market Pollinator Gardens. Maryland Nursery, Greenhouse and Landscape Association. Baltimore, MD. February 20, 2018. 48 participants.

Higher Sales Begin with a Better Retail Environment. Maryland Nursery, Greenhouse and Landscape Association. Baltimore, MD. February 20, 2018. 48 participants.

Those Millennials! North Dakota Nursery, Greenhouse and Landscape Association. Fargo, ND. Jan. 29, 2018. 45 participants.

Higher Sales Begin with a Better Retail Environment. North Dakota Nursery, Greenhouse and Landscape Association. Fargo, ND. Jan. 29, 2018. 75 participants.

Branding and Other Consumer Cues at the Retail Interface. 2017. Spring Meadow Nursery, Spring Hill MI. Sept. 6. 28 participants.

Paving the Path to Purchase. Cultivate17 sponsored by AmericanHort. Columbus, OH. July 16, 2017.

Panel Participant, Women in Horticulture. Cultivate17 sponsored by AmericanHort. Columbus, OH. July 16.

This is a Good Sign (Innovation Center presentation). Cultivate17 sponsored by AmericanHort. Columbus, OH. July 16.

Connecting with Customers Today and Tomorrow. Arizona Nursery Association Program. Scottsdale, AZ. February 3, 2017. 22 participants.

Paving the Path to Purchase. Great Lakes Trade Expo sponsored by Michigan Nursery and Landscape Association. January 25, 2017. 64 participants.

Promoting Pollinators (with Rebecca Finneran). Great Lakes Trade Expo sponsored by Michigan Nursery and Landscape Association. January 24, 2017. 30 participants.

Keeping the Interest in Gardening Alive! Canadian Greenhouse Association. Niagara, Canada. October 5, 2016. 50 participants.

Why We Should Market Plants Differently to Generation Y. BFG Retail Trade and Education Seminar. Minneapolis, MN. August 3, 2016. 70 participants.

Higher Sales Begin with a Better Sales Environment. BFG Retail Trade and Education Seminar. Minneapolis, MN. August 3, 2016. 65 participants.

Marketing Strategies for the Beginner, Intermediate, and Advanced Business. Bailey Nursery. July 21, 2016. 30 participants.

Higher Sales Begin with a Better Sales Environment. Bailey Nursery. July 21, 2016. 30 participants.

Guarantee Success? Why Plant Guarantees Matter. Cultivate' 16. Columbus, OH. July 11, 2016. 94 participants.

What to do with Zip Codes? Cultivate' 16. Columbus, OH. July 12, 2016. 38 participants.

Marketing Yourself and Your Career. The Ohio Project delivered at Cultivate' 16. July 10, 2016. 130 participants.

Big Budget to Bargain Basement: Marketing to a Range of Consumers. Great Lakes Trade Exposition sponsored by Michigan Nursery and Landscape Association. Lansing, MI. January, 2016. 125 participants.

Marketing to DIYers. Great Lakes Trade Exposition sponsored by Michigan Nursery and Landscape Association. Lansing, MI. January, 2016. 45 participants.

Marketing Panelist: What are the Coming Trends? Griffin Horticultural Expos. Springfield, MA (August 26) and Lancaster, PA (September 30) 2015. 45 and 75 participants.

Marketing to Make the Sale. iLandscape Educational Program. Chicago, IL. February, 2015. 87 participants.

Eye-tracking Reveals How Consumers Shop for Plants in the Retail Garden Center. Harold Wilkins Endowed Seminar at the University of Minnesota and University of Wisconsin-River Falls. 35 and 42 participants. November, 2014.

Caught You Looking! 2014. CanWest Trade Show and Educational Conference, Vancouver, BC. October. 53 participants.

Where have all the Customers Gone? 2014. CanWest Trade Show and Educational Conference. Vancouver, BC. October. 12 participants.

Enhancing the Connection between People and Plants: Consumer Res. in the retail Environment. Tobii International North American Conference. Washington, DC. 42 participants.

Consumer Res. in Horticulture. Columbus (OH) College of Art & Design. September, 2014. 7 participants.

Vegies: Counting the Cost, Identifying a Market, and Should I Do It? Cultivate14, Columbus, OH. July, 2014. 47 participants.

Conversations with Your Next Customers. Cultivate14, Columbus, OH. July, 2014. 37 participants.

Kids: Gateway to Sales. Cultivate14, Columbus, OH. July, 2014. 25 participants.

Marketing Plant Benefits for the Landscape and Nursery Industry. Saginaw Nursery & Landscape Association. February, 2014. 58 participants.

Inspire & Refresh: What Spring Training Really Should Look Like. Saginaw Nursery & Landscape Association. February, 2014. 58 participants.

Greenhouse Marketing. Webinar for Annie's Project (Rutgers University). Hour-long webinar with Dr. Jennifer Dennis. February 6, 2014, with 27 online participants.

Improving Productivity and Profitability in the Nursery Business. Gulf States Expo for the Alabama Nursery Association. Mobile, AL. January, 2014.

Enhancing the Customer Experience. Gulf States Expo for the Alabama Nursery Association. Mobile, AL. January, 2014.

Walk, Run, Race: Improving Marketing Strategies for the Beginner, Intermediate, and Advanced Marketer. Gulf States Expo for the Alabama Nursery Association. Mobile, AL. January, 2014.

Conducting Core Customer Group Discussions: What Your Customers Really Should be Telling You. Great Plains Expo for the Nebraska Landscape and Nursery Association. Lincoln, NE. January, 2014.

Inspire and Refresh: What Spring Training Really Should Look Like. Great Plains Expo for the Nebraska Landscape and Nursery Association. Lincoln, NE. January, 2014.

Thoughts on Gardening from Today's Consumer. Wisconsin Floriculture Growers Annual Meeting. Denmark, WI. October, 2013.

Consumer Res. in Horticulture using Eye-Tracking Technology. Kansas State University. September, 2013.

Refresh and Renew: What Spring Training Should Look Like. BFG Horticultural Trade Show and Educational Program. August, 2013. Minneapolis, MN.

Signs and Displays: What are Garden Center Customers Really Looking At? BFG Horticultural Trade Show and

Educational Program. August, 2013. Minneapolis, MN.

Consumer Res. on Sustainability: What Gardeners Think and Do with Sustainability. August, 2013. Far West Trade Show and Educational Program. Portland, OR.

How Well Do You Know Your Customers? Pennsylvania Association of Nursery & Technology (PANTS). August, 2013. Philadelphia, PA.

Marketing Yourself and Your Career. Two-hour presentation to international students in Columbus, OH, for The Ohio Project. Columbus, OH.

How Well Do You Know Your Customers? OFA Short Course. July, 2013. Columbus, OH.

Marketing Strategies that Zero In. Garden Center Symposium & Perennial Conference. January, 2013. Milwaukee, WI.

Success in the New Economy. Garden Center Symposium & Perennial Conference. January, 2013. Milwaukee, WI.

The Eyes are the Gateway to the Wallet. Ohio Nursery Short Course. January, 2013. Columbus, OH.

Linking Your Customers to Your Information. Ohio Nursery Short Course. January, 2013. Columbus, OH.

Pricing and Eye-tracking Studies. Invited by GIE Media to make presentation to the Revolutionary 100 Garden Centers. America's Mart, Atlanta, GA. January, 2013.

Webinar: Latest Trends in Consumer Res.  
([https://mediamatrix.tamu.edu/streams/475264/The\\_Latest\\_Consumer\\_Trends\\_Res.](https://mediamatrix.tamu.edu/streams/475264/The_Latest_Consumer_Trends_Res.)). Online for 73 participants. September 18, 2012.

Marketing Advances in Retailing Plants. Invited Seminar for Lake County Growers (OH) for selected retail customers. September, 2012.

Marketing the real value of Perennials (with Steve Castorani). OFA Perennial Plant Production Symposium. Grand Rapids, MI. September, 2012.

Pricing for Retailers. OFA Perennial Plant Production Symposium. Grand Rapids, MI. September, 2012.

Pricing for Growers. OFA Perennial Plant Production Symposium. Grand Rapids, MI. September, 2012.

Niche Marketing: Communicating the Real Value of Plants. OFA Short Course. Columbus, OH. July, 2012.

What's Your Marketing Challenge? Real Solutions! With Denise Ryan. OFA Short Course. Columbus, OH. July, 2012.

Marketing Shorts: Eye-tracking Res. and Retail Displays. OFA Garden Center Live! Columbus, OH. July, 2012.

Marketing Primer for Growers. Indiana Floriculture Growers Association Summer Speaker Series. Indianapolis, IN. June, 2012.

Business Trends 2012. Capital Area Landscape Association. February, 2012. Lansing, MI.

You're Going to do What with That? Consumer Trends in Sustainability. Pro Green Expo. Denver, CO. February,

2012.

Customer Communication Trends. Pro Green Expo. Denver, CO. February, 2012.

Business Trends 2012: Setting, Following, and Avoiding. New Hampshire Plant Growers' Association and New Hampshire Landscapers' Association. Keynote address. Manchester, NH. January, 2012.

Achieving Success in the New Economy: 10 Tips for Top Performance. Michigan Grower Expo. Grand Rapids, MI. December, 2011.

Focus Groups Made Easy. Michigan Grower Expo. Grand Rapids, MI. December, 2011.

Break Into Retail. OFA Grow and Sell for Profit Short Course. Raleigh, NC. November, 2011.

Building Your Career from Your Couch. OFA Short Course. Columbus, OH. July, 2011.

Is Your Business a Good Facebook Friend? OFA Short Course. Columbus, OH. July, 2011.

When Should I Jump on the Train? OFA Short Course. Columbus, OH. July, 2011.

Be Smart about QR Codes; Local Labels; Eye Tracking Res.. OFA Short Course "Shorts" presentations. Columbus, OH. July, 2011.

Walk, Run, Race: Marketing Strategies for the Beginner, Intermediate, and Advanced Marketer. Alabama Nursery and Landscape Association Summer meeting. Birmingham, AL. June, 2011.

Merchandising from A to Z. Alabama Nursery and Landscape Association Summer meeting. Birmingham, AL. June, 2011.

Success in the New Economy will be Improved by . . . Keynote Speaker for the Society of American Florists Pest and Production Management Conference. San Diego, CA. February, 2011.

Connect with Consumers on the Environment and Sustainability. Break-out session (delivered 4 times) for the Society of American Florists Pest and Production Management Conference. San Diego, CA. February, 2011.

Connect with Consumers on the Environment and Sustainability. Keynote Speaker for the Mid-States Horticulture Expo. Lexington, KY. January, 2011

Will Social Media Make Me More Relevant? Michigan Nursery & Landscape Association Great Lakes Trade Expo. Grand Rapids, MI. January 2011.

You're Going to do What with That? Connecting with Consumers on the Environment and Sustainability. Michigan Nursery & Landscape Association Great Lakes Trade Expo. Grand Rapids, MI. January 2011.

Success in this new economy means . . . Crop Protection Services Customer Appreciation Dinner. Santa Clara, CA. August, 2010.

Integrative Marketing. OFA Short Course. Columbus, OH. July, 2010.

Marketing Cut Flowers. Alaska Peony Grower's Association Summer Meeting. Fairbanks, AK. July, 2010.



Effecting a Paradigm Shift for Faculty Teaching (with) Writing Across the Disciplines. With Terri Trupiano Barry, Scott Chiu, Matthew Cox, Mike Orth, and Suzanne Lang. International Writing Across the Curriculum Convention. Bloomington, IN. May, 2010.

Fanatics to Fatalists: Who Cares About Eco-Trends and Who Doesn't? Idaho Horticulture Expo. Boise, ID. January 2010.

New Ways or Old Habits? Marketing to the Post-Recession Consumer. Idaho Horticulture Expo. Boise, ID. January, 2010.

Surf's Up! Who is Seeking Online Information and Making Online Gardening Purchases? Far West Nursery Show and Educational Conference. Portland, OR. August, 2009.

Connect with Customers on the Environment and Sustainability. Southeast Greenhouse Conference. Greenville, SC. June, 2009.

Merchandising Throughout the Year. Southeast Greenhouse Conference. Greenville, SC. June, 2009.

Marketing Bulbs to Today's Consumers. International Bulb Importers Association. San Antonio, TX. March, 2009.

Ten Timely Questions to Ask Today to Be in Business Next Year and Ten Consumer Trends that Will Affect Your Business. Harrell's LLC Executive Roundtable. Sylacauga, AL. February, 2009.

Consumer Trends and Merchandising Strategies. Scranton-Gillette Symposium for Key U.S. Greenhouses. Charlotte, NC. February, 2009.

Patting Your Green Backs. Mid-American Trade Show and Conference. Chicago, IL. January, 2009.

Surf's Up! Who is Seeking Online Information and Making Online Gardening Purchases? Western Nursery and Landscape Association Educational Conference. Kansas City, KS. January, 2009.

Patting Our Green Backs. Mid America Trade Show and Educational Conference. Chicago, IL. January, 2009.

Competitive Strategies for Today's Market. Apex Sales Meeting for Nursery Customers. Monterey, CA. November, 2008.

Color Sells, But What More Can I Do? Talk made to invited guests at Commerce Corp. (wholesale distributor of garden center products). Grand Rapids, MI. July, 2008.

Surf's Up! Who is on the Web? Ohio Florists' Association Short Course. Columbus, OH. July, 2008.

More Effective Merchandising. Southeast Greenhouse Conference (with Laurie Scullin and Brenda Vaughn). Greenville, SC. June, 2008.

Surf's Up! Who is on the Web? Southeast Greenhouse Conference. Greenville, SC. June, 2008.

Was It Something I Said? Cultivating Customer Loyalty. Great Lakes Trade Exposition. Grand Rapids, MI. January, 2008.

Competitive Strategies for Today's Market. Harrell's Annual Sales Meeting. Orlando, FL. December, 2007.

Adapting Your Marketing Strategy to the Changing Gardening Consumer. W.H. Milikowski, Inc., Customer Appreciation Day. Sturbridge, MA. September, 2007.

Current Trends in Consumer Purchases of Floral Products. Safeway Supermarket Floral Field Merchandiser University. San Ramon, CA. July, 2007.

Marketing Gardening to the Next Generation of Customers. Southeast Greenhouse Conference. Greenville, SC. June, 2007.

Marketing to the Next Generation. New England Perennial Conference. Storrs, CT. March, 2007.

Color Sells, But What More Can I Do? Ohio Nursery Association CENTS. Columbus, OH. January, 2007.

Increasing Landscape Value from the Consumer Perspective. Ohio Nursery Association CENTS. Columbus, OH. January, 2007.

Marketing Gardening to the Next Generation. Ohio Nursery Association CENTS. Columbus, OH. January, 2007.

Marketing to the Generation X. Georgia Retail Symposium. Savannah, GA. November, 2006.

Marketing to the Generation X. New England Perennial Conference. Worcester, MA. November, 2006.

Color Sells, But What More Can I Do? Texas Nursery and Landscape Association. San Antonio, TX. August, 2006.

Keynote Presentation: The Changing Face of the American Gardener. Texas Nursery and Landscape Association. San Antonio, TX. August, 2006.

Customer Loyalty. Ohio Florists Association Short Course. Columbus, OH. July, 2006.

New Varieties . . . When is Enough, Enough? (with John Gaydos) Ohio Florists Association Short Course. Columbus, OH. July, 2006.

The Changing Face of the American Gardener. National Master Gardener Coordinator Conference. Lisle, IL. June, 2006.

Customer Loyalty, Texas A&M University, College Station, TX, February 2005.

Marketing Beyond Baby Boomers. New Hampshire Garden Center Symposium. Manchester, NH. November, 2005.

Color Sells, But What More Can I Do? New Hampshire Garden Center Symposium. Manchester, NH. November, 2005.

Keep them Coming Back for More! Ideas for Retailers. Michigan Greenhouse Growers Expo. Lansing, MI. November, 2005.

The Changing Face of the American Gardener. Ohio Florists Association Short Course. Columbus, OH. July, 2005.

Dancing on Stilts with an Elephant on Your Back: Balancing Programs and Priorities. North Carolina Extension Summit. Greensboro, NC. March, 2005.

More Effective Displays Mean Higher Sales. Pro Hort Symposium. Illinois Nursery and Landscape Association. Peoria, IL. February, 2005.

How Much Do Consumers Value a Good Landscape? Pro Hort Symposium. Illinois Nursery and Landscape Association. Peoria, IL. February, 2005.

Ten Things Retailers Wish You Knew. Pennsylvania Nursery and Landscape Association Conference. State College, PA. February 2005.

Color Sells, But What Else Can I Do? Pennsylvania Nursery and Landscape Association Conference. State College, PA. February 2005.

Move it or Lose it. Michigan Greenhouse Growers Expo. Lansing, MI. November, 2004.

Advertising: What Works? Michigan Greenhouse Grower Expo special seminar on Retail Marketing. Lansing, MI. November, 2004.

Ten Things Retailers Wish You Knew. Harrell's Academy held at Callaway Gardens. Pine Mountain, GA. November, 2004.

Marketing Your Landscape Business. School of the Chicago Botanic Garden Special Seminar. Chicago, IL. March, 2004.

Color Sells, But What Else Can I Do? New England Grows. Boston, MA. February, 2004.

Marketing Perennials and Flowering Shrubs as Plants for Inside and Outside the Home. Michigan Nursery & Landscape Association's Great Lakes Exposition. January, 2004.

Connect with Your Customer for Great Profits. Saginaw Valley Association of Nurserymen joint meeting with Genesee Area Landscape and Nursery Association. October, 2003.

Starting a Green Business. School for the Chicago Botanic Gardens. 2.5 hour presentation. Chicago, IL. Sept., 2003.

Business Analysis and Financial Benchmarks with Greenhouse Operations in NY, MI, and NJ. American Association of Agricultural Economists. Montreal, Canada. July, 2003. (With Wen-Fei Uva and Robin Brumfield).

Strategies for Positioning Herbaceous Perennials for Enhanced Profitability. Ohio Florists Short Course. Columbus, OH. July, 2003.

How Much Do Consumer Value A Good Landscape? Southeast Greenhouse Conference. Greenville, SC. June, 2003.

New Strategies for Pricing Products. Southeast Greenhouse Conference. Greenville, SC. June, 2003.

How Much Do Consumer Value A Good Landscape? Georgia Green Industry Assn. Athens, GA. January, 2003.

Starting a Green Business. School for the Chicago Botanic Gardens. 2.5 hour presentation. Chicago, IL. Sept, 2002.

Building More Effective Customer Service. School for the Chicago Botanic Gardens. Chicago, IL. Sept. 2002.

Christmas Trees in Contemporary Society. National Christmastree Association. Grand Rapids, MI. July, 2002.

Changes in Agriculture and Natural Resources: An Agribusiness Perspective. NC State Cooperative Extension SUMMIT for County Agents. Rocky Mount, North Carolina. June, 2002.

How Branding Can Improve Your Bottom Line. Southeast Greenhouse Conference. Greenville, SC. June, 2002.

Why People Buy. Southeast Greenhouse Conference. Greenville, SC. June, 2002.

Who is Your Customer? ProHort Symposium. Peoria, IL. February, 2002.

Marketing More Effectively to Garden Center Customers and Landscape Clients. ProHort Symposium. Peoria, IL. February, 2002.

Living Near an 800lb. Gorilla: Marketing Successfully Near Mass-Merchandisers. Michigan Growers Expo. Lansing, MI. October, 2001.

Who Buys Your Plants? Grand Rapids Nursery Association. Grand Rapids, MI. October, 2001.

Creating the Garden Experience. Ohio Florists Association Short Course. Columbus, OH. July, 2001.

Customers are Assets, too. Southeast Greenhouse Conference. Greenville, SC. June, 2001.

Understanding Your Customers. Michigan Conference on Organic Agriculture. Lansing, MI. March, 2001.

The People Who Buy the Plants. Great Lakes Trade Exposition sponsored by the Michigan Nursery and Landscape Association. Lansing, MI. January, 2001.

Tips and Tactics for Winning Promotions. Pennsylvania Landscape & Nursery Conference. State College, PA. February, 2001.

The Changing Face of the American Gardener. Pennsylvania Landscape & Nursery Conference. State College, PA. February, 2001.

The People Who Buy the Plants. Kentucky Landscape Industries Educational Program. Lexington, KY. January, 2001.

Building the Business with Facilities and Products. Kentucky Landscape Industries Educational Program. Lexington, KY. January, 2001.

Consumer Trends for More Effective Marketing. Western Michigan Nursery Association. Grand Harbor, MI. December, 2000.

Know Your Customers. New England Greenhouse Conference. Wooster, MA. October, 2000.

How to Grow Money: Pricing the Costs and Benefits of Advertising. Southeast Greenhouse Conference. Greenville, SC. June, 2000.

How to Grow Money: Pricing Your Product and Determining Your Costs. Southeast Greenhouse Conference. Greenville, SC. June, 2000.

Marketing Perennials for Better Sales. University of Connecticut 2000 Perennial Conference. Storrs, CT. March, 2000.

Blow Your Own Horn. Metro-Detroit Flower Growers Association. Detroit, MI. February, 2000.

Blow Your Own Horn: Promoting the Garden Center. Michigan Nursery and Landscape Great Lakes Trade Exposition and Educational Seminars. Lansing, MI. Jan., 2000.

Marketing: Product, Promotion, Price, and Place. Michigan Growers Expo. Lansing, MI. Oct., 1999.

Production and Marketing of Herbaceous Perennials. Bedding Plants International. St. Paul, MN. Sept., 1999.

Garden Trends for Perennial Sales. Perennial Plant Association National Conference, Lansing, MI. July, 1999.

And the Survey Says. Michigan Master Gardener Annual Convention. East Lansing, MI. June, 1999.

Plants Growers Want You to Know. MSU Hort Club Spring Show Seminar. East Lansing, MI. April, 1999.

Service to Keep Them Smiling. Pennsylvania Landscape and Nursery Conference. Harrisburg, PA. February, 1999.

Wowing Them with Your Winning Service. South Carolina Horticulture Industries Trade Show and Seminars. Myrtle Beach, SC. February, 1999.

The Other Side of the Counter: Consumer Res. for Retail Garden Centers. Ohio Nursery Association. Columbus, OH. January, 1999.

Who is My Customer? Ohio Nursery Association. Columbus, OH. January, 1999.

Marketing Flowers: What Does Consumer Res. Say? National Direct Farm Marketing Association. Grand Rapids, MI. January, 1999.

Let's Talk Marketing. Michigan Nursery and Landscape Association's Great Lakes Trade Show & Exposition. Lansing, MI. January, 1999.

Grow What You Can Market. Ohio Florists Association. Columbus, OH. July, 1998.

Who Is Your Customer? Ohio Florists Association. Columbus, OH. July, 1998.

Financial Strategies: Costs of Production and Profitability (with John Biernbaum). Ohio Florists Association. Columbus, OH. July, 1998.

The Consumer Market: How Many Gardeners? How Much Lawn? American Society for Horticultural Science. Workshop #26. Charlotte, NC. July, 1998.

Can't I Just Sell Great Plants? Marketing and Advertising for the Start-Up Greenhouse Business. Southeast Greenhouse Conference. Greenville, SC. June, 1998.

Financial Strategies for the Retail Horticulture Business. Southeast Greenhouse Conference. Greenville, SC. June, 1998.

Growing, Going, Gone: Demographic Trends into the Next Century. Southern Entomological Branch, Plenary Session. Asheville, NC. March, 1997.

Developing Your Competitive Edge. Connecticut Nursery Association. Hartford, CT. January, 1997.

Developing Quality Service. Georgia Commercial Flower Grower's Update. Atlanta, GA. January, 1997.

Service with a Smile: Your Competitive Edge for Retail Florists and Garden Centers. Ohio International Florists Short Course. Cincinnati, OH. July, 1996.

Delivering Quality Service: Honing Your Competitive Edge. Southeast Greenhouse Conference, Greenville, SC. June, 1996.

At Your Service: A Look at Service Quality from the Retail Garden Center Customers' Perspective. Ohio Florists Association sponsored Garden Center Tour of Georgia and North Florida. Callaway Gardens, Pine Mountain, GA. June, 1996.

Service With a Smile: Your Competitive Edge. Alabama Farmers' Cooperative Lawn and Garden Day. Auburn, AL. January, 1996.

Ways to Get the Word Out. Georgia Green Industry Update, Grower's Division. Atlanta, GA. January, 1996.

The Floriculture Industry After 2000. Michigan Greenhouse Growers Exposition. Lansing, MI. October, 1995.

People and Their Plants: Consumer and Market Res. of Landscape Ornamentals. Saturday Seminar sponsored by the Auburn Alumni Association, the Athletic Department, and the Committee on Intercollegiate Athletics. Auburn, AL. September, 1995.

Labor Relations in Turfgrass Enterprises (with Carol Petrone). Alabama Turfgrass Association 34th Turfgrass Assn. Meeting and Trade Show. Auburn, AL. August, 1995.

Getting Growers to Think Like Customers. Ohio International Floral Short Course. Cincinnati, OH. July, 1995.

Color in the Landscape. Alabama Farmer's Cooperative Horticulture Short Course. Auburn, AL. Sept., 1995.

It's a Tough Sale Without a Flower: Marketing Perennials. Pennsylvania Nurserymen and Allied Industry Short Course. Hershey, PA. February, 1995.

What Your Customers Should Be Asking For. Tennessee Flower Growers Association Meeting. Chattanooga, TN. October, 1994.

Grow a Garden of Profits by Marketing Annual and Perennial Plants. National Hardware Wholesalers Convention, Indianapolis, IN. August, 1994.

Working Profitably With the Mass-Merchandisers (Panelist). Professional Plant Growers Association Annual Conference, Buffalo, NY. 1994.

Surviving Without the Mass-Merchandisers (Panelist). Professional Plant Growers Association Annual Conference, Buffalo, NY. 1994.

Practical Marketing Strategies for Perennials. International Floriculture Industry Short Course Program, Cincinnati, OH. 1994.

How Consumers View the Horticulture Industry. Georgia Commercial Flower Growers Winter Update, Atlanta, GA. 1994.

Developing Your Most Valuable Asset: Employee Training and Development. Tennessee Flower Growers Association Annual Conference, Gatlinburg, TN. 1993.

Who is Buying Your Plants? Tennessee Flower Growers Association Annual Conference, Gatlinburg, TN. 1993.

Through the Consumer's Eyes. Professional Plant Growers Association Annual Conference, Tampa, FL. 1993.

Pricing Horticultural Products for Profit. Southeast Greenhouse Conference, Greenville, SC. June, 1993.

Consumer Res. in the Floral Industry. American Society for Horticultural Science, Workshop, Economics Impacts on Changing Markets Due to Public Perceptions: Floriculture, Turfgrass, Landscape, and the Wine Industry, Nashville, TN. July, 1993.

Horticulture Industry Economic and Market Overview. Alabama Nurserymen's Association Business Seminar, Gulf Shores, AL. June, 1993.

Consumer Concerns with Litter Products: Market Res. Results. National Poultry Waste Management Symposium, Birmingham, AL. October, 1992.

Perennial Plant Industry Res. Results. Alabama Nurserymen's Association Annual Summer Seminar, Huntsville, AL. June, 1992.

Marketing Greenhouse Crops. 1992 Greenhouse Workshop sponsored by The University of Georgia Cooperative Extension Service, Macon, GA. January, 1992.

Marketing Potted Crops in the U.S. Shamrock Grower's Workshop, Kinsealy Res. Center, Dublin, Ireland. November, 1991.

Interior Plantscapes in the U.S. Irish Interior Plant Day, Kinsealy Res. Center, Dublin, Ireland. November, 1991.

U.S. Floriculture Production and Future Trends. Flower Grower's Day, Kinsealy Res. Center, Dublin, Ireland. November, 1991.

Floral Distribution and Marketing Challenges for the 1990's. Dublin Wholesale Florist's Organization, Dublin, Ireland. November, 1991.

The Grower Connection: Marketing Ornamentals. Southeastern Biennial Plant Conference, Birmingham Botanical Garden, Birmingham, AL. October 1991. 120 participants.

What Consumer Res. is Telling Us about Consumers Buying Floral Products in Supermarkets. Seeley Conference, Cornell University, NY. June, 1991.

Marketing Horticultural Products in Alabama. Alabama Nurserymen's Association Summer Seminar, Auburn, AL. June 1990.

Economic Status of the Ornamental Industry. Horticulture Business Management Seminar, Auburn, AL. June, 1990.

Holiday and Occasional Marketing of Floral Products to Consumers. Ohio Florists' Short Course, Columbus, OH. July, 1988.

The PFA Consumer Flower Buying Study - New Information, New Strategies. Pennsylvania Florists' Association Conference, University Park, PA. (With Dennis Wolnick), October, 1987.

Gimme' A Lite (Marketing Nursery Products to Consumers). Pennsylvania Nurseryman's Conference, University Park, PA. January, 1987.

Today's Floral Consumer. Produce Marketing Assn. Convention. Moscone Center, San Francisco, CA. October, 1985.

Supermarket Flowers: Who Buys Them and Why? Ohio Florists' Short Course, Columbus, OH. July, 1985.

Innovative Marketing for Greenhouse Managers. Southeastern Pennsylvania Greenhouse Seminar, Reading, PA. November, 1984.

## **Extension Seminars, Conferences, Workshops, and Webinars**

Higher Sales Begin with a Better Retail Environment. Webinar for Virginia Nursery & Landscape Association. August 16, 2018.

Marketing Recycled Water to Consumers. University of Maryland Nursery Grower Conference, College Park, MD. August 6, 2018.

Marketing Yourself and Your Career. 3 hour program for the Ohio Project Cultivate18 speaking to 75 international students about career development, sponsored by Ohio University. July 15, 2018.

Marketing Boot Camp. 6-hour workshop for Michigan growers and retailers. Novi, MI. February 28, 2017.

#Plants Do That! 50 minute presentation at the Great Lakes Trade Expo for the Michigan Nursery and Landscape Association. Lansing, MI. January, 2018. 47 participants.

Ten Tips to Step-up Retail Sales. 50 minute presentation at the Great Lakes Fruit, Vegetable, Farm Market, and Greenhouse Expo. Grand Rapids, MI. December, 2017. 125 participants.

Hort Snacks-to-Go Eye-tracking Technology & Garden Centre Marketing. Alberta (Canada) Ag Info Centre. 18 participants. October 30, 2017.

Production Cues that Catch the Consumers Eye. eGROW Midwest Meeting. East Lansing, MI. 25 participants.

Marketing Yourself and Your Career. 3 hour program for the Ohio Project Cultivate17 speaking to 75 international students about career development, sponsored by Ohio University. July 16, 2017.

Shopping from the Eye of the Consumer: Build a Better Retail Environment. 50 minute presentation at the Great Lakes Fruit, Vegetable, Farm Market, and Greenhouse Expo. Grand Rapids, MI. December, 2016. 75 participants.

Why Plant Guarantees Matter. 50 minute presentation at the Great Lakes Fruit, Vegetable, Farm Market, and Greenhouse Expo. Grand Rapids, MI. December, 2016. 25 participants.

Marketing Yourself and Your Career. 3 hour program for the Ohio Project Cultivate16 speaking to 75 international students about career development, sponsored by Ohio University. July 11.

Marketing Issues for Ornamental Horticulture. 30 minute presentation for extension in-service program. East Lansing, MI. June, 2016. 50 participants.



Be the Professional Customers Expect. One hour presentation for the Michigan Nursery and Landscape Association. April, 2016. 16 participants.

Marketing Basics for Farmers Market Managers. Two-hour Online Webinar. For the Michigan Farmers Market Association. February, 2016. 47 participants.

Consumer Perceptions of Water Use of Plants in the Landscape. NC1186 Regional Meeting on Nursery Water Use. July, 2015. 34 participants.

Plants are More than Pretty & Social Media Basics for the Landscape Business. Capital Area Landscape Association Board Meeting. Okemos, MI. February, 2015. 12 participants.

Marketing Basics for Farmers Market Managers. Two-hour Online Webinar. For the Michigan Farmers Market Association. February, 2015. 36 participants.

Plants are More than Pretty. Alabama Nursery and Landscape Association's Gulf States Expo. Mobile, AL. January, 2015. 55 participants.

Walk, Run, Race: Marketing for the Novice, Intermediate, and Advanced Garden Center. Alabama Nursery and Landscape Association's Gulf States Expo. Mobile, AL. January, 2015. 60 participants.

Plants are More than Pretty. Michigan Nursery and Landscape Association's Great Lakes Expo. Lansing, MI. January, 2015. 38 participants.

What Do Consumers Think about Plant Brands? Michigan Nursery and Landscape Association's Great Lakes Expo. Lansing, MI. January, 2015. 42 participants.

Enticing the Under 40 Crowd. Michigan Nursery and Landscape Association's Great Lakes Expo. Lansing, MI. January, 2015. 48 participants.

What Should I Consider Before Growing Greenhouse Veggies? MI Fruit, Vegetable, and Farmers Market Expo, Greenhouse Grower Program. Grand Rapids, MI. December, 2014. 35 participants.

Plant Brands and Quality Perceptions. MI Fruit, Vegetable, and Farmers Market Expo, Greenhouse Grower Program. Grand Rapids, MI. December, 2014. 15 participants

Advertising and Return on Investment. MI Fruit, Vegetable, and Farmers Market Expo, Greenhouse Grower Program. Grand Rapids, MI. December, 2014. 27 participants.

S-1051 USDA Regional Project Host. Hosted 8 colleagues (domestic) for a 2-day tour and meeting. Traverse City, MI. September, 2014.

Marketing Boot Camp. New Hampshire Nursery & Garden Center Industry. 6 hour program. Newport, NH. April 7, 2014. 14 participants.

Marketing Boot Camp. Virginia Nursery & Garden Center Industry. 6 hour program. Virginia Beach, Virginia. March 7, 2014. 12 participants.

Inspire and Refresh: What Spring Training Should Look Like. One hour webinar for Greenhouse Product News. April, 2014. 55 participants.

Marketing Your Market. Two-hour online webinar for Michigan Farmer's Market Manager Certification Program with 17 participants. February 10, 2014.

Understand How Your Potential Customers Think. Western Michigan Greenhouse Association. Grandville, MI. January, 2014. 34 participants.

Understand How Your Potential Customers Think. Michigan Grower Expo. Grand Rapids, MI. December, 2013. 34 participants.

Enhancing the Customer Experience. Michigan Grower Expo. Grand Rapids, MI. December, 2013. 42 participants.

Marketing Boot Camp. Toledo Area Floriculture Extension Program. Delivered four-hour workshop to 31 participants. September, 2013.

Consumer Res. on Sustainability. Coordinated a workshop at ASHS meeting with 5 papers (presenting one of those). Palm Desert, CA. July, 2013.

Market Boot Camp. Delivered four-hour workshop to 26 participants of the Metro Detroit Flower Growers Association. Delivered the same workshop to 22 participants in Grand Rapids, MI. February, 2013.

Marketing Update. Delivered one-hour long presentation to 35 participants of the Metro Detroit Flower Growers Association in October, 2012.

Farmer's Market Manager Certificate Program. Delivered 3 hours of business planning information to 47 Farmer's Market Managers. Dru Montri, MIFFMA, was organizer. Lansing, MI. January, 2012.

OFA Grow and Sell for Profit. Delivered one hour-long presentation, one short presentation (12 minutes) and lead garden center study tour to two retail operations for 27 participants. Raleigh, NC. November, 2011.

Farmer's Market Manager Certificate Program. Delivered 3 hours of business planning information to 47 Farmer's Market Managers. Dru Montri, MIFFMA, was organizer. Lansing, MI. January, 2011.

STAF (Strategies and Tools Across Fields) Writing Workshop hosted by the MSU Writing Center. Faculty mentor and presenter. Week long workshop on MSU Campus. May, 2010.

Vegetable Marketing. 2010. Part of Vegetable 201 Workshop by Dan Brainard. March, 2010. Jackson, MI. Delivered electronically with Camtasia.

Marketing Your Eco-Side. Michigan Grower Expo with the Great Lakes Fruit, Vegetable, and Farm Market Expo. Grand Rapids, MI. December, 2009. Delivered electronically with Camtasia.

Marketing Your Way through Tough Economic Times. Michigan Sod Growers Association. East Lansing, MI. March, 2009. 24 participants.

Edible Flowers. Two identical presentations made at the Spring Into Gardening Seminar Series for the MSU Horticultural Gardens. 35 participants total. March, 2009.

Patting Your Green Backs. Michigan Christmas Tree Growers Association. Mt. Pleasant, MI. March, 2009. 64 participants.

Marketing Bulbs. Michigan Gladiolus Association. Battle Creek, MI. March, 2009. 37 participants.

Strategies for Managing Your Bottom Line . . . Profitably. November, 2008. With Dr. Peter Konjoian. Michigan Grower Expo, Sponsored by The Ohio Florists Association. 52 participants.

The ABC's of Marketing to Gen X, Y, and B. Michigan Grower Expo. Lansing, MI. November, 2008.

Michigan Plant Grower's Cooperative. Marketing Ideas for the Future. December, 2007. Presented two 60-minute talks. "Adapting Your Business to a Changing Market" and "To E-Market or Not to E-Market?" and moderated a panel discussion on retail greenhouse and garden center Internet Marketing.

Michigan State University Grower's Day. August, 2007. Presented two 30-minute sessions on "Top 10 Reasons Why Customer Should Shop Independent Garden Centers" and "Keep Them Coming Back for More: Improving Customer Loyalty." 37 and 33 participants, respectively.

Participated in Floriculture Res.er's Day (August 15, 2007) by presenting a 10-minute presentation on "Internet Purchase and Searches for Garden Related Products and Information." 23 participants.

Garden Center Retail Symposium. Five-hour seminar course for Tru-Value Retail Garden Center owner/managers with 43 participants. Michigan State University. July, 2007.

Business College of Knowledge: Marketing. Updated and presented four-hour module on marketing for ornamental businesses. Ohio Short Course, Columbus, OH. July, 2006.

Marketing for the Landscape Professional. Capital Area Landscape Association. January, 2006. (4 hour session)

Business College of Knowledge: Marketing. Developed and presented four-hour module on marketing for ornamental businesses. Lansing, MI. November, 2005.

Shade Tree Production and Business Program. Developed and conducted sessions on Business Planning (1 hour) and Marketing (1 hour). Grand Rapids, MI. March, 2005.

Business Workshop: Starting Your Own Business & Writing a Business Plan. Michigan State-Wide Master Gardener Conference. Lansing, MI. June, 2001. (2 hour workshop).

Increasing Your Sales. Workshop organized with Dean Krauskopf for retail managers and their employees. Rochester, MI. March, 2001. (5 hour workshop for 65 participants).

Business Workshop: Starting Your Own Business & Writing a Business Plan. Michigan State-Wide Master Gardener Conference. Lansing, MI. June, 2000. (2 hour workshop).

MSU Update at the Michigan Growers Expo. Organized presentations for 8 MSU Res. projects funded by MI plant industry dollars. October, 2000. (2 hour session).

Garden Day, June 1996. Two-day field event for All-America Selection Display Garden. 75 participants.

Alabama Nurserymen's Association Business Seminar, June, 1993. Two-day seminar with 20 participants.

Alabama Nurserymen's Association Summer Seminar, June, 1993 (co-chairman with Ken Tilt). Two-day program for 350 participants.

Alabama Florist's Association Basic Floral Design Workshop, June, 1993. Two-day seminar and workshop for 40 participants.

Alabama Florist's Association Advanced Floral Design Workshop, June, 1993. Two-day seminar and workshop for 30 participants.

Alabama Florist's Association Business Seminar, January, 1993. One-day seminar with 20 participants.

Alabama Nurserymen's Association Summer Seminar, June, 1992 (co-chairman with Ken Tilt). Two-day program with tours and 300 participants.

Alabama Florist's Association Basic Floral Design Workshop, June, 1992. Three-day seminar and workshop for 37 participants.

Alabama Florist's Association Advanced Floral Design Workshop, June, 1992. Three-day seminar and workshop for 25 participants.

Alabama Florist's Association Business Seminar, January, 1992. One-day seminar with 15 participants.

Gaining a Marketing Perspective in the University and Private Sectors. 90 min. workshop sponsored by the ASHS Marketing and Economics Working Group, July, 1991.

Alabama Florist's Association Basic Floral Design Workshop, June, 1991. Three-day seminar and workshop for 44 participants.

Alabama Nurserymen's Association Summer Seminar, June, 1991 (co-chairman with Ken Tilt). Three-day program with tours for 190 participants.

Specialty Fresh Flower Production and Marketing, February, 1991. One-day seminar with 90 participants.

Alabama Florist's Association Business Seminar, January, 1991. One-day seminar with 30 participants.

Alabama Nurserymen's Association Summer Seminar, June, 1990 (co-chairman with Ken Tilt). Two-day program with tours and 300 participants.

Horticulture Business Management Seminar, June, 1990 (co-chairman with Ken Tilt). Two-day seminar with 30 participants.

Alabama Florist's Association Basic Floral Design Workshop, June, 1990. Three-day seminar and workshop with 40 participants.

## **Visiting Scientist Collaboration**

Zhu, Zhiwen. Associate Professor, Business School, Huaiyin Institute of Technology, Beijing, China. April 2016-March 2017.

## **Post-doctoral Fellow Direction**

Bae, Mikyeung (Clara). 2016. Collaborated on eye-tracking consumer research projects. Now, Assistant Professor, Oklahoma State University (Stillwater) in the School of Media and Strategic Communications.

Getter, Kristin. 2009 to 2011. Collaborated on various marketing projects. Now Instructor, Michigan State University, Department of Horticulture.

Kelly, Kathleen. 2000 to 2003. Collaborated on various marketing projects. Now Professor, Department of Plant Science, Penn State University.

## **Thesis and Dissertation Direction**

Knuth, Melinda. Ph.D. (2020 anticipated graduation). Committee Member, Texas A&M University, Department of Plant Sciences.

Abdi, Damon. Ph.D. (2019 anticipated graduation). Committee Member. Horticulture Department.

Cieslinski, Shelby. Ph.D. (2020 anticipated graduation). Committee Member. Food Science Department.

Foote, Deven. M.S. 2016. Committee Member. CARRS Department. Case Studies in Farm Viability of Michigan Urban and Non-Urban Direct Market Farmers.

Jones, Allison. M.S. 2013. Major Professor. Use of Eye-Tracking Technology to Market Sustainably-Grown Plants. Current statistical analyst for Michigan State University Development Office.

Montri, Dru. Ph.D. 2012. Co-Advisor and Co-Major Professor. Improving Access to Farmer's Markets for Low Income Households. Dual degree program with Dept. of Community, Agriculture, Recreation, and Tourism. Currently Director, Michigan Farmers Market Association and owner of Ten Hens Farm (DeWitt, MI).

George, Valerie. 2011. Committee Member. Farm to School Food Sales; A Case Study in Chicago. CARRS (Dept. of Community, Agriculture, Recreation, and Tourism).

Tennes, Steven. M.S. 2007. Major Professor. Marketing the Farm Experience to Children K-8. Currently Owner and Manager, The Country Mill Farm, Charlotte, Michigan.

DeGraaf (Hicks), Jessica. M.S. 2005. Major Professor. Delighted Customers Buy Again. Michigan State University. Currently Marketing Director for Proven Winners Brand.

Brown (Dennis), Jennifer. Ph.D. 2004. Major Professor. Customer Satisfaction with Retail and Service Providers in the Horticulture Industry. Michigan State University. Currently Vice Provost and Dean for the Graduate School, Oregon State University.

- Monroe, Elizabeth. 2003. Committee Member. Influence of Immersion Field Trips on Elementary School Children's Scientific Curiosity (Norm Lownds, Major Professor). Michigan State University. Currently Program Coordinator, North Carolina State University 4-H Children's Garden.
- Lopez, Roberto. 2003. Committee Member. Temperature and Photoperiod Flowering Requirements for Cymbidium and Dendrobium Orchids (Erik Runkle, Major Professor). Michigan State University. Currently Assistant Professor, Michigan State University.
- Wampfler, Daniel. 2003, Committee Member. Quantifying and Eliminating Methoxyppyrene from Wine (Stan Howell, Major Professor). Michigan State University.
- Duck, Marcus. 2002. Committee Member. Temperature and Photoperiod Requirements for Producing Table-top Christmas Trees (Bert Cregg, Major Professor). Michigan State University. Currently Instructor and Coordinator Two-year certificate program in Landscape Horticulture, Michigan State University.
- Kelley, Kathleen. Ph.D. 2000, Committee Member. Production, Post-harvest and Marketing Organic Edible Flowers (John Biernbaum, Major Professor). Michigan State Univ. Currently Professor and Extension Specialist, Penn State University.
- Moore, Elizabeth. M.S. 2000, Major Professor. Marketing and Garden Performance of Selected Forced Herbaceous Perennial Plants. Michigan State University.
- Roark, Roland S. M.S. 1997, Major Professor. Management of Blackspot Disease of Rose with Antitranspirants. Auburn University.
- Allen, Brenda. Ph.D. 1997, Committee Member. Survey of Developers, Home Builders, and Municipal Tree Board Members' Perceptions and Attitudes to Tree Preservation. School of Forestry. Auburn University. Currently Professor, School of Forestry, Auburn University.
- Potter, Heath. M.S. 1996, Committee Member. Evaluation of Three Training Methods and their Effectiveness. Auburn University.
- Hudson, Jeremy J. M.S., 1996, Major Professor. Evaluation of Service Quality of Traditional and Non-traditional Retail Garden Centers. Auburn University. Deceased.
- Montgomery, Charles C. M.S., 1996, Major Professor. Cost Comparison and Economic Feasibility of Three Alternative Production Methods for Three Tree Species. Auburn University. Currently Sales Manager for Young's Plant Farm, Auburn, Alabama.
- Krentz, Tamara S. M.S., 1995, Major Professor. *Buddleia* spp. Perform Well as Cut Flowers. Auburn University.
- Allen, Virginia V. M.S., 1995, Major Professor. Poinsettia, Annual, and Perennial Plant Growth Affected by Broiler Litter Compost Amended to the Growing Medium. Auburn University. Currently High School Instructor for Vocational Horticulture Program, Mobile Public Schools, Mobile, Alabama.
- Anderson, Lori J. M.S., 1994, Major Professor. Commercial Uses of Floral Products. Auburn University.
- Chege, Catherine W. M.S., 1994, Committee Member. Production and Postproduction of *Verbena bonariensis* and *Salvia farinacea* as Cut Flowers. Auburn University.

Musgrove, Mary Beth. M.S., 1993, Committee Member. Training Alabama Garden Center Employees. Auburn University.

Strong, Stephen S. M.S., 1993, Committee Member. Transmission of Phytophthora parasitica in an Ebb-and-Flow Subirrigation System. Auburn University.

Becker, Wayne M. Ph.D., 1993, Committee Member. Product, Services, and Consumer Perceptions of Service Quality in the Retail Floral Industry of Texas. Texas A&M University.

Beckett, Lisa M. M.S., 1991, Major Professor. Survey of the Herbaceous Perennial Plant Industry in the United States. Auburn University.

## Instruction

Semester and Year	Course Number	Course Description	Credits	Number of Students	Notes
Spring 2018	HRT 404	Horticulture Management	3	36	
Spring 2017	HRT 404	Horticulture Management	3	33	
Fall 2017	HRT 407	Horticulture Marketing	3	42	
Spring 2017	HRT 404	Horticulture Management	3	28	
Spring 2016	HRT 404	Horticulture Management	3	26	
Fall 2015	HRT 407	Horticulture Marketing	3	39	
Spring 2015	HRT 404	Horticulture Management	3	37	
Spring 2014	HRT 404	Horticulture Management	3	26	
Fall 2013	HRT 102	Plants for Food, Fun, and Profit	1	62	2
	HRT 207	Prof. Career Dev. & Int. Prep.	1	33	
	HRT 407	Horticulture Marketing	3	16	
Spring 2013	HRT 894	Graduate Seminar	1	7	1
	HRT 404	Horticulture Management	3	37	
Fall 2012	HRT 102	Plants for Food, Fun, and Profit	1	58	2
	HRT 207	Prof. Career Dev. & Int. Prep.	1	36	
	HRT 407	Horticulture Marketing	3	22	

Summer 2012	HRT 493	Horticulture Internship	3	18	
Spring 2012	HRT 404	Horticulture Management	3	27	
Fall 2011	HRT 207	Prof. Career Dev. & Int. Prep.	1	46	
	HRT 407	Horticulture Marketing	3	18	
Spring 2011	HRT 404	Horticulture Management	3	32	
Fall 2010	HRT 207	Prof. Career Dev. & Int. Prep.	1	33	
	HRT 407	Horticulture Marketing	3	9	
Spring 2010	HRT 404	Horticulture Management	3	36	
Fall 2009	HRT 207	Prof. Career Dev. & Int. Prep.	1	42	
	HRT 256	Organic Produce Retail Marketing	1	15	3
	HRT 257	Organic Produce Wholesale Marketing	1	13	3
	HRT 407	Horticulture Marketing	3	11	
Spring 2009	HRT 404	Horticulture Management	3	45	
Fall 2008	HRT 207	Prof. Career Dev. & Int. Prep.	1	39	
	HRT 256	Organic Produce Retail Marketing	1	15	3
	HRT 257	Organic Produce Wholesale Marketing	1	14	3
	HRT 407	Horticulture Marketing	3	16	
Spring 2008	HRT 404	Horticulture Management	3	35	
	HRT 408	Ag Services Marketing	1	12	
Fall 2007	HRT 207	Prof. Career Dev. & Int. Prep.	1	36	
	HRT 256	Organic Produce Retail Marketing	1	14	3
	HRT 257	Organic Produce Wholesale Marketing	1	14	3
	HRT 407	Horticulture Marketing	3	16	



Spring 2007	HRT 404	Horticulture Management	3	53	
Fall 2006	HRT 207	Prof. Career Dev. & Int. Prep.	1	35	
	HRT 407	Horticulture Marketing	3	10	
Fall 2005	HRT 207	Prof. Career Dev. & Int. Prep.	1	43	
	HRT 407	Horticulture Marketing	3	27	
Spring 2005	HRT 404	Horticulture Management	3	46	
Spring 2004	HRT 404	Horticulture Management	3	53	4
	HRT 490	Special Topics in Horticulture	1	2	
Fall 2003	HRT 207	Prof. Career Dev. & Int. Prep.	1	58	
	HRT 490	Special Topics in Horticulture	1	2	
	HRT 407	Horticulture Marketing	3	24	4
Spring 2003	HRT 404	Horticulture Management	3	50	4
	HRT 899	Special Topics (Graduate)	6	1	
Fall 2002	HRT 207	Prof. Career Dev. & Int. Prep.	1	47	
	HRT 490	Special Topics in Horticulture	1	2	
Spring 2002	HRT 404	Horticulture Management	3	51	
	HRT 899	Special Topics (Graduate)	6	1	
Fall 2001	HRT 203	Introduction to Horticulture	2	98	5
	HRT 207	Prof. Career Dev. & Int. Prep.	1	47	
	HRT 490	Special Topics in Horticulture	1	2	
	HRT 407	Horticulture Marketing	3	15	
Spring 2001	HRT 404	Horticulture Management	3	51	
	HRT 394A	Horticulture Practicum	1	2	
Fall 2000	HRT 203	Introduction to Horticulture	2	84	6

	HRT 407	Horticulture Marketing	3	16	
	HRT 894	Graduate Seminar in Horticulture	1	8	
	HRT 490	Special Topics in Horticulture	1	3	
Spring 2000	HRT 899	Special Topics	1	1	
	HRT 404	Horticulture Management	3	62	
	HRT 394A	Horticulture Practicum	1	2	
Fall 1999	HRT 491/407	Horticulture Marketing	3	16	
	HRT 203	Introduction to Horticulture	2	90	6
Spring 1999	HRT 404	Horticulture Management	3	79	
	HRT 490	Special Topics in Horticulture	1	1	
	HRT 394A	Horticulture Practicum	1	1	
Fall 1998	HRT 491	Horticulture Marketing	3	26	
Spring 1998	HRT 404	Horticulture Management	3	47	
Spring 1998	HRT 394A	Horticulture Practicum	2	2	
Summer 1997	HF 415	Retail Garden Center Mgt.	5	35	7,7
Spring 1997	HF 410	Herbaceous Plants	5	65	7
Fall 1996	HF 601	Graduate Res. Methods	3	12	8,9
Summer 1996	HF 415	Retail Garden Center Mgt.	5	24	7,8
Spring 1996	HF 410	Herbaceous Plants	5	47	7
Summer 1995	HF 415	Retail Garden Center Mgt.	5	23	7,8
Spring 1995	HF 410	Herbaceous Plants	5	42	7
Summer 1994	HF 415	Retail Garden Center Mgt.	5	18	7,8
Spring 1994	HF 410	Herbaceous Plants	5	37	7

Teaching Comments and notes:

Note 1: Taught with Randy Beaudry (50%).

Note 2: Team taught course; I was co-coordinator with Brad Rowe.

Note 3: Taught with Jim Bingen and Susan Smalley.

Note 4: Taught 50% with Jennifer Dennis (Ph.D. student) while I was serving a 25% administrative internship at MAES.

Note 5: Taught with Tom Fernandez (25%), Behe (75%).

Note 6: Taught with Bob Herner (90%), Behe (10%).

Note 7: These teaching experiences (Auburn University) were in a 10 week quarter system.

Note 8: HF415 (Retail Garden Center Management) was team taught by Dr. Harry Ponder (50%) and me (50%).

Note 9: HF601 (Graduate Methods) was team taught, but coordinated by me (10%).

## Honors and Awards

Outstanding Undergraduate Educator. American Society for Horticultural Science. August, 2018.

NC-1186 was awarded the Experiment Station Section Excellence in Multistate Research Award in 2017. I am a member of this regional project and was at the time the award was presented.

Outstanding Extension Specialist, Michigan State University, Michigan Association of Extension Specialists. October, 2016.

Best Paper Award for Behe, B.K., J. Zhao, L. Sage, P.T. Huddleston, and S. Minahan. 2013. Display Signs and Involvement: The Visual Path to Purchase Intention. International Review of Retail, Distribution, and Consumer Res. DOI: 10.1080/09593969.2013.832695 presented at European Association for Education and Res. in Commercial Distribution. Valencia, Spain.

National Service Award for Certified Florists presented by the Michigan Floral Association. March, 2013.

Michigan State University, College of Agriculture and Natural Resources, Established Teaching Award for Excellence in Teaching. May, 2012.

Kenneth Post Award for Graduate Res. in Floriculture awarded to Shannon Mason for article authored by Shannon Mason, Terri Starman, Dan Lineberger, and Bridget K. Behe. 2008. Consumer Preferences for Price, Color Harmony and Care Information of Container Gardens. HortScience 43(1):380-384.

Michigan State University Horticulture Show Dedicattee 2008. Student-selected individual or company who contributes most to undergraduate student development. 20<sup>th</sup> annual exhibit and plant sale.

ASHS Extension Materials Award 2003 for *Establishing and Operating a Garden Center: Requirements and Costs*. 2002. Natural Resource, Agriculture, and Engineering Service Bulletin 161. 66 pages. (Editor) Susan S. Barton, and co-authored by Susan S. Barton, Bridget Behe, Charles R. Hall, John J. Haydu, Roger Hinson, Robert E. McNiel, Travis D. Phillips, Russell D. Powell, Forrest E. Stegelin.

Selected for as one of two individuals for a 25% Administrative Internship in the Michigan Agricultural Experiment Station 2002-2003. One of 60 national participants for the 2002 ESCOP/ACOP Leadership Development Program (Class 13).

Selected as one of two participants in the Auburn University College of Agriculture for the 1996 ESCOP/ACOP Leadership Development Program (Class 6).

Invited Speaker, People and Their Plants: Consumer and Market Res. of Landscape Ornamentals. Saturday Seminar sponsored by the Auburn Alumni Association, the Athletic Department, and the Committee on Intercollegiate Athletics. September, 1995.

Selected by Auburn University Public Relations as one of three faculty chosen university-wide to appear in a videotape describing Res., extension, and teaching for the Auburn Endowment Drive. 1994.

Third Place, Most Outstanding Horticulture Student Organization, Southern Region branch of the American Society for Horticultural Science. Auburn University Horticulture Forum (co-advisor). 1994.

Auburn Chapter of NAMA (National Agricultural Marketing Association) Recognition of Support by Students. 1994.

Invited Speaker, College of Agriculture Faculty Conference, October 1993. Selected by the Dean of the College of Agriculture as one of two faculty to speak about my innovative Res. program.

Blue Ribbon Award (Highest Honors) for an Extension Publication "Something to Grow On," presented by the Southern Region American Society for Horticultural Science. 1992.

Meritorious Award (Second Highest Honors) for New Course (Plant Propagation Correspondence Course and Study Guide) from the National University Continuing Education Association. 1990.

Outstanding Dedication Award for Teaching from Landscape Architecture Student Association, 1987.

Pennsylvania Florists' Association, Presidential Award for Outstanding Contribution, 1987.

## **Professional Association Activities and Service**

### **International**

Co-convened International Symposium on Consumer Res. and Economics in association with ISHS. Portland, Oregon, with 23 papers from 5 countries. Co-convenor was Dr. Jennifer Dennis (Purdue Univ).

Reviewed packet for Dr. Lena Aukland (Norway) for promotion to full-professor (2008).

Coordinated part of a four-week study abroad program for juniors and seniors in horticulture to visit The Netherlands and England to learn more about ornamental horticulture production and marketing (2000).

### **National**

National Initiative for Consumer Horticulture (Member of Economic Committee) 2016-present.

AmericanHort (formerly OFA). Retail Community/Committee (2014-present).

Specialty Crop Res. Initiative Review Panel member (April 2011).

S-1051 (formerly S-1021, S-290 and S-103) Multi-State Project (USDA). Member (1998-present), Chair (2001-2004) of the regional project "Sustainable Practices, Economic Contributions, Consumer Behavior, and Labor Management of the U.S. Environmental Horticulture Industry."

NC-1186 "Water Management and Quality for Ornamental Crop Production and Health" (member 2016-present).

American Society for Horticultural Science (1981- present),

Chair, National Marketing and Economics (MKEC) Working Group 1991, 1994, 1999, 2003, 2018,  
Secretary (2010-2012).

Outstanding Undergraduate Educator Award Committee (2013-present).

Ornamentals Publication Award Committee (2013-present).

Associate Editor for Marketing and Economics, *HortTechnology* (1996-1999).

Workshop (MKEC) coordinator (1991, 2000)

Reviewer for Kenneth Post Floriculture Publication Award (2012).

Colloquium coordinator (2001) Wired for Green: E-Commerce in Horticulture  
National Program Session moderator (1991, 1992, 2000)  
Public Relations Committee Representative from Education Division (1996)  
American Floral Endowment Scholarship Review Committee Member (2008-present).  
Horticultural Res. Institute Res. Proposal Review Panel (1998-present).  
American Floral Endowment Scholarship Review Panel (2007-present).  
Ohio Florists' Association (1984- 2013), Publications committee (1998 - 2004), Garden Center committee (2006 – 2012),  
Marketing committee (2013-2014).  
Society of American Florists (1991- 2000).  
Professional Plant Growers Association member (1993-1997), became Bedding Plants International (1997- 2001).  
Reviewer of manuscripts for HortScience, HortTechnology, International Review of Retail, Distribution and Consumer  
Res. (since 2012), and Journal of Environmental Horticulture (1995-present).

## **Regional**

Southern Region, American Society for Horticultural Science (1990- 1997). Chair-elect Undergraduate Student  
Competition (1997).  
Southern Nursery Assn., Marketing and Economics Division Chair for Res.er's Conference (1993-1995).

## **State**

Michigan Nursery and Landscape Association Plant Promotion Committee (1998-2004).  
Michigan Floral Association (1997-present), Michigan Certified Florist Program (1998-present). Judge for FFA Floral  
Design Competition (2005-present).  
Alabama Nurserymen's Association, co-advisor to Education committee (1990-1993).  
Alabama Nurserymen's Association Greenhouse Industry Advisory Council, Chair, (1991-1992).  
Alabama State Florist Association, advisor to the board of directors (1990-1993).

## **Community**

Capital Area United Soccer Club, US Soccer Club. Team Manager (2005-2006 season) for U12 Boys Res. Team.  
Managed games (8 per season for three seasons) and finances (~ \$8000).  
Boy Scouts of America, Pack 742. One of four Executive Committee members for pack of 30 boys and Cub  
Scout parent participant. (2000 to 2004). Treasurer with annual budget of \$15,000 (2001-2004).  
Giving Tree Farm, Dewitt, MI. Board of Directors, member (2000-2001).

## **Michigan State University Service Activities**

### **University Service**

Honor's College Committee (2016-2018)  
University Committee on Academic Policy (2001- 2005), Chair (2002-2004 academic years).  
University Committee on the Library (2012-2014).  
Faculty Judge for All-University Undergraduate Res. and Arts Forum (2003).  
Judge for Golden Mouse Award for Sigma Alpha Sorority (National Competition) 2010.  
Judge for University Undergraduate Research Forum (2016) from CANR.

### **College of Agriculture and Natural Resources**

College Promotion and Tenure Committee (2017-2020), Horticulture Representative.  
College Curriculum Committee (2009-2012), Chair (2010-2012).  
College Committee on Teaching Excellence (2012-present). Chair (2013).  
Center for Regional Food Systems Affiliate (2012-present).  
Co-Chair of Consumer AoE (Area of Expertise) for Cooperative Extension Service (2008-2010).  
Dean's Steering Committee for Strategic Planning (2001-2003), Small Work Group #13 Co-chair

(2001- 2002) and participant in strategic planning process.  
Minority Apprentice Program Mentor (summers 1998, 1999, 2002, 2003, 2004).  
Search committee member, Director of the School of Packaging (2003-2004).  
FFA Competition Judge (2006 Greenhand Project), (2008 Greenhand Public Speaking), (Extemporaneous Public Speaking, 2009), (Floral Design 2007-present).  
Sustainable Agriculture Special Grants Review Panelist (2008)  
Guest Speaker to Agricultural Sorority Sigma Alpha (2007-2009)

## **Department of Horticulture**

Department Promotion and Tenure Committee (chair 2017-2020).  
Department Advisory Committee (1999-2001 and 2009-2011) Secretary 2009-2011, Secretary 1999-2001.  
Internship Coordinator (2010-2012)  
Graduate Program Committee Member (2005-2013).  
Chair, Scholarship Committee (2009-present and 1998-2001), member (2001-2009).  
Floriculture Outreach Academic Specialist Search Committee member (2011)  
Judge for Oral Presentations (Applied) in Plant Science Graduate Student Res. Symposium (2011, 2012).  
Undergraduate Curriculum Committee (1997 - present), Chair (2003 for S. Lang during her study leave).  
Internship Program Coordinator (2010-2013). Coordinate activities of ~20 undergraduate student interns each year. The internship is a required course component for the B. S. degree in Horticulture.  
Chaired Strategic Planning Committee for Horticultural Gardens (2008).  
Undergraduate Program Advisor Search Committee member (2008).  
Graduate Student Plant Science Res. Symposium Judge (posters 2007), (moderator and judge for oral paper competition 2008-2009).  
Viticulture Specialist Search Committee (2006- 2007).  
Floriculture Extension & Res. Position Search Committee (2000).  
Fruit ICM Res. & Extension Faculty Search Committee (1998-1999).  
Academic Specialist Replacement Search Committee Chair (1999, 2008).  
Faculty Advisor, Horticulture Organization of Graduate Students (1998-2001).

## **Auburn University Service Activities**

### University Service

Graduate Fellowship Committee (1994-97), Chair (1996-97).  
President's Ad hoc Tuition Advisory Committee (1995-97).  
Auburn University Women's Caucus (1990-97).  
Auburn University Mentor Program (1993-1996).

### College of Agriculture Service

Gamma Sigma Delta (1989-1997). Auburn College of Ag, Chapter Treasurer (1995-97), Vice President (1996), Horticulture Department Representative (1994-1997).  
Co-Advisor, Ag Ambassadors {Selected group of 20 College of Ag Students who act as primarily as student recruiters} (Junior Advisor, 1996), (Senior Advisor, 1997).  
College of Agriculture Alumni Committee (1991-1993).  
College of Agriculture Teaching Improvement Committee (1994-99), Vice-chair (1997).  
Dean's Award for Excellence Committee (1993-1996).  
United Way Fund Drive Volunteer (1992-1994).

### Department of Horticulture Service

Helped develop and coordinate first Department Home Page: <http://www.auburn.edu/dept/hf>  
Co-Advisor, Horticulture Forum, Auburn Undergraduate Horticulture Club (1989-1994).  
Advisor, Pi Alpha Xi, Nu Chapter (1995-1997).  
Grounds Committee (1990-1997).  
Graduate Committee (1993-1997).  
Seminar Committee (1990-1997).  
Scholarship Committee (1993-1997).  
Alumni (Chair 1990-1993), (1990-1993).

## **Professional Certifications**

Michigan Certified Florist (March, 1999 to 2010). Inaugural class. Certified Florist (2010 to present).

American Sailing Association Certifications: ASA 101 (Basic Keelboat Sailing, earned 3/2018), ASA 103 (Basic Coastal Cruising, earned 3/2018), ASA 104 (Bareboat Cruising, earned 3/2018).

## **Professional Development**

Faculty Facilitator (by invitation) for STAF (Strategies & Tools across Fields: Teaching with Writing). A 10-day workshop for faculty teaching courses with a significant writing component.

Faculty Participant in TWILS (Teaching Writing in the Life Sciences). A 10-day workshop for faculty teaching Tier II writing intensive courses. May, 2010. Invited Mentor for the 2011 class.