

**WFFVC 2020 SCHEDULE - Subject to Change- 1/14/2020**

	<b>Apple</b>	<b>Success Strategies</b>	<b>Berry</b>	<b>Vegetable</b>	<b>Farmers Markets</b>	<b>Grape</b>	<b>Winery</b>
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**SUNDAY, JAN 26, 2020**

<b>A/V</b>	<b>Amaya</b>	<b>Tiffany</b>	<b>Christelle</b>	<b>Yi</b>	<b>Kristin</b>	<b>Brad</b>	<b>Anna</b>
Noon - 6:00pm	<b>Registration</b>						
1pm - 2pm	<b>Apple Growing Topical Discussion - WAGA Board</b>		8am - 4pm Food Safety Modernization Act Training - Kristin Krokowski & Other Speakers	Growing and Selling Flowers and Bedding Plants - Jason Jacobos, BFG Supply & Tara Roberts-Turner, Turner's Fresh Produce	<b>Badger State Winery Cooperative Meeting</b>	<b>Joint Grape/Winery Marketing Discussion - Carl Duley, Facilitator in the Grape Room</b>	
2pm - 3pm							
3pm - 4pm						<b>WATA Annual Meeting</b>	
4pm - 5pm							
6pm	<b>Corks &amp; Cuisine - A Night of Vine Dining - Jessica Bell, Wis Foodie, Emcee - in Apple Room</b>						

**MONDAY, JAN 27, 2020**

7:00am	<b>Conference Registration Opens</b>						
7:00am	<b>Pre-Purchased Buffet Breakfast</b>						
Room Captain	Abby Lois	Dave Meuer	Hanna McIntosh	Yi Wang	Kristin Krokowski	Mark V.	Nick Smith
8:00 - 8:30am	<b>Building the Customer Experience - Tori England, England Consulting</b>	<b>Current Financial Trends - Paul Dietmann, Compeer Financial</b>	<b>Back to Basics: How Strawberry Herbicides Work in Practical Terms - Jed Colquhoun - UW-Horticulture</b>	<b>Management of Phytophthora Crown and Fruit Rot in Cucurbits - Amanda Gevens, UW-Plant Pathology</b>	<b>Dogs at the Farmers Market Veronika Zazovsky, Manager, Menomonie Farmers Market</b>	<b>Marketing Wisconsin Grapes - WGGGA Board Panel</b>	<b>Reduction Prevention and Management - Nick Smith, Dept of Food Science, UW-Madison</b>
8:30 - 9:00am			<b>Assessing Plastic and Biodegradable Mulches for Managing Spotted Wing Drosophila - Hanna McIntosh and Christelle Guedot</b>			<b>Cold Hardiness in our Grape Varieties - Mike North, UW-Horticulture</b>	<b>Biological Acid Management Strategies - Nick Smith, Dept of Food Science, UW-Madison</b>
9:00 - 9:15am	<b>Trade Show Opens /Silent Auction, Apple Cider Contest and Coffee in the Trade Show Area/Change Tracks</b>						
9:15 - 9:45am	<b>Alternatives to Herbicides for Weed Control - Jed Colquhoun, UW-Horticulture</b>	<b>Event Planning and Partnerships with Museums/Non-Profits - Samuel Pike, Guest Experience Specialist</b>	<b>Managing Diseases and Fungicide Resistance in Midwest Blueberry and Strawberry Fields - Timothy Miles, Michigan State University - ZOOM</b>	<b>Adaptive Pest Management - Forecasting Insect Population - Russell Groves, UW-Entomology</b>	<b>Hemp and CDB Oil at the Farmers Market - Jeff Glazer, Professor, UW Law and Entrepreneurship Clinic</b>	<b>Harvest &amp; Post-Harvest Handling of Cold Climate Grapes - Lynita Delaney, Elmaro Vineyard</b>	<b>Reducing or Controlling Herbaceousness in Wine - Katie Cook, Scott Laboratories</b>
9:45 - 10:15am	<b>Is Biocontrol of Brown Marmorated Stink Bug Happening in Wisconsin?- Christelle Guedot, UW-Entomology</b>			<b>Improving Soil Health to Weather the Storms - Jamie Patton, NPM Program, UW-Madison</b>			

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10:15am	<b>Trade Show Open/Silent Auction, Apple Cider Contest and Coffee in Trade Show Area/Change Tracks</b>						
10:30 - 11:00am	Integrating Soil and Leaf Nutrient Test Results with Fertilization Plans during Spring, Summer, and Fall - Brian Smith, UW-River Falls	Something Special from Wisconsin: Innovations & Trends - Lois Federman, Wis Dept of Agriculture, Trade & Consumer Protection	Managing Japanese Beetle in Berry Crops - Christelle Guedot - UW-Entomology	What Can Make my Operation Better Next Year? - WFMVGA Board Round Table	Farm2Facts New Opportunities for Data Collection -Dr Alfonso Morales, UW-Madison Food Systems and Marketplaces Specialist	Controlling Sour Rot - Dr. Megan Hall, University of Missouri - ZOOM	How Wineries can Benefit from Programs at the Dept of Tourism - Andrew Nussbaum, Regional Tourism Specialist
11:00 - 11:30am	The WiBee: A New Tool to Explore Wild Bee Pollinators on Your Farm - Katy Thostenson, UW-Madison Gratton Lab		Facebook and Instagram Stories - Don Stanley - UW-Life Sciences Communication	Annual Meeting			Trade Show
11:30 - Noon	Annual Meeting	Trade Show	Using Simple Video Tools for Any Website and Social Media Platform - Don Stanley - UW-Life Sciences Communication	Trade Show			
Noon - 1:00pm	Lunch						
1:00pm - 1:30pm	Trade Show				State & Federal Law Changes that Affect our Business Practices - Kristin Krokowski, UW-Madison Commercial Horticulture Educator	Annual Meeting	
1:30pm - 2:00pm						Contract Wine Making - Tips and Discussion - Jeffrey Glazer, Ogden, Glazer + Schaefer	
Room Captain	Abby Lois	Sheila Everhart	Hanna McIntosh	Yi Wang	Kristin Krokowski	Eric/Randy L	Nick Smith
2:00 - 2:30pm	Oblique Banded Leafroller; A Problem when using CM Mating Disruption - Christelle Guedot, UW-Entomology	Cyber Security - What the Small Business Owner Needs to Know - Mike Masino, Madison College &	Designing Your Own Marketing Materials using Canva.com - Julie Schoenberg, Creek Bed Country Farmacy; Danielle Clark, Mayberry Farms; and Laura Skelly, Skelly's Farm Market	Exotic and Invasive Pests that Affect Wisconsin Fresh Vegetable Production - Adrian Barta, WI DATCP	Bakery and Licensing at the Farmers Market, Brian Jorata, WI Dept of Agriculture	Improving Fruit Quality - Mark Delaney, Elmaro Vineyard and Ernie Betker, Trout Brook	Think Outside the 750 ml Bottle: Alternative Packaging Panel - Gene Bergholz, Branches Winery; Amanda Stefl, Timber Hill Winery;

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2:30 - 3:00pm	Controlling Listeria - Nathan Libbey, PathogenDX	Denny Wright, Madison College	Annual Meeting	Mechanical Cultivation for Vegetable Crops - Sam Hitchcock Tilton, Lakeshore Technical College		Vineyard	Julie Coquard, Wollersheim Winery
3:00 - 3:15pm	<b>Trade Show Open/Silent Auction, Apple Cider Contest and Coffee in Trade Show Area/Change Tracks</b>						
3:15 - 3:45pm	Late & Early Frosts, Shortened Growing Seasons, Wet ... What Can We Expect for our Weather Future? John A. Young Professor Emeritus & Director & Dr. Ed Hopkins, Wisconsin State Climatology Office	First Season of Business...What Did We Learn? Karen Kelley, Owner - Kelley's Farmstead	Fundamentals of Bush Fruit Pruning: Blueberries, Gooseberries, Currants, Elderberries and Brambles - Brian Smith - UW-River Falls	CBD Hemp - Dylan Bruce, UW-Organic & Sustainable Cropping Systems	Farmers Market Place Making - Chelsea Kocken, On Broadway & Nora Roughen-Schmidt, Viroqua Chamber Main Street, Errin Welty, WEDC	Under Vine Cover Crops - Justine Vanden Heuvel, Cornell University	Annual Meeting
3:45 - 4:15pm							
3:45pm - 6pm	<b>Social &amp; Cash Bar in Trade Show Area</b>						

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<b>TUESDAY, JAN 28, 2020</b>							
7:00 - 8:00am	<b>Pre-Purchased Buffet Breakfast</b>						
7:30am - Noon	<b>TRADE SHOW OPEN 7:30am - Noon/Silent Auction Open until 9:15am</b>						
	Apple	Success Strategies	Berry	Vegetable	Farmers Markets	Grape	Winery
Room Captain	Abby Lois	Danielle Ziegler	Hanna McIntosh	Yi Wang	Kristin Krokowski	Janet/Aimee	
8:00 - 8:30am	Promoting Red Color Development in Apples - Amaya Atucha	Getting Grants, Writing Tips and Tricks - Get your Project Funded - Juli Speck, WI DATCP	How Do you Handle Pre-Picked or Pre-Orders and How Do You Price Your Berries - Open Grower Discussion	Effective Disease Management Strategies for Cucurbits & Tomatoes - Mohammad Babadoost, University of Illinois Crop Sciences	Social Media Tools for the Farmers Market - Veronika Zazovsky, Menomonie Farmers Market	Economics of Grape Growing - Randy Hartung & Annie Butler, Three Branches Vineyard	Custom Inventions for the Vineyard or Winery - Fred Quandt & Casey Holloway, Facilitators
8:30 - 9:00am	Clicker Session - Amaya Atucha and Christelle Guedot						
9:00 - 9:15am	<b>Trade Show Open/Silent Auction Closes at 9:15am/Coffee in Trade Show Area/Change Tracks</b>						
9:15 - 9:45am	Modifications for the Method of Filing for H2A Labor Certification - Rosa Ortega, Dept of Workforce Development	Taking it to the Next Level with Branding & Graphic Design - Jon Anderson and Brooke Wentland, Filament Marketing	Strawberry Season Extension Using Low Tunnels - Marvin Pritts, Cornell University - ZOOM	Wildlife Impacts & Crop Destruction - David Drake, UW-Forest and Wildlife Ecology	Stengthening your Markets EBT Program, Meg Kilkenny, UW Madison Extension Milwaukee County	Managing Social Wasps with a Push-Pull Strategy in Vineyards - Christelle Guedot, UW-Entomology	When the TTB comes knocking - What to Expect - Todd Kuehl, Bailey's Run Vineyard & Julie Coquard, Wollersheim Winery
9:45 - 10:15am			Raspberry/ Blackberry Season Extension Using High Tunnels - Marvin Pritts, Cornell University - ZOOM	A Beginner's Guide to Growing Giant Pumpkins - John Barlow, WI Giant Pumpkin Growers Assn.		Clicker Session - Amaya Atucha and Christelle Guedot	
10:15 - 10:30am	<b>Trade Show Open/Coffee in Trade Show Area/Change Tracks</b>						
10:30 - 11:00am	Management of Apple Diseases - Mohammed Babadoost, University of Illinois, Crop Sciences	Dealing with the Stresses of Farming - John Shutske, UW-Madison and Alana Voss, Sauk/Juneau County Extension	Farmer Perceptions of Raspberry and Strawberry Production In Tunnels: Management and Marketing Implications - David Conner, University of Vermont - ZOOM	Management of Tomato Diseases Common in High Tunnel Production - Amanda Gevens, UW-Plant Pathology	Extending the Reach of your Farmers Market through Promotion and Relationships - Manager Panel Discussion, Dujuanna Hugdahl, Facilitator	Soil Testing and Results - Amaya Atucha, UW-Horticulture	Moving Customers from Good to Better to Great! - Therese Dorr, VinoShipper
11:00 - 11:30am			Irrigation Management in Pumpkins - Yi Wang, UW-Horticulture	Petiole Testing and Results - Amaya Atucha, UW-Horticulture			
11:30am - Noon	Hardiness and Nanocrystals for Frost Protection in Apple and Sweet Cherry - Matthew Whiting, Washington State University ZOOM	Employer of Choice - Be a Farm, Employees Want to Work For - Simon Jette-Nantel, UWRF Professor and Extension Farm Management Specialist	How Can the Natural Resources Conservation Service Help You - Ryan Gerlich - NRCS Resource Conservationist	Management of Insect Vektorred Virus Diseases in Pumpkins - Russell Groves, UW-Entomology	Using those Test Results - Larry Schaefer, AgroK		
<b>Conference Adjourns/Trade Show Closes</b>							