

**2017 CTFANY Summer Meeting Educational Sessions** (shaded blocks offer NYS-DEC Pesticide Applicator Credits – pending)

Springside Farm, 1850 State Route 91, Pompey NY

**SUBJECT TO CHANGE WITHOUT NOTICE**

**Friday, July 14**

|                      | <b>Grow (field)</b>   | <b>Manage (field and kitchen area)</b>   | <b>Value-added (field and kitchen)</b>  | <b>Wholesalers Forum and other meetings</b>   |
|----------------------|---|--|---|---|
| <b>9:15 – 10:15</b>  | Weed control options and ideas.<br>Fertilizing how and when? Host: Travis Drexler   | <b>Farm Tour (wagon)</b><br>General overview of the farm with Ed Drexler (this is a repeat of the Thursday afternoon tour)   | Wreath-making with a "Vintage and Flea Market Fun" theme – Cathy Jo Brown (this session is a companion to a second session later in the morning)  | Panel discussion: How to plan for, time, manage, cut, bale, and prepare for loading for wholesale sales. Warren Halladay and Mike McDonald, moderators  |
| <b>10:15 – 11:15</b> | Healthy Trees from the Ground Up. From soils, planting prep and nutrition, this presentation will look at what it takes to produce vigorous trees that are less susceptible to pest problems. We'll review some of the common pests, their management and how they interact with the planting environment. Betsy Lamb and Brian Eshenaur, NYS-IPM | Round table/member panel: U-cut operations management including parking, check-out, baling and loading plans to improve traffic flow and reduce loss at choose and cut operations. Ed Drexler, moderator. Panelists: Ann Zywiczyński, others TBA | Growing trees just to cut for brush and greens with Eric Kell from Kelco and Jack Beckwith  | Hands-on training on how to take advantage of Christmas Tree Promotion Board promotional digital campaigns and other products at your farm. Bring your laptop or tablet to take full advantage of the workshop (this session repeats in afternoon) with Marsha Gray, CTPB via Skype |
| <b>11:30 – 12:30</b> | Panel discussion on pulling stumps vs. letting them rot and reclaiming overgrown tree plantations. Moderator: George Lee. Session includes stump grinding demonstration by Carl Neutzel (tentative)   | Commercial kitchen tour (and tasting) – successes and pitfalls to consider before trying a kitchen at your farm. Host: Paulie Drexler with special guest representative from Belshaw Adamatic Donut Automatic Fryer (invited)                    | Making Centerpieces with a "Vintage and Flea Market Fun" theme – Cathy Jo Brown   | Finding NYS growers who will sell trees to me wholesale to supplement what I'm already growing, includes demonstration of new wholesalers website. Warren Halladay and Mike McDonald, moderators  |
| <b>1:15 – 1:45</b>   | Greetings and Q&A with Assemblyman Al Stirpe (invited)<br>News from Christmas Tree Promotion Board – Jim Rockis (invited)<br>Update from Network for Environment and Weather Applications - growing degree day information, opportunities for growers to install weather stations, and more with Dan Olmstead, NYS-IPM                            |  |   |   |
| <b>2:00 – 3:00</b>   | Applicator certification – Don Nelson, NYS-DEC  | <b>Farm Tour (walking)</b><br>On-farm adventure including hay jump, zip line, farm animal petting zoo, and risk management with hosts Ed and Travis Drexler  | Ideas for things to carry in on-farm gift shops and opportunities for diversification through consigning local artisan products with host Paulie Drexler and representatives from Ganz Gifts and Sallye Ander Soaps (invited) | Hands-on training on how to take advantage of Christmas Tree Promotion Board promotional digital campaigns and other products at your farm. Bring your laptop or tablet to take full advantage of the workshop (this session is a repeat of the morning)                            |

|                    | <b>Grow (field)</b>  | <b>Manage (field and kitchen area)</b>  | <b>Value-added (field and kitchen)</b>   | <b>Other meetings</b>                                    |
|--------------------|--|---|--|--|
| <b>3:00 – 4:00</b> | Equipment calibration. Sprayer and spray technology and drift safety by TBA; and Tee Jet Spray equipment demonstration by Oesco, Inc. (invited)  | Planning for weddings, birthday parties, family reunions, and other events on a Christmas tree farm with host Paulie Drexler              | Bring the trees to the people (not just people to the trees) with a Retail lot off-site with host Travis Drexler and Eric VanDeWeert from Brixmor Properties                   |  |
| <b>4:30 – 5:30</b> | Shearing – Timing/when to start, Grading of trees ie, Premium, #1 etc., tools including rotary pruner demonstration by Tree-Teck, Inc. representative, and hand-pruned tops with host Travis Drexler | <b>Farm Tour (walking)</b><br>Other crops that customers love - pumpkins, corn and tree mazes, willow trail, berries with host Ed Drexler | Growing and making winners! How to raise and prepare trees and wreaths to enter (and win) in State Fair judging and other competitions with Dr Larry Abrahamson and Dave Hicks | CTFANY Board meeting – all members are welcome to attend |

**Saturday, July 15**

|                      | <b>Grow (field)</b>  | <b>Manage and value added</b>  |
|----------------------|--|--|
| <b>9:00 – 10:00</b>  | Site selection and preparation matters – advantages of growing on your best land, soil analysis, drainage. Planting – including how to layout new fields, plowing/augering, and interplanting and planting bars with host Ed Drexler | Starting a Small Business - Many people question what business procedures need to be followed with their tree farm to avoid issues with the IRS & state tax laws. Some do not collect sales tax & they just want to know what they need to do when they open a choose & cut operation with Farm Credit East business consultant Chris Anderson |
| <b>10:00 – 11:00</b> | Shearing – Timing/when to start, Grading of trees ie, Premium, #1 etc., tools including rotary pruner demonstration by Tree-Teck, Inc. and hand-pruned tops with host Travis Drexler   | <b>Farm Tour (walking)</b><br>On-farm adventure including hay jump, zip line, farm animal petting zoo, and risk management with host Paulie Drexler  |
| <b>11:30 – 12:30</b> | Take a birds eye view of your operation with drones, speaker to be announced   | Commercial kitchen tour (and tasting) – successes and pitfalls to consider before trying a kitchen at your farm. Host: Paulie Drexler with special guest representative from Calico Cottage Fudge Co. (invited)  |
| <b>1:30 – 2:30</b>   |  | <b>Farm Tour (wagon)</b><br>General overview of the farm with Ed Drexler (this is a repeat of the Thursday and Friday tours)   |

**CTFANY is holding a block of rooms at both the Holiday Inn Express and Comfort Inn in Cortland. Call 607-753-7721 for central booking for both properties (and mention Christmas tree farmers) to reserve a room**