

Wednesday, November 10, 2021		
8:30am-9:30am	Farm Tour Registration Open (<i>LIVING ROOM</i>)	
10:00am-6:30pm	Farm Tour at Bergey's Breadbasket, Hickory Ridge Farm, Mount Pleasant Farms, Brookdale Farm, Hickory Ridge Farm, Cullipher Farms, followed by Catered Dinner at Creeds Ruritan Barn	
1:00pm-5:00pm	Registration Open (<i>LIVING ROOM</i>)	
7:00pm-8:30pm	New Grower Workshop (Part 1) – Dr. Allen Straw (<i>MONITOR</i>) '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 (<i>HOSPITALITY SUITE</i>)	
Thursday, November 11, 2021		
7:30am-5:00pm	Registration Open (<i>LIVING ROOM</i>)	
7:30am-9:00am	Exhibit Hall Open with Exhibitors: Continental Breakfast, Coffee/Juices (<i>SUNSET</i>)	
9:00am-10:00am	General Session: 'Grower Spotlight' (<i>CARTER HALL</i>)	
10:00am-10:30am	Morning Break with Exhibitors (<i>SUNSET</i>)	
Track	Marketing (<i>MONITOR</i>)	Production (<i>OAKHILL</i>)
10:30am-11:30am Breakout Sessions	'Free Tools and Platforms for your Business' Kyle Hensel <i>Director of Continuing Education, University of Georgia SBDC</i>	'Using Beneficial Insects to Grow a Better Crop' Steven Arthurs <i>Entomologist, BioBee USA</i>
11:45am-1:15pm	LUNCH, NCSA Annual Meeting (<i>CARTER HALL</i>) Presentations on Research Funding, Scholarship Recipients, NCSA Annual Business Meeting and Awards	
1:15pm-2:00pm	Exhibit Hall Open with Exhibitors (<i>SUNSET</i>)	
Track	Around the Farm (<i>MONITOR</i>)	Disease (<i>OAKHILL</i>)
2:00pm-3:00pm Breakout Sessions	'Companion Crops: Blueberries & Muscadines' Bill Cline <i>Extension Specialist, Castle Hayne Research Station, Plant Pathology, NCSU</i> Mark Hoffmann <i>Small Fruits Extension Specialist, Assistant Professor, NCSU</i>	'Dealing with Common Problems and Pest in Strawberries' Dr. Allen Straw <i>Area Specialist in Horticulture, Former Small Fruits and Specialty Crops, Virginia Tech</i>
3:00pm-3:15pm	Afternoon Break with Exhibitors (<i>SUNSET</i>)	
3:15pm-4:15pm Breakout Sessions	Q&A – Experienced Growers 'Lessons Learned' Jim Warenda <i>Grower, Fresh-Pik Produce</i> Whit Jones <i>Grower, Cottle Nursery</i> Doug Patterson <i>Grower, Patterson Farms</i>	'Strawberry Disease Update' Bill Cline <i>Extension Specialist, Castle Hayne Research Station, Plant Pathology, NCSU</i>
Track	Food Safety (<i>MONITOR</i>)	Around the Farm (<i>OAKHILL</i>)
4:30pm-5:30pm Breakout Sessions	'Growers Panel – Success Stories: Pro's from COVID' Michelle Patterson <i>Grower, Patterson Farms</i> Karma Lee <i>Grower, Buckwheat Farm</i> Michael Beal <i>Grower, Kildee Farm</i> Tyler Wegmeyer <i>Grower, Wegmeyer Farms</i>	'Sprayer Management' Brian Nance <i>H&H Farm Equipment</i> Larry Mills <i>Reddick Equipment Company</i>

5:30pm-6:15pm	Social Hour and Live Auction to benefit Scholarship Fund (<i>SUNSET / DUNE DECK</i>)
7:00pm-8:30pm	New Grower Workshop (Part 2) – Dr. Allen Straw (<i>MONITOR</i>) 'Back to the Basics and for Experienced growers who want a refresher on the basics of plasticulture strawberries'
7:30pm-9:30pm	Hospitality Room Open - Complimentary Refreshments and Light Snacks (<i>HOSPITALITY SUITE</i>)

Friday, November 12, 2021		
7:30am-12:00pm	Registration Open (<i>LIVING ROOM</i>)	
7:30am-9:00am	Exhibit Hall Open with Exhibitors: Continental Breakfast, Coffee/Juices (<i>SUNSET</i>)	
9:00am-10:00am	General Session – 'Grower Spotlight' – Wegmeyer Farms, Tyler Wegmeyer, Hamilton, VA (<i>CARTER HALL</i>)	
Track	Production (<i>MONITOR</i>)	Food Safety (<i>OAKHILL</i>)
10:00am-11:00am Breakout Sessions	'Strawberry Variety Discussion – Results from NCSU & Cottle Trials' Mark Hoffman <i>Small Fruits Extension Specialist Assistant Professor, NCSU</i>	'Food Safety – Focus on U-Pick & Farm Stand' Elena Rogers <i>Area Specialized Agent, Food Safety-Fresh Produce, NCSU</i> Laura Strawn <i>Associate Professor, Extension Specialist Produce Safety/Food Microbiology Food Science and Technology, Virginia Tech</i>
11:00am-11:30am	Morning Break with Exhibitors (<i>SUNSET</i>)	
Track	Marketing (<i>MONITOR</i>)	Production (<i>OAKHILL</i>)
11:30am-12:30pm Breakout Sessions	'Find the Right Marketing and Message for Your Farm' Kyle Hensel <i>Director of Continuing Education, University of Georgia SBDC</i>	'Strawberry Fertility- How to Maximize Yield, Quality and Flavor' David Dycus <i>Salesman/Agronomist, FCI Ag</i>
12:30pm	Departures	

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

HOTEL RESERVATIONS: (deadline for booking hotel room at group rate is **October 26, 2021**)

Delta Marriott Virginia Beach Bayfront Suites

2800 Shore Drive
Virginia Beach, VA 23451

Special Group Rate: \$99.00/night

Click on this reservations link to book your hotel room:

[Book your group rate for NCSA Southeast Strawberry Expo 2021](#)

Arrival Date: Tuesday, November 9, 2021 / **Departure Date:** Friday, November 12, 2021

*Attendees should contact hotel as early as possible, but no later than the room release date of **October 22, 2021**, to receive the special group rate of \$99.00/night.*