

## THE PORTER HENEGAR MEMORIAL AWARD

for

### HORTICULTURAL RESEARCH



The Southern Nursery Association honored Dr. Charlie Hall, Professor of Horticulture and Ellison Endowed Chair in International Floriculture at Texas A&M University with the Porter Henegar Memorial Award during the 57<sup>th</sup> Annual SNA Research Conference. Dr. Win Dunwell, last year's honoree, announced the award during the SNA Research Conference.

Originally known as the Research Award of Merit, the recognition was created in 1968 to honor those individuals who have made outstanding contributions to ornamental horticulture research and specifically to members of the association. In 1972, the award was renamed the Porter Henegar Memorial Award in honour of one of SNA's former Executive Secretaries. Nominations are made each year by the SNA's Director of Research and past award winners.

A native of North Carolina, Dr. Charlie Hall received his B.S. in Agricultural Economics from the University of Tennessee in 1984 and his Master's Degree in Ornamental Horticulture and Landscape Design from the University of Tennessee in 1986. He then obtained his Ph.D. from Mississippi State University in 1988 and began his academic career at Texas A&M University in 1988, where he spent 13 years on the faculty before joining the faculty at the University of Tennessee in 2002. In August 2007, Dr. Hall returned to Texas A&M University as Professor and Ellison Chair in International Floriculture.

Dr. Hall's expertise in the production and marketing of Green Industry crops is nationally recognized in academia and among the horticultural clientele he serves. His major research, teaching, & extension areas of specialization include strategic management, market situation/outlook, cost accounting, and financial analysis for Green Industry firms. He is an invited speaker at numerous regional, national, and international meetings of various industry-related associations and organizations. He is particularly known for the enthusiasm, passion, and intensity he exhibits when speaking.