

Wednesday, November 7, 2018			
7:30am-5:00pm	Registration Open – Grand Pavilion Foyer (Embassy Suites)		
10:00am-7:30pm	Farm Tour at Howard's Strawberries, Country Road Strawberries, Robertson Family Farm & Tucker's Farm		
7:30pm-9:30pm	Hospitality Suite – Complimentary Refreshments and Snacks (4 th Floor Marriott – Room #411)		
Thursday, November 8, 2018			
7:30am-5:00pm	Registration Open – Grand Pavilion Foyer (Embassy Suites)		
7:30am-9:00am	Continental Breakfast, Coffee/Juices – Grand Pavilion (with Exhibitors)		
7:30am-9:00am	Exhibit Hall Open – Grand Pavilion		
9:00am-10:00am	Welcome/General Session – Grand Pavilion / “Grower Spotlight” – Storm Farm, Joanna Storm, Arlington, TX		
10:00am-10:30am	Morning Break in Grand Pavilion (with Exhibitors)		
Track	Production Gaines 1 (Embassy Suites – Lower Level)	Marketing Gaines 2 (Embassy Suites – Lower Level)	Around the Farm Ardmore 1 (Embassy Suites – Lower Level)
10:30am-12:00pm Breakout Sessions	Breeding Program & Research Funding Gina Fernandez <i>Professor Dept. Hort. Sci., NCSU</i> Christie Almeyda <i>Director, Micropropagation & Repository Unit Dept. of Plant Pathology, NCSU</i> Katie Jennings <i>Assistant Professor, Vegetable & Small Fruit Weed Science Program Dept. Hort. Sci., NCSU</i>	Supercharge Your Facebook Marketing Jordan Tippet <i>Business Consultant, University of Georgia Small Business Development Center</i>	A Deeper Look Into Dual Season Harvest of Strawberry in NC Joshua Mays <i>NCDA Regional agronomist</i>
12:15pm-1:45pm	LUNCH & NCSA Annual Meeting (Embassy Suites Grand Pavilion): 1. Presentation of scholarship winners 2. NC Strawberry Association Annual business meeting 3. Awards		
Track	Production Gaines 1 (Embassy Suites – Lower Level)	Disease Gaines 2 (Embassy Suites – Lower Level)	Around the Farm Ardmore 1 (Embassy Suites – Lower Level)
2:00pm-3:15pm Breakout Session	Getting Started in Plasticulture James Kenan <i>Grower, Bernies Berries</i> David Dycus <i>Salesman/Agronomist, FCI Ag</i>	Round Table Discussion ‘New Strawberry Varieties’ Panel of Growers from multiple regions (NC, SC, GA, VA)	Safety & Health: A Future Investment Robin Tutor-Marcom <i>Director, NC Agromedicine Institute East Carolina University</i>
3:15pm-3:30pm	Afternoon Break in Grand Pavilion (with Exhibitors)		
3:30pm-4:45pm Breakout Sessions	Plasticulture Workshop <i>continues</i> James Kenan <i>Grower, Bernies Berries</i> David Dycus <i>Salesman/Agronomist, FCI Ag</i>	Strawberry Disease Management Dr. Frank Louws <i>Director NSF Center for IPM, Professor Plant Pathology, Entomology & Plant Pathology</i> Guido Schnabel <i>Professor, Plant Pathology, Clemson University</i> Chuck Johnson <i>Professor, Plant Pathology, Virginia Tech</i>	FSMA's Produce Safety Rule: An overview of the rule & resources available to Strawberry growers to help them comply with this regulation Elena Rogers <i>Area Specialized Agent, Food Safety-Fresh Produce NCSU/Department of Horticultural Sciences</i>
5:00pm-6:00pm	Social Hour and Live Auction to benefit Scholarship Fund Grand Pavilion (with Exhibitors)		
7:30pm-9:30pm	Hospitality Room - Complimentary Refreshments and Light Snacks (4 th Floor Marriott – Room #411)		

*Pesticide recertification credits will be available for many sessions

Friday, November 9, 2018			
7:30am-12:30pm	Registration Open – Grand Pavilion Foyer (at Embassy Suites)		
7:30am-9:00am	Continental Breakfast, Coffee/Juices – Grand Pavilion (with Exhibitors)		
7:30am-9:00am	Exhibit Hall Open – Grand Pavilion		
9:00am-10:00am	General Session – Grand Pavilion / “Grower Spotlight” – <i>Ottawa Farms, Pete Douglas, Bloomingdale, GA</i>		
10:00-10:30am	Morning Break in Grand Pavilion (with Exhibitors)		
Track	Production Gaines 1 (Embassy Suites – Lower Level)	Marketing Gaines 2 (Embassy Suites – Lower Level)	Around the Farm Ardmore 1 (Embassy Suites – Lower Level)
10:30-11:15am Breakout Sessions	<p>Alternative Markets for Excess/Unmarketable Berries</p> <p>Shraddha Rathod <i>Co-founder/CEO</i> <i>Freshspire</i></p> <p>Keirstan Kure, <i>Procurement Specialist</i> <i>Seal the Seasons, Inc.</i></p>	<p>How To Take Your Website from Zero to Hero</p> <p>Jordan Tippet <i>Business Consultant,</i> <i>University of Georgia</i> <i>Small Business Development Center</i></p>	<p>Onsite Events</p> <p>Michelle Patterson <i>Director, Patterson Farm Market & Tours, Inc, Mount Ulla, NC</i></p>
11:20-12:30pm Breakout Sessions	<p>Update on the NCSU Research and Extension Program: Plug Conditioning, Extended Season and Fumigation Issues</p> <p>Mark Hoffman <i>Small Fruits Extension Specialist</i> <i>Assistant Professor, NCSU</i></p>	<p>How To Take Your Website from Zero to Hero <i>continues</i></p> <p>Jordan Tippet <i>Business Consultant,</i> <i>University of Georgia</i> <i>Small Business Development Center</i></p>	<p>Farm Tours & Hosting School Groups</p> <p>Michelle Patterson <i>Director, Patterson Farm Market & Tours, Inc, Mount Ulla, NC</i></p> <p>Jene Therrell <i>Marketing Director,</i> <i>The Peach Stand, Fort Mill, SC</i></p>
12:30pm	Breakdown and Departure		

MEETING ROOMS are located at the **Embassy Suites Winston-Salem** on the **LOWER LEVEL (LL)**

Exhibits / General Session / Lunch / Breaks: **Grand Pavilion**

Breakout Room #1: **Gaines 1**

Breakout Room #2: **Gaines 2**

Breakout Room #3: **Ardmore 1**

Registration: **Grand Pavilion Foyer**

If you are staying at the Marriott, you will take the Marriott elevator to the 2nd floor to access the skywalk across to the Embassy Suites (then take the skywalk elevator to LL)

HOSPITALITY ROOM is located on the **4th Floor** at the **Marriott (Room #411)**

HOTEL RESERVATIONS: (deadline for booking a hotel is **October 17, 2018**)

(2) Options: Winston-Salem Marriott and Embassy Suites Winston-Salem (hotels are connected via skywalk)

Marriott: *guest room amenities include refrigerator, coffee maker, and flat screen TV, and complimentary wireless high speed internet. Hotel scheduled to complete renovations in summer of 2018 that include a total makeover of guest rooms and public areas.*

Click on link below to book room online or call **Marriott** at **1-800-320-0934** (ask for NC Strawberry Association Group Rate - \$143.00)
[Book your for NC Strawberry Association Group Rate for the Marriott](#)

Embassy Suites: *guest room rate includes full cooked-to-order breakfast buffet & evening Manager's reception, daily. All standard rooms are two-room suites with separate parlor with sleeper sofa. Guest room amenities include refrigerator, microwave, coffee maker, and (2) flat screen TVs and complimentary wireless high speed internet access.*

Click on link below to book room online or call **Embassy** at **1-800-696-6107** (ask for NC Strawberry Association Group Rate - \$153.00)
[Book Your NC Strawberry Association Group Rate for the Embassy Suites](#)