

# Schedule at a Glance

## Thursday, February 15, 2018

Time	Seminar	Speaker	Location
7:00am – 5:00pm	Registration		Lobby
<b>Thursday, February 15, 8:00am - 10:15am</b>			
8:30am-4:30pm	Produce Safety Alliance Grower Training	Annette Wszelaki, UTK	9
9:15am – 10:15am	Agritourism in Action: Bloomsbury Farm	Karen and Dave Petersen, Bloomsbury Farm	4 & 5
8:00am - 9:00am	TFVA Meet & Greet	Reginald Marshall and Stephanie Henley	11
<b>Break 10:00am - 10:15am</b>			
<b>Thursday, February 15, 10:30am - 11:30am</b>			
10:30am – 11:30am	Agritourism Topic Roundtable Discussions I 1. Agritourism 101 2. Marketing Educational Field Trips 3. How to Get Constructive Feedback from Your Customers 4. Merchandise and Merchandising		4 & 5
10:30am – 11:30am	Vegetable Disease Identification and Control Options	Thomas Stebbins	11
10:30am – 11:30am	Produce Safety Alliance Grower Training	Annette Wszelaki, UTK	9
<b>Lunch on your own 11:30am - 1:00pm</b>			
11:30am – 1:00pm	Agritourism Lunch and Learn. Pre-registration and Ticket required. Teaming Up with Tourism; Lessons Learned from the Summer Tour	Dave Jones, Tennessee Department of Tourist Development and Tyler Sneed, Red River Farms	4 & 5
<b>Thursday, February 15, 1:00pm - 2:00pm</b>			
1:00pm – 2:00pm	Cuisine in the Corn to Wine with the Witch: Special Events for Adult Audiences	Karen and Dave Petersen, Bloomsbury Farm	4
1:00pm – 2:00pm	Planting and Growing a Maze Crop	Stanley Wise, Wise Family Farm	5
1:00pm – 2:00pm	Special Half-Day Workshop - Improve Communication and Build Better Relationships with Real Colors© (1pm - 4:30pm - Pre-registration required. Must attend entire session.)	David Yates and Megan Bruch Leffew, UT Extension	6
1:00pm – 2:00pm	Disease, Nutrient and Soil problems in High Tunnel Vegetable Production	Thomas Stebbins	11
1:00pm – 2:00pm	Produce Safety Alliance Grower Training	Annette Wszelaki, UTK	9
	Legal Consultation for Farmers Markets	Eric Amarante	3
<b>Break 2:00pm - 2:15pm</b>			
<b>Thursday, February 15, 2:15pm - 3:15pm</b>			
2:15pm – 3:15pm	Crisis Averted: Planning for the Unexpected at Your Market	Steve Brehm, Chattanooga Farmers Market	3
2:15pm – 3:15pm	Help Wanted! Tips to Successfully Hiring, Training and Managing Employees	Adam Pugh, The Rock Ranch	5
2:15pm – 3:15pm	Special Half-Day Workshop - Improve Communication and Build Better Relationships with Real Colors© (1pm-4:30pm - Pre-registration required.)	David Yates and Megan Bruch Leffew, UT Extension	6
2:15pm – 3:15pm	Four Easy Ways to Grow Mushrooms at Home Part 1	Trad Cotter	7
2:15pm – 3:15pm	Produce Safety Alliance Grower Training	Annette Wszelaki, UTK	9
2:15pm – 3:15pm	A Warrior's Garden: Veteran Farmers Garden for PTSD	Malachias Gaskin	8

## Thursday, February 15, 2018

Time	Seminar	Speaker	Location
<b>Break 3:15pm - 3:30pm</b>			
<b>Thursday, February 15, 3:30pm - 4:30pm</b>			
3:30pm – 4:30pm	Food Safety for Farmers Markets	Shanna Lively, TDA	3
3:30pm – 4:30pm	Four Easy Ways to Grow Mushrooms at Home Part 2	Trad Cotter	7
3:30pm – 4:30pm	Fantastic Farm Field Trips for the Spring Season	Karen and Dave Petersen, Bloomsbury Farm and Adam Pugh, The Rock Ranch	4
3:30pm – 4:30pm	Let's Grow Vegetables Vertically!	Dilip Nandwani, TSU	8
3:30pm – 4:30pm	Choosing a Recordkeeping System for Your Enterprise	Hal Pepper, Dallas Manning and Adam Hopkins, UT Extension	5
3:30pm – 4:30pm	Special Half-Day Workshop - Improve Communication and Build Better Relationships with Real Colors® (1pm-4:30pm - Pre-registration required.)	David Yates and Megan Bruch Leffew, UT Extension	6
3:30pm – 4:30pm	Produce Safety Alliance Grower Training	Annette Wszelaki, UTK	9
3:30pm – 4:30pm	TN Beginning Farmer Resources and Farmer Veteran Coalition	Charley Jordan, Michael O’Gorman, Finis Stribling, Jenni Goodrich	11
<b>Thursday, February 15, 4:30pm - 9:00pm</b>			
4:30pm-6:00pm	Trade Show Open, Welcoming Reception	Sponsored by TN New Farmer Academy, UT-TSU Extension, TN AgrAbility, TN Beginning Farmers Outreach Program, Farmer Veteran Coalition	E/F
7:30pm-9:00pm	TAFM Member Mixer, Awards at 7:30pm	TN Association of Farmers Markets	Hospitality Suite
7:30pm- ?	TAA Member Mixer	TN Agritourism Association	Hospitality Suite

## Friday, February 16, 2018

7:00am – 5:00pm	Registration		Lobby
7:00am	Breakfast with the Exhibitors sponsored by UT Extension		E/F
7:00am - 6:00pm	Trade Show		E/F
<b>Friday, February 16, 8:00am - 9:00am</b>			
8:00am – 9:00am	Sustaining Community Farmers Markets: How Did You Get Started, Building Community and Increasing Awareness, Vendor Retention	Kasi Haire, Nolensville Market, Steve Guttery, Main Street Market, West TN Market Manager	3
8:00am – 9:00am	Starting a Christmas Tree Farm	Panel of Christmas Tree Growers	2
8:00am – 9:00am	Mushrooms, Molds and Mycorrhizae	Trad Cotter	8
8:00am – 9:00am	Sequachie Cove Farm Story	Bill Keener	7
8:00am – 9:00am	Merchandising Methods to Make Money	Megan Bruch Leffew, UT Extension	4 & 5
8:00am - 9:00am	TFVA Annual Meeting	TFVA Officers	9 & 10
8:00am - 9:00am	New Woody Ornamentals for TN	Carol Reece	11
<b>Break 9:00am - 9:15am</b>			
<b>Friday, February 16, 9:15am - 10:15am</b>			
9:15am – 10:15am	Measuring Success of Your Market	Alexa Canepa, Farmers Market Coalition	3
9:15am – 10:15am	The Fish River Tree Farm Story	Steve Mannhard, Fish River Tree Farm, Summerdale, AL	2
9:15am – 10:15am	Hosting Corporate Events and Team Building Activities	Karen and Dave Petersen, Bloomsbury Farm and Adam Pugh, The Rock Ranch	4
9:15am – 10:15am	Using Adobe Spark to Market Your Business	David Yates, UT Extension	5
9:15am – 10:15am	Caneberries: An Opportunity for TN Farmers	Dr. David Lockwood, UTK	7

# Friday, February 16, 2018 *continued...*

Time	Seminar	Speaker	Location
<b>Friday, February 16, 9:15am - 10:15am continued...</b>			
9:15am – 10:15am	Successful Heritage Poultry Production	Megan Roberts	8
9:15am – 10:15am	Proven Winner Plants for TN	Jessica De Graaf and Meghan Owen	11
9:15am – 10:15am	Biostimulants	Bonnie Ownley	9
9:15am – 10:15am	Small Tool Implementation	Bob Due	6
9:15am – 10:15am	Blueberry Production	Toney Foster, Blue Honey Farms	10
<b>Break 10:15am - 10:30am</b>			
<b>Friday, February 16, 10:30am - 11:30am</b>			
10:30am – 11:30am	Kia Jarmon, Storytelling 2.0	Kia Jarmon	3
10:30am – 11:30am	Growing Great Christmas Trees in the South	Steve Mannhard, Fish River Tree Farm, Summerdale, AL	2
10:30am – 11:30am	Organic Certification	Annette Wszelaki, UTK	8
10:30am – 11:30am	Organic Weed Control	DilipNandwani and Fitzroy (Roy) Bullock	7
10:30am – 11:30am	Photography Tips for Websites and Social Media	Doug Edlund, UT Insitute of Agriculture	5
10:30am – 11:30am	Field Grown Specialty Cut Flowers for Local Sale and Farmers Markets	Mark Cain, Dripping Springs Gardens	9
10:30am – 11:30am	Companion Planting with Herbs	Cindy Shapton	10
10:30am – 11:30am	Future Trends in the Greenhouse	Bill Calkin	11
<b>Lunch 11:30am - 1:00pm</b>			
11:30am-1:00pm	Lunch with the Exhibitors. Pre-registration required		
11:30am-1:00pm	Lunch and Learn: What Does the Department of Ag Have to Offer?	TN Dept. of Agriculture	2
12:00pm-12:30pm	Lunch and Learn: Storytelling	Kia Jarmon, MEPR Agency	3
12:00pm-12:30pm	Lunch and Learn: Using Theatre to Promote Farm Health and Safety- You Too Can Be a Star!	Deborah Reed, University of KY and TN AgrAbility	7
<b>Friday, February 16, 1:00am - 2:00pm</b>			
1:00pm – 2:00pm	Farmers' Market Best Practices (Round Tables): Seasonal Events, Green Market Strategies, Community Relations, Merchant Recruitment and Retention, Volunteer Outreach, CSA + Add Value	TAFM Members	3
1:00pm – 2:00pm	The Cedar Hill Farm Story	Robert Foster, Cedar Hill Farm, Hernando, MS	2
1:00pm – 2:00pm	Second Mile Service	Adam Pugh, The Rock Ranch	4
1:00pm – 2:00pm	Photography Tips for Websites and Social Media	Doug Edlund, UT Insitute of Agriculture	5
1:00pm – 2:00pm	Grafting Fruit Trees	Dr. David Lockwood, UTK	7
1:00pm – 2:00pm	Homestead Garden	Cindy Shapton	8
1:00pm – 2:00pm	TN Weather: The Good, Bad & Ugly	John Gordon, NWS Meteorologist & Air Force Hurricane Hunter	6
1:00pm – 2:00pm	Gardening in Tight Spaces	Jason Reeves	11
1:00pm – 2:00pm	Income Stream on Small Acreage	Leigh Funderburk	10
1:00pm – 2:00pm	New Varities and Mulches for Pepper Production	Annette Wszelaki, UTK	9
<b>Break 2:00pm - 2:15pm</b>			
<b>Friday, February 16, 2:15pm - 3:15pm</b>			
2:15pm – 3:15pm	Farmers' Market Best Practices (Round Tables): Seasonal Events, Green Market Strategies, Community Relations, Merchant Recruitment and Retention, Volunteer Outreach, CSA + Add Value	TAFM Members	3

## Friday, February 16, 2018 *continued...*

Time	Seminar	Speaker	Location
<b>Friday, February 16, 2:15pm - 3:15pm continued ...</b>			
2:15pm – 3:15pm	Growing International Vegetables for Market, Nutrition, Health	Arvazena (Zena) Clardy, TSU	7
2:15pm – 3:15pm	Finding a Time and Place for Your Cover Crops in Tunnels	Annette Wszelaki, UTK	8
2:15pm – 3:15pm	Successful Marketing Tips for Your Farm	Robert Foster, Cedar Hill Farm, Hernando, MS	2
2:15pm – 3:15pm 2:15pm – 3:15pm 2:15pm – 3:15pm 2:15pm – 3:15pm	Agritourism Topic Roundtable Discussions II 1. Hosting Birthday Parties on the Farm 2. Advertising Beyond Social Media (Print, Billboards, Radio, TV) 3. Employee Management 4. Glamping and Other Overnight Activities	Leslie Stocko Liles, Hayshed Farms on Big Turnbull Creek	4 & 5
2:15pm – 3:15pm	Growing Containers Vegetables and Small Fruits	Dr. Witcher, TSU	11
2:15pm – 3:15pm	ABC Director Update	Clay Byrd	6
2:15pm – 3:15pm	Have You App'ed Your Fruit Lately? Putting Your Smart Phone to Work in the Orchard and Field	David Lockwood	9
2:15pm – 3:15pm	Alternative Production Using Grow Towers	Charley Jordan	10
<b>Break 3:15pm - 3:30pm</b>			
<b>Friday, February 16, 3:30pm-4:30pm</b>			
3:30pm – 4:30pm	Farm to Table	Jonesboro Farmers Market	3
3:30pm – 4:30pm	Creating the Perfect Online Presence for Your Operation	Jenn Arleen	2
3:30pm – 4:30pm	Growing Herbs for Value Added Products	Cindy Shapton	7
3:30pm – 4:30pm	Foodscaping: Less Mowing, More Growing	Jeremy Lekich	8
3:30pm – 4:30pm	Tennessee Agritourism Association Annual Meeting		4 & 5
3:30pm – 4:30pm	Hoophouse Production of Cut Flowers	Mark Cain	11
3:30pm – 4:30pm	VAB and TFWA Board Meetings (3:30pm-5:00pm)		6
3:30pm – 4:30pm	Updates on Tomato Breeding	Randy Gardner	9
3:30pm – 4:30pm	Writing Business Plans for Farm Operations	Rachel and Michael Creekmore	10
4:30pm – 5:00pm	TN Organic Growers Annual Meeting		8
<b>Friday, February 16, 5:00pm - Until</b>			
5:00pm-6:00pm	Pick TN Wine Reception. Taste the TN Farm Wine Alliance Wines		E/F/G
6:30pm-8:30pm	Pick TN Conference Banquet- Advanced Ticket Purchase Required		H/I/J
9:00pm- until	Hospitality Room - TAA		Hospitality Suite
9:00pm- until	Hospitality Room - TAFM		Hospitality Suite
<b>Saturday, February 17, 2018</b>			
Time	Seminar	Speaker	Location
<b>Saturday, February 17, 8:00 - 9:00am</b>			
8:00am – 9:00am	Increasing Market Access	Farmers' Market Coalition and Wholesome Wave	3
8:00am – 9:00am	To Fertility and Beyond: Understanding Soil Fertility and Soil Health for Sustainable Production	Dr. Jason de Koff	5
8:00am – 9:00am	State of the Roses in TN	Dr. Mark Windham	11

# Saturday, February 17, 2018 *continued...*

## Saturday, February 17, 8:00am - 4:00pm TOURS

8:30am - 4:00pm	The Agritourism Mobile Workshop will plan to depart at 8:30am and return by 4:00pm. Ticket required.	Meet buses for tour in the front of the Hotel	off site
9:15am - 4:00pm	TN Organic Growers Association Tour of Crabtree Farms will depart at 9:00am and return at 4:00pm	Meet buses for tour in the front of the Hotel	off site
	TCTGA Farm Tour: Raulston Acres Christmas Tree Farm. Rock Spring, GA. TCTGA Annual Meeting to Follow Tour. Ticket Required	Meet buses for tour in the front of the Hotel	off site

### Break 9:00am - 9:15am

## Saturday, February 17, 9:15am - 10:15am

9:15am-10:15am	Using Technology to Manage Your Market	Chris Quinlan, Market Wurks and Alexa Canepa, Farmers Market Coalition	3
9:15am-10:15am	Successful Growing Vinca and Calibrachoa in TN	Brandon Scott, Griffin Supply	11
9:15am-10:15am	Driving Re-Orders from Tasting Room Customers with eCommerce	Kevin Williams, WineDirect	6

### Break 10:15am - 10:30am

## Saturday, February 17, 10:30am - 11:30am

10:30am - 11:30am	Programming for the Whole Family (three 15 minute presentation with Q&A) - Kids programming, Cooking Demos, Contests, etc	Tasha Kennard, Nashville Farmers Market, Charlotte Tolley, Knoxville Farmers Market and Steve Brehm, Chattanooga Farmers Market	3
10:30am - 11:30am	Companion Planting with Herbs	Cindy Shapton	11
10:30am - 11:30am	Fact vs. Fiction: Think You Know About Weather?	John Gordon NWS Meteorologist & Air Force Hurricane Hunter	6

### Lunch on your own 11:30am - 1:00pm

	TAFM Annual Meeting/Lunch and Learn. Registration Required		off site
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## Saturday, February 17, 1:00pm - 2:00pm

1:00pm - 2:00pm	Microbial Stability in Wine, Part 1	Joe Frank, UGA	5
1:00pm - 2:00pm	Disease Management in Grapes	Phil Brannen, UGA	6

### Break 2:00pm - 2:15pm

## Saturday, February 17, 2:15pm - 3:15pm

2:15pm - 3:15pm	Microbial Stability in Wine, Part 2	Joe Frank, UGA	5
2:15pm - 3:15pm	Vineyard Spray Program Optimazation (Things Producers Don't Generally Consider)	Phil Brannen, UGA	6

### Break 3:15pm - 3:30pm

## Saturday, February 17, 3:30pm - 4:30pm

3:30pm - 4:30pm	Interns: From Art to Grants...How You Can Utilize Students	Ella Weaver, MTSU	5
3:30pm - 4:30pm	Viticultural Ramblings: Bugs, Weeds, Varieties and More!	David Lockwood, UT	6

## Saturday, February 17, 6:30pm - Until

6:30pm - Until?	Dinner with Tennessee Winemakers- Advanced Ticket Purchase Required		Marriott Ballroom A
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