

Wednesday, November 6, 2019			
9:00am-11:00am	Farm Tour Registration Open – Grand Ballroom Foyer		
11:00am-6:30pm	Farm Tour at Gross Farms, Olde Carthage Farm & White Hill Farm – Catered Dinner at Lee County Center		
1:00pm-5:00pm	Registration Open – Grand Ballroom Foyer		
7:00pm-9:00pm	New Grower Workshop – Mark Hoffman and Dr. Allen Straw 'Back to the Basics and for Experienced growers who want a refresher on the basics of plasticulture strawberries'		
7:30pm-9:30pm	Hospitality Suite Open – Complimentary Refreshments and Snacks (ROOM #536)		
Thursday, November 7, 2019			
7:30am-5:00pm	Registration Open – Grand Ballroom Foyer		
7:30am-9:00am	Continental Breakfast, Coffee/Juices – Grand Ballroom Foyer (with Exhibitors)		
7:30am-9:00am	Exhibit Hall Open – Grand Ballroom Foyer		
9:00am-10:00am	General Session – Grand Ballroom / 'Grower Spotlight' – Odom Farming, JR & Emily Odom, Goldsboro, NC		
10:00am-10:30am	Morning Break in Grand Pavilion (with Exhibitors)		
Track	Production Grand Ballroom 3	Marketing Grand Ballroom 2	Around the Farm Grand Ballroom 1
10:30am-11:30am Breakout Sessions	<p>'Breeding Program & Research Funding'</p> <p>Gina Fernandez <i>Professor Dept. Hort. Sci., NCSU</i></p> <p>Tika Adhikari <i>Senior Researcher, Depart. of Entomology & Plant Pathology, NCSU</i></p> <p>Christie Almeyda <i>Director, Micropropagation & Repository Unit Dept. of Plant Pathology, NCSU</i></p> <p>Kira C. Sims <i>Graduate Student, Vegetable & Small Fruit Weed Science Program, NCSU</i></p> <p>Katie Jennings <i>Associate Professor, Vegetable & Small Fruit Weed Science Program Dept. Hort. Sci., NCSU</i></p>	<p>'Google My Business Platform'</p> <p>Research shows that over 90% of customers are looking for specific information about businesses when using search engines — like business hours, promotions or deals, even available appointments. Learn how to put yourself on the map and be found! Manage your reputation, reviews and help control how search engines like Google see your company. Learn tips on how other companies are promoting their companies and appear near the top of the search engine results for maps and websites.</p> <p>Kyle Hensel <i>Director of Continuing Education, University of Georgia SBDC</i></p>	<p>'Crop Rotation for a more Sustainable Strawberry'</p> <p>Dr. Amanda McWhirt <i>Extension Specialist-Hort Crop Horticulture, University of Arkansas</i></p>
11:45am-1:15pm	LUNCH & NCSA Annual Meeting – Grand Ballroom Presentation of scholarship winners, NC Strawberry Association Annual business meeting, Awards		
1:15pm-2:00pm	Exhibit Hall Open – Grand Ballroom Foyer		
Track	Production Grand Ballroom 3	Disease Grand Ballroom 2	Around the Farm Grand Ballroom 1
2:00pm-3:00pm Breakout Sessions	<p>*'Strawberry Flowering Physiology'</p> <p>Dr. Edward Durner <i>Department of Plant Biology Rutgers, The State University of New Jersey</i></p>	<p>*'Dealing with Common Problems and Pest in Strawberries'</p> <p>Dr. Allen Straw <i>Area Specialist in Horticulture, Former Small Fruits and Specialty Crops, Virginia Tech</i></p>	<p>'Agritourism. Planting, nurturing & growing Agritourism on your farm'</p> <p>Michelle Patterson <i>Patterson Farms</i></p> <p>"Insurance on your farm" Tina Gross <i>Gross Farms</i></p>
3:00pm-3:15pm	Afternoon Break – Grand Ballroom Foyer (with Exhibitors)		
3:15pm-4:15pm Breakout Sessions	<p>Q&A – Experienced Growers 'I Wish I knew then.....'</p> <p>Doug Patterson <i>Grower, Patterson Farm</i></p> <p>Curtis Smith <i>Grower, TC Smith Produce Farm</i></p> <p>Ron Edwards <i>Grower, Springs Farm</i></p> <p>Whit Jones <i>Grower, Cottle's Strawberry Nursery</i></p>	<p>*'Strawberry Disease Control Update'</p> <p>Bill Cline <i>Extension Specialist, Castle Hayne Research Station, Plant Pathology, NCSU</i></p>	<p>*'Thinking outside the box with Pest Control'</p> <p>David Dycus <i>Salesman/Agronomist, FCI Ag</i></p>

Thursday, November 7, 2019 <i>continued</i>	
4:20pm-5:00pm	Social Hour and Live Auction to benefit Scholarship Fund – Grand Ballroom
7:30pm-9:30pm	Hospitality Room Open - Complimentary Refreshments and Light Snacks (ROOM #536)

Friday, November 8, 2019			
7:30am-12:00pm	Registration Open – Grand Ballroom Foyer		
7:30am-8:30am	Continental Breakfast, Coffee/Juices – Grand Ballroom Foyer (with Exhibitors)		
7:30am-8:30am	Exhibit Hall Open – Grand Ballroom Foyer		
8:30am-9:30am	General Session – Grand Ballroom / 'Grower Spotlight'		
Track	Production Grand Ballroom 3	Marketing Grand Ballroom 2	Around the Farm Grand Ballroom 1
9:15am-10:00am Breakout Sessions	*'Strawberry Variety Discussion / Panel' Mark Hoffman <i>Small Fruits Extension Specialist Assistant Professor, NCSU</i>	'Postharvest Tools in Strawberries' Penny Perkins-Veazie <i>Professor, Postharvest Physiologist Department of Horticultural Science, NCSU</i>	*Pesticide Safety (V) training courses (2-hour class) '2019 Updates on Pesticide Rules & Regulations' Arthur Watkins <i>NCDA&CS, Structural Pest Control & Pesticides Section, Pesticides Inspector II</i>
10:00am-10:30am	Morning Break in Grand Ballroom Foyer (with Exhibitors)		
Track	Production Grand Ballroom 3	Marketing Grand Ballroom 2	Around the Farm Grand Ballroom 1
10:30am-11:30am Breakout Sessions	*'Fall Production of Strawberries' Dr. Edward Durner <i>Department of Plant Biology Rutgers, The State University of New Jersey</i> Mark Hoffman <i>Small Fruits Extension Specialist Assistant Professor, NCSU</i>	'Top 10 Trends in Digital Marketing you should know about' Kyle Hensel <i>Director of Continuing Education, University of Georgia SBDC</i>	*Pesticide Safety (V) training courses (2-hour class continues) 'Pesticide Respirators' Emily Mueller <i>Extension Agent, Agriculture NC Cooperative Extension – Wake County</i>
11:35am-12:00pm	Closing Remarks / Door Prizes – Grand Ballroom		

**Pesticide recertification credits will be available for many sessions*

HOTEL RESERVATIONS: (deadline for booking hotel room is **October 15, 2019**)

Hilton Raleigh North Hills
3415 Wake Forest Road
Raleigh, NC 27609-7330
Phone Number: 919-719-4929

Click on reservations link below to book room online or guests can also call Hilton Worldwide reservations line at **919-872-2323, OPTION 1** or online at www.northraleigh.hilton.com by referencing the group code NCSA to receive the group rate.

Reservations Link:

https://www.hilton.com/en/hi/groups/personalized/R/RDUNHHF-NCSA-20191105/index.jhtml?WT.mc_id=POG