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| MONDAY 10:30 - 11:00am | Trade Show Open/Break in Room 5 until 10:45am/ Change Tracks | Labor & Technology- What's the Point where one is more Economical than the Other? - Rami Aburomia , Eplegaarden; Joe Ferguson , Ferguson Orchards & Steve Louis , Oakwood Fruit Farm | Getting the Most Value for Your Advertising Dollars - Kathy Fredrickson , UW Oshkosh Digital Marketing Clinic (Virtual) | Freezing, Drying, Flooding: Terms that Now Apply to Dealing with Climate Change & Commercial Berry Production - Not Just Food Processing! - Brian Smith , UW-River Falls | Developing Effective Succession & Estate Plans - Dan Bauer , Mike Lochner & Mark Schmitz , Wisconsin Farm Center | Harvest insects: Stings, Taint, and Maggots - Christelle Guedot , UW-Entomologist (Virtual) | The Natural Wine Movement - Erin Rasmussen , American Wine Project (Virtual) |
| MONDAY 11:00 - 11:30am | | Annual Meeting | What's New in 2022 Agricultural Tourism Trends; WATA Marketing/ Membership/ Advocacy/ Educational Events - WATA Board Members | | Annual Meeting | Grower Roundtables: The Year in Review | |
| MONDAY 11:30 - Noon | | | | | | | |
| MONDAY Noon - 1:00pm | Pre-Purchased Lunch | | | | | | |
| MONDAY 1:00pm - 1:30pm | Trade Show Open | | Promoting your Agricultural Tourism Business using Drone Technology - Melissa & Brian Schuett , Schuett Farms | A Blueberry Program for Quality & Better Yields - Larry Shafer , Agro-K | | Annual Meeting | Preparing to Increase Direct Sales in 2022 and Beyond - Theresa Dorr , Vino Shipper (Virtual) |
| MONDAY 1:30pm - 2:00pm | | | | | | | |
| MONDAY 2:00 - 2:30pm | | | | | | | |
| MONDAY 2:00 - 2:30pm | Trade Show Open/Break in Room 5/ Change Tracks | Irrigation - The Mechanics: Pipes, Valves & Pumps - Luke Abbrederis , Roberts Irrigation | Growing and Enhancing your Agricultural Tourism Destination using Social Media Marketing Tool Platforms - Bonnie Keyes , Mulberry Lane Farm; Sylvia Burgos-Toftness , Bull Brook Keep Cattle; Amanda Weibel , Travel Wisconsin | Screening and Breeding for Cercospora and Bacterial Leaf Spot Resistance in Table Beet - Liam Dixon , Emilee Gaulke , Irwin Goldman (Virtual), Dept of Horticulture, UW- | Sprayer Calibration Jason Deveau , Ministry of Agriculture, Food and Rural Affairs, Canada (Virtual) | Menu Optimization for Tasting Rooms - Increase Revenue by 18%! - Jeff Pool , Texas A & M (Virtual) | |
| MONDAY 2:30 - 3:00pm | Trade Show Open/Break in Room 5/ Change Tracks | Certified Food Manager - New Requirement in ATCP 75 impacting Orchards - Kara Paul , MPA, RS, Division of Food & Recreational Safety, DATCP & Krystal Martin , Environmental | | Annual Meeting | Beekeeping 101 - Paul Dietmann , Beekeeper | The Invasion of the Spotted Lantern Fly - Shahla Werner , Plant Protection, WI DATCP | MN1220 - New Wine Grape Varietal - Matthew Clark , Grape Breeding & Enology, University of Minnesota & Amaya Atucha , UW-Horticulturist |
| MONDAY 3:00 - 3:15pm | | Break | Break | Break | Break | Break | Break |
| MONDAY 3:15 - 3:45pm | Trade Show Open/Break in Room 5/ Change Tracks | Soil and Water Management for Apple Orchards - Bernardita Sallato , WSU (Virtual) | 48 ideas in 48 minutes to Grow and Enhance your Agricultural Tourism Destination - Clara Hedrich , LaClare Family Creamery, Drew Nussbaum , Dept of Tourism, Lois Federman , DATCP- Something Special from Wisconsin, Abigail Martin , Farm Wisconsin Discovery Center | How much is enough? Financial Security Considerations for Farmers - Paul Dietmann , Compeer Financial | Grower Panel | Effects of climate change taking root in the wine industry - 60 Minutes (Shown with Permission) | Annual Meeting |
| MONDAY 3:45 - 4:15pm | | | | | | | |

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| MONDAY 4:15pm - 6pm | Social & Cash Bar in Trade Show Area | | | | | | |
| Tuesday, Jan 25, 2022 | | | | | | | |
| Tuesday 7:00 - 8:00am | Pre-Purchased Buffet Breakfast | | | | | | |
| Tuesday 7:30am - Noon | TRADE SHOW OPEN 7:30am - Noon | | | | | | |
| Room Captain | | Chuck Maenner | Sheila Everhart | Matt Hetherington | Trevor Crosby | Brad Maenner | Nick Smith |
| Tuesday 8:00 - 8:30am | Trade Show Open until Noon/Breaks in Room 5/Change Tracks | Impact of the Cancellation of Chlorpyrifos: Control of Secondary Pests - Peter Werts , IPM Institute of North America | Farm Succession Planning/ UW-Extension Digital Workbook - Dave Muehl , Badger Farms; Joy Kirkpatrick , UW-Center for Dairy Profitability; & Kaitlyn Davis , Extension LaCrosse County | Key Content your Farm/Operation Needs to be Producing to Connect with Your Customers - Don Stanley , UW-Life Sciences Communication (Virtual) | Protecting our Pollinators & Pollination (Best Bee for the Job) - Russell Groves , UW-Entomology (Virtual) | Technology: Using Drones in the Vineyard - Shawn Creviston , Chippewa Valley Technical College | Dealing with the Labor Crises - WWA Member Roundtable |
| Tuesday 8:30 - 9:00am | | Post-Harvest Scab Management - Leslie Holland , UW Plant Pathologist (Virtual) | Resources for Pest and Disease Control in Vegetables - Ariana Abbrescia , Amanda Gevens , Russell Groves , UW Depts of Plant Pathology and Entomology | | | | |
| Tuesday 9:00 - 9:15am | Break/Change Tracks | | | | | | |
| Tuesday 9:15 - 9:45am | Trade Show Open until Noon/Breaks in Room 5/Change Tracks | Tractor Maintenance - Jon Wyttenbach , McFarlane Mfg. | Navigating Labor Shortages - Preparing for 2022 - Jim Versweyveld , Walworth County Extension | Positioning Your Brand to Stand Out - Katie Mleziva , Food Brand Strategist & Host of the Real Food Brands Marketing Podcast | Disease Resistant Tomato Varieties - Sundrish Sharma , Pan American Seeds and Dennis Thome , Sakata Seed America | Vineyard Basics for Quality Fruit - Larry Shafer - Agro K | Managing Acid Levels in Wine - Nick Smith , UW-Madison |
| Tuesday 9:45 - 10:15am | | Value-Added Apple Products for your Orchard - Anna Maenner, WAGA Executive Director | | | | | |
| Tuesday 10:15 - 10:30am | Break/Change Tracks | | | | | | |
| Tuesday 10:30 - 11:00am | Trade Show closes at Noon/Change Tracks | Keeping those Leaf Hoppers from Hopping - Christelle Guedot , UW-Entomologist (Virtual) | Business Development and Analysis Tools - Stephanie Plaster , Washington and Ozaukee County Extension | Grower Panel/Round Table Discussion - Pricing, Handling Negative Reviews, Hosting Festivals and Managing Labor | Managing Phytophthora Blight of Vegetables, caused by Phytophthora Capsici - Dr. Mohammad Babadoost , Illinois | Soil Health in the Vineyard - Christina Curell , Cover Crops & Soil Health Educator, Agriculture & Agribusiness Institute (Virtual) | What do the Stats tell us about Wisconsin travelers - Drew Nussbaum , Wis Department of Tourism |
| Tuesday 11:00 - 11:30am | | Shelf-Life Extension Products for Apples - Eli Cannell , Hazel Technologies | | | | | Before the Eye can see it: New Approaches for Disease Detection in Vineyards - Kaitlin Gold , Assistant Professor of Grape Pathology, Cornell (Virtual) |
| Tuesday 11:30am - Noon | | Innovation and Application of Antibiotic Alternatives in Plant Disease Control - Professor Ching-Hong Yang , UW-Milwaukee | What's New in 2022 Agricultural Tourism - Come Meet Your Farmer Panel - WATA Board Members; Clara Hedrich , LaClare Family Creamery and Brian Schuett , Schuett Farms | | Biofumigation: An Alternative to Soil Fumigants - Joe Gies , High Performance Seeds, Inc. | | |
| Conference Adjourns & Trade Show Closes | | | | | | | |