

CTFANY Winter Convention 2012
January 27 & 28, 2012
Turning Stone Convention Center, Verona, NY

Thursday, 01/26/2012 3:00 PM- Vendor Set-Up
6:00 PM – 8:00 PM -Early Registration in ONEIDA room

Friday, 01/27/2012

7:30 AM Breakfast a' la carte in ONEIDA – Opens at 7:30

8:00 AM Registration in ONEIDA room
Exhibit/Vendor Area Open

9:00- 10:00 AM CONCURRENT SESSIONS

1) **“The Root Zone - what you don't see can hurt you” - Pesticide Credit – 1hr credit in TUSCARORA/CAYUGA room (Brian Eshenaur- IPM)**
Looking at the root zone of Christmas tree plants and what can go wrong. Focus on common causes of root decline.

Monitor =

2) **“The Two Sues” in SENECA room (Sue Hoffman and Sue Bostic- Joe's trees- Virginia)**
Wreath demos and discussion about what is new in wreath making. What you can adapt and use to help market your wreaths.

10:00 AM Wreath Competition - Judging in ONONDAGA room

10:00 AM Coffee/Donuts in Vendor Area

10:30 – 11:30 AM CONCURRENT SESSIONS

1) **“Things I would have done differently” in TUSCARORA/CAYUGA room (Larry Kuhns- Professor emeritus of Ornamental Horticulture, Depart. of Horticulture, Pennsylvania State University)**
Hindsight is 20/20. After 30 years of growing and selling Christmas trees and some landscape nursery stock I will share a few insights on what I could have done to ease the work load; grow better, more marketable trees; and have a lot more money in the bank. Audience participation will be welcome.

2) **“ Apps for Agriculture– Part 2” in SENECA room (Michele Podolec- Cornell University)**
Actual online application of apps and installing them while looking at the Android/Apple marketplaces. Test drive a few of the best apps audience recommends.

11:30 AM- 1:00 PM **Lunch - a la carte in Vendor area ONEIDA room**
Visit Exhibit Area

1:00 – 2:00 PM **General Session in TUSCARORA/CAYUGA room**
Welcome by Pres. Faye Beckwith
Member Annual Meeting- Voting for Board Directors
Executive Director’s Report
Check Off Program Update- Richard Moore

2:30 – 3:30 PM **CONCURRENT SESSIONS**

1) “N,P,K and other Alphabet Soup” Pesticide Credit- 1 hr credit in TUSCARORA/CAYUGA room (Betsy Lamb- IPM)
Understanding what your soil needs and how it affects pest management.

Monitor =

2) “All About Boughs - A-Z” in ONONDAGA room (Dave Hicks and Gary Henderberg)
Buying and Selling bough material- A-Z.

4:00 – 5:00 PM **CONCURRENT SESSIONS**

1) “Workman’s Compensation” in TUSCARORA/CAYUGA room (Kevin Cook- NY farm Bureau)

2) “Social Media: in SENECA room (Sue Bostic)

From the view of a tree farmer who was resistant to try using social media such as facebook- to having 1200+ “friends” and how it impacted marketing for Joe’s Trees

5:00 PM **CTFANY Board of Directors Meeting in ONONDAGA room**

5:00 PM **Visit Exhibitors - ONEIDA room**

5:30- 6:30 PM **Cash Bar in MOHAWK room**

6:30 PM **Banquet followed w/ Entertainment in MOHAWK room**

Entertainment: Enjoy the music of the band “ANYBODY’S GUESS” – and, if you wish, participate in “Christmas Tree Farmers Got Talent.”

Saturday 01/28/2012

- 7:30 AM** **Breakfast a' la carte in ONEIDA**
- 8:00 AM** **Registration Desk Open in ONEIDA room**
Exhibits Open
Coffee/Donuts in Vendor Area
- 9:00 – 9:30 AM** **Welcome in TUSCARORA/CAYUGA**
General Session
- Intro. Of New Officers -
- Presentation of Budget (Marcia Hicks)

9:30 – 10:30 AM **CONCURRENT SESSIONS**

- 1) “ Common Insects and Diseases of Christmas Trees in New York” - Pesticide Credit = 1 hr. in TUSCARORA/CAYUGA room (George Hudler- Dept. of Plant Pathology- Cornell University)**
Aimed at new growers, focus is on pests of foliage, twigs, stems, and roots *and* lead the audience through an exercise that familiarizes them with the Cornell Guidelines for Pest Management on Trees and Shrubs.

Monitor:

- 2) “All About Bluebirds - and More” in SENECA ROOM. (John Rogers - NYS Bluebird Society)**
Presentation includes the life history of the Eastern Bluebird, nest box management, other birds that nest in the bluebird boxes, and more.

11:00 AM – 12:00 PM CONCURRENT SESSIONS

- 1) “ Planning for Retirement and Succession” in TUSCARORA/CAYUGA room (Brett Crosby- Custom Ag. Solution, Wyoming)**
Where to begin for the next generation. The seamless transfer of an operation from one generation to the next is a tremendous challenge.
- 2) “The Two Sues” in SENECA room (Sue Goderie – Oct/Nov/Dec)**

- 12:00 – 1:30 PM** **Awards Luncheon in MOHAWK room**
Trees for Troops – Richard Darling

1:30- 2:30 PM

CONCURRENT SESSIONS

1) “Jeopartree”- Pesticide Credit = 1 hr. in TUSCARORA/CAYUGA room (George Hudler - Dept. of Plant Pathology- Cornell University)

Lively interactive session that will invite audience to share what they know about Christmas tree pest ID and management- leading to “mini-lectures” on selected topics of particular importance to the industry.

Monitor:

2) “Insuring Risks Related to Christmas Tree Farms” in SENECA room. (Gary Niedzielski, Senior Agent and Greg DeMario- Farm Family insurance

Learn how to protect yourself and your business from the risks you face in your farming and retail operation. Variables in property and liability coverage will be discussed. Bring questions that concern or confuse you. Also learn about a new marketing opportunity with Farm Family sponsored Harvest to Hand "App."