

**Christmas Tree Farmers Association of New York
2018 Winter Convention PRELIMINARY PROGRAM**

Thursday – Saturday, January 18-20

Holiday Inn Liverpool (Syracuse), 441 Electronics Parkway, Liverpool, NY 13088

Time	Growers Track – LOCATION	Business and Marketing Track – LOCATION	
Thurs. Jan. 18			
1 – 5 p.m.	CTFANY Board meeting, all are welcome to attend..		Vendor set-up
5 – 8 p.m.	Exhibit hall opening event – Make your own Tacos and Cash Bar		
Fri. Jan. 19			
8:00 am	COFFEE INCLUDING MUFFINS		Registration and visit with vendors
9:00 am	CONCURRENT WORKSHOPS I		
	Fraser Fir Root Disease: Dr. John Frampton of North Carolina State University presents Fraser fir seed source research and outcomes; plus information on other promising tree varieties. VIA ZOOM	Beyond Cones and Bows Cindy Page of Page’s Christmas Trees describes how to make large wreaths and fun ideas for adding bird-friendly decorations	Exhibition Hall Vendor Presentations
10:15	CONCURRENT WORKSHOPS II		
	Moisture Study Report: Dr. Bill Smith of SUNY ESF; what a difference a month (and 1000 miles) makes on tree freshness and customer satisfaction	Ag Education Initiatives in NYS including Ag in the Classroom Program update from Katie Carpenter INVITED and outcomes from the 2017 <i>Food and Farm Experience</i> event for school counselors with Sandie Prokop, NY Farm Bureau Foundation	Exhibition Hall Vendor Presentations Social media support with Julie Izzo Niedzwick
11:30	Visit exhibitors LUNCH BUFFET - CTFANY Annual Business Meeting – elect Board members, approve budget, and other business		
12:30 pm	Lessons from the Disney Institute and preview of other 2018 Summer Meeting topics - hosts Chip and Sally Ellms, Ellms Family Farm Update on Specialty Crops in NYS – Ag & Markets Commissioner Richard Ball INVITED Inherent Risk legislation is now a law! What are Christmas tree farms signage and other responsibilities? Input opportunity for members. Joe Ganley, NYS Dept Ag & Markets		
1:45 pm	NY Grown and Certified Program – opportunities for NYS Christmas Tree Farmers – Jessica Brooks, NYS Dept. Ag and Markets; and Judy Littrell, NYS Soil and Water Conservation Committee		
2:45	CONCURRENT WORKSHOPS III		
	Pesticide Applicator Certification Update & Review: Don Nelson, Pest Control Specialist, DEC Region 7 (1 NYS-DEC Pesticide Credit)	Agri-Tourism Opportunities Darlings Tree Farm - fall season cross promotion. Julie Izzo Niedzwick from Stokoe Farms - Farm to Table Dinners. Monika Roth of CCE Tompkins County options for expanding your season with agri-tourism	Exhibition Hall Vendor Presentations
4:00	BREAK and visit with vendors		
4:30	CONCURRENT WORKSHOPS IV		
	Fertilizer Management Soil analysis is a critical part of a successful nutrient management program. Jill O’Donnell, Senior Extension Educator at MSU Extension, will describe how to understand your soil test, choose the right fertilizer, and develop a program for optimum plant growth on your farm. VIA ZOOM	How to Make Competition Wreaths Dave Hicks of Natural Creations and Mary Ellen (Mel) Chesbro of the NYS Fair present information on how to make competition wreaths and the rich tradition of agricultural fairs.	Exhibition Hall Vendor Presentations Social media support with Julie Izzo Niedzwick
6:00	SOCIAL/CASH BAR WITH VENDORS <i>Exhibit hall will close following end of social</i>		

7:30	<p>BANQUET - CTFANY Annual Awards presentations, Trees for Troops update, and CTFANY 2018 Board officer introduction</p> <p>Entertainment - Syracuse University Jazz Ensemble INVITED Getting Your Name Out There! Deb Ross, Pres. Kids Out And About – On-line event promotion</p>		
Time	Growers Track – LOCATION	Business and Marketing Track – LOCATION	
Sat. Jan. 20			
7:00 am	Registration continues BUFFET BREAKFAST INCLUDING FRUIT		
8:00	CONCURRENT WORKSHOPS V		
	Vender Panel – Viewpoints on emerging issues and opportunities in pest management, fertilizers, and more; and ideas for addressing and taking advantage of new products, new regulations, and new consumer demands. INVITED panelists include: Northern Pines Tree Farm, Kelco, BTW-Wholesale, and Gowan Company.	Business Software Elizabeth Woodward of Woody Acres, Kendra Franke from Franke Farms, and Sally Ellms of Ellms Family Farm present an overview of available business software, including programs used for bookkeeping, payroll, POS, inventory management, and accepting credit cards.	
9:15	CONCURRENT WORKSHOPS VI		
	Turkish Fir Study: Final report from Dr. Russ Briggs from SUNY ESF.	Sky Is the Limit: Mike and Lisa Naccarato teach how to start marketing your wreaths on a small scale and grow (or not) from there.	
10:15	Coffee break		
10:30	CONCURRENT WORKSHOPS VII		
	Weed Control People from the NYS – IPM program will present information on weed control and other things to look out for.	How to Use Social Media Greg Hassett, Digital Media Manager at Nextstar Media presents information on how to use social media to expand your business.	
11:45	CONCURRENT WORKSHOPS VIII		
	IPM Update Brian Eshenaur provides an update on IPM and reports on the new Cornell University program at Geneva for growing Christmas trees. (1 NYS-DEC Pesticide Credit – approval pending)	Update from Christmas Tree Promotion Board Marsha Gray or other representative from the Christmas Tree Promotion Board provides an update on 2017 advertising campaign. INVITED	
1:00	BUFFET LUNCH (Boxes available)		

<p>Save the date: July 12-14, 2018 CTFANY Summer Meeting Ellms Family Farm, Charlton, NY Room block at: Homewood Suites, Schenectady, NY</p>
