

Time	Seminar	Speaker	
Thursday, February 15, 2018	Thursday, February 15, 2018		
7:00am-5:00pm	Registration in the Lobby		
8:00am	Pick TN Conference Board Meeting	PTC Board	
8:30am-4:30pm	Produce Safety Alliance Grower Training	Annette Wszelaki, UTK	
9:15am-10:15am	Agritourism in Action: Bloomsbury Farm	Karen and Dave Petersen, Bloomsbury Farm	
	TFVA Meet & Greet	Reginald Marshall and Stephanie Henley	
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		
	Vegetable Disease Identification and Control Options	Thomas Stebbins	
	Produce Safety Alliance Grower Training	Annette Wszelaki, UTK	
11:30am-1:00pm	Lunch on Your Own		
11:30am-1:00pm			
	Agritourism Lunch and Learn. Pre-registration and Ticket required. Teaming Up with Tourism; Lessons Learned from the Summer Tour	Tennessee Department of Tourist Development and Tyler Sneed, Red River Farms	
1:00pm-2:00pm			
	Cuisine in the Corn to Wine with the Witch: Special Events for Adult Audiences	Karen and Dave Petersen, Bloomsbury Farm	
	Planting and Growing a Maze Crop	Stanley Wise, Wise Family Farm	
	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	
	Disease, Nutrient and Soil problems in High Tunnel Vegetable Production	Thomas Stebbins	
	Produce Safety Alliance Grower Training	Annette Wszelaki, UTK	
	Legal Consultation for Small Businesses and Farmers Markets	Eric Amarante	
Break 2:00pm-2:15pm			

Time	Seminar	Speaker	
2:15pm-3:15pm			
	Crisis Averted: Planning for the Unexpected at Your Market		
	Help Wanted! Tips to Successfully Hiring, Training and Managing Employees	Adam Pugh, The Rock Ranch	
	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	
	Medicinal Mushrooms Part 1	Trad Cotter	
	Produce Safety Alliance Grower Training	Annette Wszelaki, UTK	
	Small Tool Implementation	Bob Due	
Break 3:15-3:30			
3:30pm-4:30pm			
	Food Safety Workshop sponsored by TAFM	Mike Brown	
	Medicinal Mushrooms Part 2	Trad Cotter	
	Fantastic Farm Field Trips for the Spring Season	Karen and Dave Petersen, Bloomsbury Farm and Adam Pugh, The Rock Ranch	
	Let's Grow Vegetables Vertically!	Dilip Nandwani and Deborah Lockard	
	Choosing a Recordkeeping System for Your Enterprise	Hal Pepper, Dallas Manning and Adam Hopkins, UT Extension	
	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	
	Produce Safety Alliance Grower Training	Annette Wszelaki, UTK	
	TN Beginning Farmer Resources and Farmer Veteran Coalition	Charlie Jordan, Michael O'Gorman	
4:30pm-6:00pm	Trade Show Open		

Time	Seminar	Speaker	
5:00pm-7:00pm	Reception with Exhibitors Presented by UT, TSU, Farm Veteran Coalition, TN Agribility	Sponsored by UT, TSU, Farm Veteran Coalition, TN Agribility, TN New Farmer Academy	
7:00pm-9:00pm	TAFM Member Mixer and Dinner	TN Association of Farmers Markets	
Friday, February 16, 2018	Friday, February 16, 2018		
Time	Seminar	Speaker	
7:00am – 5:00pm	Registration in the Lobby		
7:00am-8:00am	<i>UT Extension Breakfast with the Exhibitors: Enjoy a light breakfast and coffee in the Trade Show</i>	Sponsored by UT Extension	
8:00am-1:00pm	<i>ABC Server's Permits Class (8:00am-1:00pm)</i>		
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	
	Starting a Christmas Tree Farm	Panel of Christmas Tree Growers	
	Finding a Time and Place for Your Cover Crops in Tunnels	Annette Wszelaki, UTK	
	Sequatchie Cove Farm Story	Bill Keener	
	Merchandising Methods to Make Money	Megan Bruch Leffew, UT Extension	
	TFVA Annual Meeting	TFVA Officers	
	Vertical Gardening	Jason Reeves	
9:00am-9:15am	Break		
9:15am-10:15am			
	Measuring Success of Your Market	Farmers' Market Coalition	
	The Fish River Tree Farm Story	Steve Mannhard, Fish River Tree Farm, Summerdale, AL	
	Hosting Corporate Events and Team Building Activities	Karen and Dave Petersen, Bloomsbury Farm and Adam Pugh, The Rock Ranch	
	Using Adobe Spark to Market Your Business	David Yates, UT Extension	
	Caneberries: An Opportunity for TN Farmers	Dr. David Lockwood, UTK	

Time	Seminar	Speaker	
	Poultry	Megan Roberts	
	Biostimulants	Bonnie Ownley	
	Blueberry Production	Toney Foster, Blue Honey Farms	
	Proven Winner Plants for TN		
10:30am-11:30am			
	Kia Jarmon, Storytelling 2.0	Kia Jarmon	
	Growing Great Christmas Trees in the South	Steve Mannhard, Fish River Tree Farm, Summerdale, AL	
	Organic Certification	Annette Wszelaki, UTK	
	Organic Weed Control	Dilip Nandwani and Fitzroy (Roy) Bullock	
	Photography Tips for Websites and Social Media	Doug Edlund, UT Institute of Agriculture	
	Field Grown Specialty Cut Flowers for Local Sale and Farmers Markets	Mark Cain, Dripping Springs Gardens	
	Companion Planting with Herbs	Cindy Shapton	
11:30am-1:00pm	Lunch with the Exhibitors or Join in on a "Lunch and Learn." Pre-registration Required for Lunch.		
12:00-12:30	Lunch and Learn: Sustainable Food Systems	Ken Meter	
	Lunch and Learn: Using Theatre to Promote Farm Health and Safety- You Too Can Be a Star.	Dr. Deborah Reed, Univ. of KY/TN AgrAbility	
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	
	The Cedar Hill Farm Story	Robert Foster, Cedar Hill Farm, Hernando, MS	
	Second Mile Service	Adam Pugh, The Rock Ranch	
	Photography Tips for Websites and Social Media	Doug Edlund, UT Institute of Agriculture	
	Grafting Fruit and Nut Trees	Dr. David Lockwood, UTK	
	Homestead Garden	Cindy Shapton	
	National Weather Service	John Gordon	
	Future Trends in the Greenhouse Market	Bill Calkin	
	Income Stream on Small Acreage	Leigh Funderburk	
	New Varieties and Mulches for Pepper Production	Annette Wszelaki	

Time	Seminar	Speaker	
2:15-3:15 pm			
	Farmers' Market Best Practices (Round Tables): Seasonal Events, Green Market Strategies, Community Relations, Merchant Recruitment and Retention, Volunteer Outreach, CSA + Add Value	TAFM Members	
	Growing International Vegetables for Market, Nutrition, Health	Arvazena (Zena) Clardy	
	Mushroom Production	Trad Cotter	
	Successful Marketing Tips for Your Farm	Robert Foster, Cedar Hill Farm, Hernando, MS	
	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		
	New Woody Ornamentals	Carol Reece	
	ABC Director Update	Clay Byrd	
	Have You App'ed Your Fruit Lately? Putting Your Smart Phone to Work in the Orchard and Field	David Lockwood	
	Alternative Production Using Grow Towers	Charley Jordan	
Break 3:15pm-3:30pm			
3:30-4:30pm			
	Farm To Table Know-How's for Your Market	Jonesboro Farmers Market	
	Hoophouse Production for Cut Flowers	Mark Cain, Dripping Springs Garden	
	Creating the Perfect Online Presence for Your Operation	Jennifer Garvin, The Dirt Society	
	Growing Herbs for Value Added Products	Cindy Shapton	
	Foodscaping: Less Mowing, More Growing	Jeremy Lekich	
	Tennessee Agritourism Association Annual Meeting		
	VAB and TFWA Board Meetings		
	Updates on Tomato Breeding	Randy Gardner	
	Writing Business Plans for Farm Operations	Rachael Creekmore	

Time	Seminar	Speaker	
5:00pm-6:00pm	Pick TN Wine Reception. Taste the TN Farm Wine Alliance Wines		
6:30pm-8:30pm	Pick TN Conference Banquet Keynote Address: <i>You Are A V.I.P.- Rediscovering Your Personal Value, Influence and Potential</i> Advanced Ticket Purchase Required	Keynote: Lyndy Phillips	
9:00pm- until	Hospitality Room- TAA		
Saturday, February 17, 2018	Saturday, February 17, 2018		
Time	Seminar	Speaker	
8:00am – 9:00am	Increasing Market Access	Farmers' Market Coalition and Wholesome Wave	
	Soli Health	Dr. Jason DeKoff	
	Less Mowing, More Growing	Jeremy Lekich	
	State of the Rose in TN	Dr. Mark Windham	
8:30-4:00pm Tours	<i>The Agritourism Mobile Workshop will plan to depart at 8:30am and return by 3:30pm. Ticket required. Tour includes Tennessee Aquarium, The Barn Nursery and Crabtree Farms</i>	Tennessee Aquarium, The Barn Nursery, Crabtree Farms	
9:15am-4:00pm	<i>TOGA Tour of Crabtree Farms and Mushroom Workshop by Trad Cotter. Participants will inoculate logs to take home. Ticket Required.</i>		
	<i>TCTGA Farm Tour: Raulston Acres Christmas Tree Farm. Rock Spring, GA. TCTGA Annual Meeting Included. Pre Registration Required</i>		
Break 9:00am-9:15am			
9:15am – 10:15am	Using Technology to Manage Your Market	Manage My Market, Farmers Market Coalition, Little Green Light, Market Managers	

Time	Seminar	Speaker	
	Successful Growing of Vinca and Calibrochoa in TN		
	FDA Directions	Thomas Smith	
Break 10:15am-10:30am			
10:30am – 11:30am	Programming for the Whole Family (three 15 minute presentation with Q&A) - Kids programming, Cooking Demos, Contests, etc.		
	Growing Container Vegetables and Small Fruit	Dr. Witcher, TSU	
	National Weather Service	John Gordon	
Lunch on your own 11:30am-1:00pm			
	TAFM Annual Meeting/Lunch and Learn. Registration Required		
1:00pm – 2:00pm			
	Fruit Wine	Matt Moersch	
	Disease Management in Grapes	Phil Brannen, UGA	
Break 2:00-2:15			
2:15pm – 3:15pm			
	Brandy	Matt Moersch	
	Vineyard Spray Program Optimazation (Things Producers Don't Generally Consider)	Phil Brannen, UGA	
Break 3:15-3:30			
3:30pm – 4:30pm			
	Two Seminars for the Price of One! <i>Interns: From Art to Grants:How You Can Utilize Students</i> and <i>Merchandising Magic</i>	Ella Weaver, MTSU and Tammy Algood, TDA	
	TBD	David Lockwood	
6:30pm -?	Dinner with Tennessee Winemakers- Advanced Ticket Purchase Required		
	<i>Join the Wine Makers in the year's best fundraiser! Enjoy wine pairings with each entrée.</i>		