

WFFVC 2024 SCHEDULE

Growing Wisconsin	Apple	Christmas Tree	Berry	Vegetable	Grape	Winery	Business Strategies/ Tourism
ROOM	Aralia/Mangrove	Kalahari Suite G	Aloeswood/Marula	Tamboti	Kalahari Suite H	Kalahari Suite B	Kalahari Suite A
SUNDAY, JAN 21							
1:00-4:00	9am-5pm DATCAP- Food Safety Certification Training	2pm-5pm WCTPA Board Meeting	2pm-5pm - Beginner Classes - Intro Growing Berry Crops - UW Fruit Team				
6pm	Wine Dinner	Wine Dinner	Wine Dinner	Wine Dinner	Wine Dinner	Wine Dinner	Wine Dinner
ROOM	Kalahari Suite A/H						
Room Captain	Amaya Atucha/Sara Ecker	Carol Iczkowski & Katie Podgorski	Mike Koepple	Natasha Paris	Courtney Cameron Meeks		Sheila Everhart
MONDAY, JAN 22							
7:00am	Conference Registration Opens						
7:00 - 7:45am	Breakfast Kilimanjaro Suite 4&5	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast/*Round table
8:00 - 8:30am	Rootstocks for Honeycrisp- Win Cowgill	Wreath Making 101-Hand Tried & Machine	Cost of production for small farms- Erik Heimark- Central Lakes College	Vegetable Disease Forecasting - Amanda Gevens	Spotted Lantern Fly - Shahla (DATCP)	Hanna Instruments- Oygen Management-Amy Gould	Sound Systems for Agricultural Tourism Destinations (panel) Badger Farms-Jessie Fracek & Dave Muehl
8:30 - 9:00am	Rootstocks for Honeycrisp- Grower panel (Steve Louis.....	Sponsored by Northwoods Evergreen &Wire Co.		Managing Virus Spread - Russ Groves	Wasps - Christelle Guedot		

BREAK							
9:15 - 9:45am		"The #1 Way Christmas Tree growers Save Money on Taxes"- Andrew Bosserman CPA	Sprayer Calibration - Peter Werts - IPM Institute	Fertigation and irrigation drip - Yi Wang	Breeding - Mark Hart	Legislative Update	Trends in Agricultural Tourism- Sylvia Burgos Toftness, Sheila Everhart, Shawn
9:45 - 10:15	Bitter rot + Black Rot- Leslie Holland		Herbicides for Strawberry Establishment and	Leasing and Other Options for improving land access - Kelly			Trends in Agricultural Tourism- Cont.
BREAK	Mite and Wooly Aphid control- Christelle Guedot						
10:30 - 11:00a		Sign Placement on roadways-Andy Capper WI DOT		Herbicides in Vegetables - Natasha Paris	Alternative Weed Control - Jed Colquhoun	Enological Tannins-	Online Ticketing, Pricing structures,
11:00 - 11:30a	New cultivars- Win Cowgill	"Keeping Customers Happy on a busy day"- The process/flow of your operation-Greg Hann	Keeping workers motivated - Rami Aburomia, Ed, and Kathy of Berry Patch	Farmer Roundtable - Recap of 2023 Growing Season	Need Assessment	Katie Cook, Scott Labs	Timed ticketing and going cashless- Basse Family
11:30 - 12:15p	Annual Meeting/Lunch	Trade Show/Lunch		Annual Meeting/Lunch	Trade Show/Lunch	Trade Show/Lunch	Trade Show/Lunch/*Round table
	Trade Show/Lunch						
ROOM	Kilimanjaro Suite 4&5	Trade Show/Lunch	Trade Show/Lunch	Trade Show/Lunch	Annual Meeting	Trade Show/Lunch	Trade Show/Lunch
12:15- 1:00pm							
1:00-1:45pm	Trade Show	Trade Show	Annual Meeting	Trade Show	Trade Show	Trade Show	Trade Show
2:00 - 2:30pm	Comparing Markets outlet- Grower panel (Brent Seiser,	1:30pm-2:30pm "Estate Planning"- Hougum Law	Managing thrips in strawberry - Christelle Guedot	Maximize Melon &Pumpkin Yields through bio stimulants-Gary	Powdery mildew- Leslie Holland	Fruit Rot protocol- Katie Cook, Scott Labs	How to Market Winter/Off Season Events on the Farm Panel Marketing

2:30 - 3:00pm	Joe Ferguson, Jake from Ski hi, Mile from Tom Dooley)	Annual Meeting	Day Neutral Strawberries - Amaya Atucha		Reduced Fungicide Sprays - Courtney Cameron	Roundtable-Oak	202
BREAK						Options in Winemaking	
3:15 - 3:45pm	Keeping workers motivated - Rami Aburomia, Liz Griffith	Managing Your Farm with Spreadsheets"- Josh Koehler, Central WI Evergreens	Using Short Form Video - Digital Marketing Team - SBDC - UW-Oshkosh	Controlling Disease in Pumpkins (Complete Spray Program)- Muhammad	Grape Grower Survey Discussion - Jason Fischbach		Next Generation Farm Operators & what the next generation is bringing to the "table" Farm Operation-Sarah Schuster, Bonnie Keyes, and Sarah Basse
3:45 - 4:15pm					Table Grapes - Amaya Atucha	Annual Meeting	
4:30 - 6:30pm	Social Hour/Round Table						
Room Captain		Carol Iczkowski & Katie Podgorski		Natasha Paris	Courtney Cameron Meeks		
TUESDAY, JAN 23							
7:00 - 7:45am	Breakfast Kilimanjaro Suite 4&5	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast/*Round table
7:30	Coffee in Trade Show Area						
8:00 - 8:30am	Industry needs assessment- UW Madison	Increase Your Farm Income by Offering Value-Added Products.- Katie Podgorski, Fritz's Mountain	Ag Drones USA - Sam Thier Ag Drones	Controlling Disease in tomatoes & peppers- Muhammad	Biosustainable management. Biosafe	The New 2024 Lique Laws EXPLAINED- Ogden, Glazer, Attorney-Sherri Shaffer	Protecting your Assets while inviting guests onto your working farm-Marsha Salzwedel, Jean Bahn, Craig Kamholz
8:30 - 9:00am	Kudos and Triumph the new UMN Apple cultivars- Jack Tillman				Nutrient management AgroK		Protecting your Assets while inviting guests onto your working farm- Cont.
BREAK	Breaks are 15 minutes						

9:15 - 9:45am	Precision Apple Crop load management- Jon Clements	WCTPA Awards Presentaion	Social Media - What Platform should you be on/AI- Hannah Maurer- BConnected	Unmanned Aerial Applications in Wisconsin - Jeremy with American Drone	Session on Marquette - "the Wisconsin variety"	Traci Denci-Double Forte Trends in the Wine Industry	How to offer Ag-Venture Tours; Educational Tours (school field trips), Summer Camps (Children), Summer Camps (Adults) Experiential Tours (Adults /Bus Tours)
9:45 - 10:15am	Soft Scald- Jon Clements	2023 Season recap & Updates- Marsha Gray, RCTB	Blueberry Fungal Diseases & Organic Control - Leslie Holland	Meet your Seed Reps & What's New for 2024 - Brad Ian			
BREAK							
10:30 - 11:00a	Organic management grower panel (Moderator Peter Werts; panelist: Joe Fahey, Chris McGuire, Jeff Wood, Rami Aburomia)	Grower Round Table	Drip & Micro Irrigation-Doug Foster-TRICKL-EEZ	Maximize tomato Production thru nutrition & bio stimulants-Gary	Grower panel on terroir	Traci Denci-Double Forte-Social and Influencers	Ag-Ventures Farm Stays; ways to get started-Dorothy Harms, Dan Wegmueller, Leah Forseth
11:00 - 11:30a		Soil Sampling 101- Andrew Stammer, UW Soil Lab	Grower Round Table			Ryan Prellwitz- Artificial Intelligence in Your Winery	
1:00	Conference Adjourns & Trade Show Closes						

***ROUND TABLES Monday, January 22, 2024, Wisconsin Agricultural Tourism:**

7:10 -7:40 a.m. Round Tables (during breakfast) repeated Tuesday –

1. On-Farm Event Venues, Jean Bahn
2. Social Media Marketing Tips for beginners Shawn Lehman
3. Farm Stays, getting started Dorothy Harms
4. Authentic Standards Base Educational Materials for Consumers and School Field Trips; Beth Schaefer Ag in the Classroom Coordinator
5. What Wisconsin Agricultural Tourism Association can do for you. Clara Hedrich & Sylvia Burgos Toftnes.

Other photos are next to sessions.

11:30 – 12:15 p.m. Round Tables /WATA Networking in trade show area

1. On-Farm Event Venues, Jean Bahn
2. Social Media Marketing Tips for beginners Shawn Lehman
3. Farm Stays, getting started Dorothy Harms
4. Authentic Standards Base Educational Materials for Consumers and School Field Trips; Beth Schaefer Ag in the Classroom Coordinator
5. What Wisconsin Agricultural Tourism Association can do for you. Clara Hedrich & Sylvia Burgos Toftnes.
6. Food on the Farm Brian & Melissa Schuett
7. On-Farm Labor H-2A Workers Sarah Cope & Bonnie Keyes

***ROUND TABLES Tuesday, January 23, 2024, Wisconsin Agricultural Tourism:**

7:10 -7:40 a.m. **Round Tables** (during breakfast) - 1. On-Farm Event Venues, Jean Bahn 2. Social Media Marketing Tips for beginners Shawn Lehman 3. Farm Stays, getting started Dorothy Harms and 4. WATA Membership Benefits Clara Hedrich & Sylvia Burgos Toftnes

5. How to secure for the best price - Wisconsin Limited Liability Law Signs for your Farm Destination, Sheila Everhart and Mike Luban.

11:30 – 1 p.m. Round Tables /WATA Networking 15 minute rotations

1. On-Farm Event Venues, Jean Bahn
2. Social Media Marketing Tips for beginners Shawn Lehman
3. Farm Stays, getting started Dorothy Harms
4. WATA Membership Benefits Clara Hedrich & Sylvia Burgos Toftnes.

Welcome to the 1st Growing WI Conference

Thank you for coming! We hope you enjoy the show and make this conference your own!

Social and networking opportunities:

Sunday Wine Dinner 6PM

Sunday 7:30 meet at the Swim Up Bar!

Sunday live music at Piano Bar 7:30-11:30.

Monday the Trade Show social. Mingle with vendors and other growers 4:30-6:30PM

Monday 9pm at Wisconsin Tap House: Grab a nightcap!

Shake a new hand! Introduce yourself!

Thanks kindly and your suggestions to the boards of your associations are always encouraged and appreciated!

