

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 – Dinner at Lee County Center		
1:00pm-5:00pm	Registration Open – Grand Ballroom Foyer		
7:00pm-9:00pm	New Grower Workshop – Mark Hoffman, Small Fruits Ext. Specialist, NCSU (registration required)		
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	Welcome/General Session – Grand Ballroom 3 / “Grower Spotlight” – Odom Farming, JR 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	Breeding Program & Research Funding Gina Fernandez <i>Professor Dept. Hort. Sci., NCSU</i> Tika Adhikari <i>Senior Researcher, Depart. of Entomology & Plant Pathology, NCSU</i> Christie Almeyda <i>Director, Micropropagation & Repository Unit Dept. of Plant Pathology, NCSU</i> Katie Jennings <i>Associate Professor, Vegetable & Small Fruit Weed Science Program Dept. Hort. Sci., NCSU</i>	Google My Business Platform Kyle Hensel <i>Director of Continuing Education, University of Georgia SBDC</i>	Crop Rotation Dr. Amanda McWhirt <i>Extension Specialist-Hort Crop Horticulture, University of Arkansas</i>
11:45am-1:15pm	LUNCH & NCSA Annual Meeting (Grand Ballroom): 1. Presentation of scholarship winners 2. NC Strawberry Association Annual business meeting 3. 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 Session	*Strawberry Physiology Dr. Edward Durner <i>Department of Plant Biology Rutgers, The State University of New Jersey</i>	*Problem / Diseases in Strawberries Dr. Allen Straw <i>Area Specialist in Horticulture, Small Fruits and Specialty Crops, Virginia Tech</i>	Agritourism. Planting, nurturing & growing Agritourism on your farm Michelle Patterson <i>Patterson Farms</i> Insurance on your farm Tina Gross <i>Gross Farms</i>
3:00pm-3:15pm	Afternoon Break in Grand Ballroom Foyer (with Exhibitors)		
3:15pm-4:15pm Breakout Sessions	Q&A – Experienced Growers “I Wish I knew then.....” Doug Patterson <i>Grower, Patterson Farm</i> Curtis Smith <i>Grower, TC Smith Produce Farm</i> Ron Edwards <i>Grower, Springs Farm</i> Whit Jones <i>Grower, Cottle’s Strawberry Nursery</i>	*Plant Disease Bill Cline <i>Extension Specialist, Castle Hayne Research Station, Plant Pathology, NCSU</i>	Thinking outside the box with Pest Control David Dycus <i>Salesman/Agronomist, FCI Ag</i>

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-12:30pm	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		

**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