

**WFFVC 2017 SCHEDULE - *Subject to Change***

	Apple	Success Strategies	Berry	Vegetable	Farmers Markets	Grape	Winery
	Guava/Tamarind	Bamboo	Cypress	Crown Palm	Acacia	Portia/Wisteria	Banyan
SUNDAY, JAN 22							
Noon - 6:00pm	Registration						
1:00 - 4:00pm	Apple Grower Meet & Greet Discussion	2pm - 4pm Wisconsin Winery Cooperative Annual Meeting	Berry Growers Meet & Greet Discussion Group	Meet & Greet for Vegetable Growers	Wisconsin Distiller's Guild Annual Meeting	Meet & Greet Discussion Group for Grape Growers	Winery Topical Discussion
6pm	Corks & Cuisine - A Night of Vine Dining						
MONDAY, JAN 23							
7:00am	Conference Registration Opens						
7:00 - 8:30am	Pre-Purchased Breakfast Buffet						
Room Captain			Janet van Zoeren			Annie Deutsch	
8:00 - 8:30am	Irrigation for High Density Orchards - Amaya Atucha, UW-Horticulture	Climate Change: What to Expect Here at Home - Brian Zimmerman, UW Center for Climatic Research	Jumping into the Blue Wave An Introduction to Blueberry Production - Lisa Wasko-Devetter, Horticulture, Washington State University	Managing Blackrot in Cabbage and Other Cole Crops - Amanda Gevens, UW-Plant Pathology	Newsletters with Impact - Sarah Elliott, Market Manager Dane County Farmers' Market	The less Conspicuous Insects: Grape Flea Beetle and Grape Tumid Gall Maker - Christelle Guédot, UW-Entomology	Oxygen Management in the Winery -Todd Steiner, Researcher, The Ohio State University
8:30 - 9:00am	Battling the Cold with Wind Power - Lee DeLeeuw, Superior Wind Machines			Management of Early Season Cabbage Maggot and Flea Beetle in Cole Crops - Russell Groves, UW-Entomology		Risk Management Grape Program - Kevin Stukenberg, USDA Risk Management	
9:00 - 9:15am							
9:15 - 9:45am	Rootstocks for Wisconsin Apple Orchards - Matt Stasiak, UW-PARS	Social Media: Advertising in the Digital Age - Spencer X Smith, Spencer X Smith Consulting	Fungicides for Use in Small Fruit Disease Management - Kerik Cox, Plant Pathology, Cornell University	Investigating the Performance and Diversity of Kale and Curcubit Varieties - Erin Silva, UW-Plant Pathology	Identifying and Marketing to Core Shoppers - Colleen Donovan, Washington State University	Weed Management in Grapes - Jed Colquhoun, UW-Horticulture	The Role of Yeast in Wine Flavor - Nick Smith, Outreach Specialist, UW-Food Science
9:45 - 10:15am	Managing Alternative Pollinators through Understory Management - Hannah Gaines, Post-doctoral Research Associate, UW-Entomology		How to Grow Strawberries in Wisconsin - Lisa Wasko-Devetter, Horticulture, Washington State University	Mitigating and Diagnosing Herbicide Injury on Vegetable Crops - Jed Colquhoun, UW-Horticulture		Soil Management & Ground Covers - Michela Centinari, Penn State, Viticulture	Developing Wine Sensory Protocols for the Small Winery - Nick Smith, Outreach Specialist, UW-Food Science
10:15am	Trade Show Opens 10:15am - 6pm Break/Change Tracks						



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3:15 - 3:45pm	<b>Brown Marmorated Stink Bug and Apple Boring insects</b> - Christelle Guedot, UW-Entomology	<b>Protecting Your Family Farm: An Estate Planning Seminar</b> - Hooper Law Office LLC, Appleton	<b>Honey Bees: Management &amp; Use</b> - Ellen Geisler, Marinette County Extension & Kent Pegorsch, Wisconsin Honey Producers	<b>Predicting the Arrival of Striped Cucumber Beetle and Squash Vine Borer</b> - Russell Groves, UW-Entomology	<b>Practical Tips for Marketing Your Market Online</b> - Colleen Donovan, Washington State University	<b>Canopy Management and Fruit Quality</b> - Jean Riester-Loper, UW-Horticulture	Annual Meeting
3:45 - 4:15pm	<b>Mitigating Nature's Risks: Hail Netting</b> - TBA			<b>Updates on Curcubit Downy Mildew in the Upper Midwestern Region</b> - Mary Hausbeck, Michigan State University		<b>Cold Acclimation of Grape Vines</b> - Amaya Atucha, UW-Horticulture	
4:00 - 6:00pm	Social & Cash Bar in Trade Show Area						
TUESDAY, JAN 24							
7:00 - 8:30am	Pre-Purchased Breakfast Buffet						
7:30am - Noon	TRADE SHOW OPEN 7:30am - Noon						
Room Captain			Janet van Zoeren			Annie Deutsch	
8:00 - 8:30am	<b>Orchard Sprayer Technology and Calibration With Special Reference to Plant Growth</b>	<b>Requirements and Regulations for Hiring Workers for the Small Business or Seasonal Employer</b> - Matthew White, Department of Workforce Development	<b>Spotted Wing Drosophila Bait Comparisons and Distribution within the Crop</b> - Christelle Guédot and Ben Jaffe, UW-Entomology	<b>Updates from Organic Tomato Variety Trials for Taste and Quality</b> - Julie Dawson, UW-Horticulture	<b>Healthy Savings Program</b> - Bryan Chavers, United Health Care	<b>Grower Clicker Session</b>	<b>Organizing Events at your Winery</b> - Ryan Prellwitz, Vines & Rushes; Dancing Dragonfly (Inv) & Parallel 44 (Inv)
8:30 - 9:00am	<b>Regulator Application</b> - Brian Smith, UW River Falls, Horticulture			<b>Organic Potato Variety Update</b> - Ruth Genger, UW-Plant Pathology			
9:00 - 9:15am	Break/Change Tracks						

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9:15 - 9:45am			Success is More than Growing - Kyle Vesperman, Vesperman Farms	Updates on Powdery Mildew Management in Curcubit Crops - Amanda Gevens, UW-Plant Pathology		Vine Retraining after Cold Damage - Michelle Moyer, Plant Pathology, Washington State University	Upselling in the Tasting Room - Sallie Marquardt, von Stiehl Winery
9:45 - 10:15am	Perspectives on Fire Blight Management in New York - Kerik Cox, Associate Professor, Pathology, Cornell University	Customer Service in the Digital Age - Drew Nussbaum, Wisconsin Department of Tourism	Berry Production - Clicker Session	Farm Financial Management Tools & Systems: Developing Routines & Making Recordkeeping Purposeful - John Hendrickson, Grower & UW-Center for Integrated Agricultural Systems	Farmers' Market Integrity: Keeping It Real - Colleen Donovan, Washington State University	Powdery Management in Hybrids - Michelle Moyer, Plant Pathology, Washington State University	Staffing and Retention in the Winery - Sandy Snow, H.R. Manager, Wollersheim Winery
10:15 - 10:30am	Break/Change Tracks						
10:30 - 11:00am	Lessons Learned at Pine Tree Apple Orchard - John Jacobson, White Bear Lake, MN	Website "Must Haves" in 2017 - Kevin Coghlan, TC Mobile Media	Amaya Atucha, UW-Horticulture	Discussing Bioengineering and GMOs in the Marketplace - Jeffrey Endelman, UW-Horticulture	Assessing Farmers' Market Data and Communication Needs - Bret Shaw, University of Wisconsin Extension	Table Grape Research - Sara Patterson, UW-Madison	Emerging Grape Varietals for Cold Climate - Tom Plocher, Minnesota
11:00 - 11:30am		Getting your Food Processing License: Bakery, Produce & More - Carol Johnson, DATCP Licensing	A Characterization of the Wisconsin Berry Industry: 2016 - Brian Smith, UW-River Falls, Horticulture			Disease Susceptibility in Cold-Climate Grapes - Patty McManus and David Jones, UW-Plant Pathology	
11:30am - Noon	Lessons Learned from a Lifetime in the Apple Business - Al Vignieri, Sunset Orchard; Doug Shefelbine (inv); Allen Teach, Sunrise Orchard & John Louis (inv)			Grower Discussion on GMOs and Bioengineering	Manager Update and Discussion - Kristin Krokowski, UW Extension, Waukesha County	Scouting - Janet van Zoeren, UW-Entomology	Petite Pearl Discussion - Steve Johnson, Parallel 44 & Ryan Prellwitz, Vines & Rushes
Noon - 1:00pm	Conference Adjourns & Trade Show Closes						