

**Growing Wisconsin Conference 2024 SCHEDULE**

| <b>Growing Wisconsin</b> | <b>Apple</b>                                                                              | <b>Christmas Tree</b>                                                                | <b>Berry</b>                                                           | <b>Vegetable</b>                                                             | <b>Grape</b>                                              | <b>Winery</b>                                    | <b>Business Strategies/ Tourism</b>                                                                 |
|--------------------------|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------------------|-----------------------------------------------------------|--------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| <b>SUNDAY, JAN 21</b>    |                                                                                           |                                                                                      |                                                                        |                                                                              |                                                           |                                                  |                                                                                                     |
| 1:00-4:00                | DATCP-Food Safety Training -----><br>-----Corks and Cuisine ----->                        | 2pm-5pm WCTPA Board Meeting                                                          | 2pm-5pm - Beginner Classes - Intro Growing Berry Crops - UW Fruit Team | Pesticide Safety - Getting Your Certification and Private/Commercial License | Sensory class 8hrs<br>9AM - 12PM 12PM - 1PM Lunch 1PM-5PM | SBDC or Digital Marketing Classes or One on Ones |                                                                                                     |
| 5pm                      |                                                                                           |                                                                                      |                                                                        |                                                                              | Wine Marketing 101- Tricia Denci                          |                                                  |                                                                                                     |
| <b>MONDAY, JAN 22</b>    |                                                                                           |                                                                                      |                                                                        |                                                                              |                                                           |                                                  |                                                                                                     |
| 7:00am                   | Conference Registration Opens -- Round tables during breakfast & lunch, see agenda below. |                                                                                      |                                                                        |                                                                              |                                                           |                                                  |                                                                                                     |
| 7:00 - 7:45am            | Breakfast                                                                                 | Breakfast                                                                            | Breakfast                                                              | Annual Meeting/Breakfast                                                     | Breakfast                                                 | Breakfast                                        | Breakfast/*Round table                                                                              |
| 8:00 - 8:30am            | Rootstocks for Honeycrisp- Win Cowgill                                                    | Wreath Making 101 - Hand Tied & Machine Sponsored by Northwoods Evergreen & Wire Co. | Cost of production for small farms-Erik Heimark-Central Lakes College  | Vegetable Disease Forecasting - Amanda Gevens                                | Spotted Lantern Fly - Shahla (DATCP)                      | Wine Marketing 101- Tricia Denci                 | Sound Systems for Agricultural Tourism Destinations (panel) Badger Farms-Jessie Franek & Dave Muehl |
| 8:30 - 9:00am            | Rootstocks for Honeycrisp- Grower panel (Steve Louis.....                                 | "The #1 Way Christmas Tree Growers Save Money on Taxes," Andrew Bosserman CPA        | Sprayer Calibration - Peter Werts - IPM Institute                      | Managing Virus Spread - Russ Groves                                          | Wasps - Christelle Guedot                                 | Wine Marketing 201- Tricia Denci                 | Trends in Agricultural Tourism- Sylvia Burgos Toftness, Sheila Everhart, Shawn Lehman               |
| 9:15 - 9:45am            | Keeping workers motivated -Sarah Janes Ugoretz                                            | "Sign Placement on Roadways," Andy Capper, WI DOT                                    | Herbicides for Strawberry Establishment and                            | Fertigation and irrigation drip - Yi Wang                                    | Breeding - Mark Hart                                      | Fining and Filtration/Oxygen Mgmt-               | Trends in Agricultural Tourism-Cont.                                                                |
| 9:45 - 10:15             |                                                                                           |                                                                                      |                                                                        | Leasing and Other Options for improving land access - Kelly                  |                                                           | Enological Tannins- Katie Cook, Scott Labs       |                                                                                                     |
| 10:30 - 11:00am          |                                                                                           |                                                                                      | 10:30-11:30Motivating                                                  | Herbicides in Vegetables - Natasha Paris                                     | Table Grapes - Amaya Atucha                               | Oak Adjuncts                                     | Online Ticketing, Pricing structures, Timed ticketing and going cashless-Basse Family               |
| 11:00 - 11:30am          | New cultivars- Win Cowgill                                                                | "Keep Customers Happy on a Busy Day", Greg Hann                                      | Employees - Sarah Ugoretz Fairshare CSA                                | Farmer Roundtable - Recap of 2023 Growing Season                             | Need Assessment                                           | Fruit Rot protocol- Katie Cook, Scott Labs       |                                                                                                     |
| 11:30 - 12:15pm          | Annual Meeting/Lunch                                                                      | Trade Show/Lunch                                                                     | Trade Show/Lunch                                                       | Trade Show/Lunch                                                             | Trade Show/Lunch                                          | Trade Show/Lunch                                 | Trade Show/Lunch/*Round table                                                                       |
| 12:15- 1:00pm            | Trade Show/Lunch                                                                          |                                                                                      | Trade Show/Lunch                                                       | Trade Show/Lunch                                                             | Annual Meeting                                            | Trade Show/Lunch                                 | Trade Show/Lunch                                                                                    |

|                                                                        |                                                                                                             |                                                                                                 |                                                                             |                                                                        |                                                  |                                                     |                                                                                                                                                              |
|------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|------------------------------------------------------------------------|--------------------------------------------------|-----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1:00-1:45pm                                                            | Trade Show                                                                                                  |                                                                                                 | Annual Meeting                                                              | Trade Show                                                             | Trade Show                                       | Trade Show                                          | Trade Show                                                                                                                                                   |
| 2:00 - 2:30pm                                                          | Comparing Markets outlet- Grower panel (Brent Seiser, Joe Ferguson, Jake from Ski hi, Mile from Tom Dooley) | "Estate Planning" Hougum Law                                                                    | Managing thrips in strawberry - Christelle Guedot                           | Maximize Melon &Pumpkin Yields through bio stimulants- Gary            | Powdery mildew - Leslie Holland                  | Customer Service Focused topic                      | How to Market Winter/Off Season Events on the Farm Panel Marketing 202                                                                                       |
| 2:30 - 3:00pm                                                          |                                                                                                             | WCTPA Annual Meeting                                                                            | Day Neutral Strawberries - Amaya Atucha                                     |                                                                        | Reduced Fungicide Sprays - Courtney Cameron      | New Opportunities or your business-Jeff Glazer      |                                                                                                                                                              |
| 3:15 - 3:45pm                                                          | Bitter rot + Black Rot- Leslie Holland                                                                      | "Mangaing 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     | Alternative Weed Control - Jed Colquhoun         | Artificial Intelligence in your Winery-Ryan Prewitz | Next Generation Farm Operators &what the next generation is brining to the "table" Farm Operation-Sarah Schuster and Lauren Smith                            |
| 3:45 - 4:15pm                                                          | Mite and Wooly Aphid control- Christelle Guedot                                                             |                                                                                                 | Using Short Form Video - Digital Marketing Team -Cont.                      |                                                                        | Grape Grower Survey Discussion - Jason Fischbach | Annual Meeting                                      |                                                                                                                                                              |
| 4:30 - 6:30pm                                                          | Social Hour/Round Table                                                                                     |                                                                                                 |                                                                             |                                                                        |                                                  |                                                     |                                                                                                                                                              |
| 6:30pm                                                                 | Country Connections Dinner                                                                                  |                                                                                                 |                                                                             |                                                                        |                                                  |                                                     |                                                                                                                                                              |
| <b>Growing Wisconsin Conference 2024 SCHEDULE ---- TUESDAY, JAN 23</b> |                                                                                                             |                                                                                                 |                                                                             |                                                                        |                                                  |                                                     |                                                                                                                                                              |
| 7:30                                                                   | Coffee in Trade Show Area --Round tables during breakfast & lunch, see agenda below.                        |                                                                                                 |                                                                             |                                                                        |                                                  |                                                     |                                                                                                                                                              |
| 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               |                                                     | Protecting your Assets while inviting guests onto your working farm-Marsha Salzwedel, Jean Bahn                                                              |
| 8:30 - 9:00am                                                          | Kudos and Triumph the new UMN Apple cultivars- Jack Tillman                                                 |                                                                                                 | Ag Drones USA -Cont.                                                        |                                                                        | Nutrient management AgroK                        |                                                     | Protecting your Assets while inviting guests onto your working farm-Cont.                                                                                    |
| 9:15 - 9:45am                                                          | Precision Apple Crop load management- Jon Clements                                                          | Wreath contest voting.                                                                          | Social Media - What Platform should you be on? - Brad Cebulski - BConnected | Unmanned Aerial Applications in Wisconsin - Jeremy with American Drone | Session on Marquette - "the Wisconsin variety"   |                                                     | 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                   |                                                  |                                                     |                                                                                                                                                              |
| 10:30 - 11:00am                                                        | Organic management grower panel (Moderator Peter Werts; panelist: Joe Fahey, Chris McGuire, Jeff Wood)      | WCTPA Awards Presentation                                                                       | Grower Round Table                                                          | Maximize tomato Production thru nutrition & bio stimulants-Gary        | Grower panel on terroir                          |                                                     | Ag-Ventures Farm Stays; ways to get started-Dorothy Harms, Dan Wegmueller, Leah Forseth                                                                      |
| 11:00 - 11:30am                                                        |                                                                                                             | "Soil Sampling 101" Andrew Stammer, UW Soil Lab                                                 | Grower Round Table                                                          |                                                                        |                                                  |                                                     |                                                                                                                                                              |

|                |                                         |
|----------------|-----------------------------------------|
| 11:30 - 1:00pm |                                         |
| 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.

(Sheila Everhart will create the Table Tents for these round table hosts).

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.

**\*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 Tipsfor 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.
5. How to secure for the best price - Wisconsin Limited Liability Law Signs for your Farm Destination – Sheila Everhart and Mike Luban Not confirmed yet.
6. Food on the Farm Brian & Melissa Schuett (Sheila Everhart will create the Table Tents for these round table hosts).