

Conference Sessions: Tuesday, Feb. 19

7:00 am - 8:00 am	Breakfast & Trade Show	1:00 pm - 2:30 pm	Concurrent Session 2
8:00 am - 9:15 am	Welcome and Keynote Speaker	2:45 pm - 3:45 pm	Annual Meetings
9:30 am - 11 am	Concurrent Session 1	4 pm - 5:30 pm	The Best of the Best
11:00 am- 1:00 pm	Lunch & Trade Show	6:30 pm - 10:00 pm	Awards Banquet (tickets required)

Trade Show Feb. 18: 3 p.m. - 8:00 p.m. Feb. 19: 7 a.m. - 4 p.m. Feb. 20: 7:30 a.m. - 2:15 p.m.

	8 am -9:15 am	9:30 am - 11 am	1 pm - 2:30 pm	2:45 pm - 3:45 pm	4 pm - 5:30 pm
TRACK HEADINGS	Welcome & Keynote	Concurrent Session 1	Concurrent Session 2	Annual Meetings	The Best of the Best
Advanced Learning	Positively Outrageous Service T. Scott Gross	In Pursuit of Business Excellence, Part I Moderator: Speaker: Lori Colborne, Edmonton, AB	In Pursuit of Business Excellence, Part II Moderator: Speaker: Lori Colborne, Edmonton, AB	NAFDMA Annual Meeting:	Farm Direct Marketer of the Year Moderator: Mark Saunders, ON Speakers: TBD
Technology		Taking the Next Step: Point of Sale Systems Moderator: Kerry Engel, AB Speakers: Mark Simmons, Sun Prairie, WI; Kristin Seaquist, Sister Bay, WI	Cash Registers on the Farm: Overlooked and Underutilized Moderator: Mary Vollmer, NC Speakers: Elna Edgar, Innisfail, AB; Donna Coleman, Ronks, PA; Jan Vala, Gretna, NE		
Retailing Principles that Sell		The 10 Biggest Mistakes Made by Today's Retailers Moderator: Anne Holcomb, AZ Speaker: T. Scott Gross, Kerrville, TX	Great Displays Sell Product! Moderator: Ellie Hollabaugh Vranich, PA Speakers: Kristin Borzynski, Sturtevant, WI; Joy Grose, Speer, IL		
School Tours		Building a Business Around School Tours Moderator: Chip Ellms, NY Speaker: Anna Lyles, Fairacres, NM	Nuts & Bolts of Marketing School Tours Moderator: Christy Leeds, OH Speakers: Monica Harbes, Mattituck, NY; Mark & Kelly Cagle, Canton, GA		
Farmers' Markets		100 Square Feet, 1,000 Different Ways Moderator: Speaker: Carol Schroeder, Madison, WI	Anatomy of a Successful Seller Moderator: Randii MacNear Speakers: Kristin Krokowski, Waukesha, WI; John Silveira, Concord, CA; Steve Smit, Lodi, CA		
Family & Youth		What Flew & What Flopped on Your Farm Facilitator: Kate Zdroik, WI Speaker: Theresa Schuster, Deerfield, WI, will lead teambuilding exercise followed by audience participation in flew and flopped discussion	Issues of Being a Teen in a Family Business Moderator: Aaron Rose, MA Speakers: Joe & Scott Skelly, Janesville, WI; Kaitlyn, Brandt and Dale Davis, Chester, NJ		
			LUNCH from 11 a.m. to 1 p.m.		

Conference Sessions: Wednesday, Feb. 20

7:30 am - 9:00 am Breakfast & Trade Show
 9:00 am - 10:30 am General Session
 10:45 am - 12:15 pm Concurrent Session 3

12:15 pm - 2:15 pm Lunch & Trade Show
 2:15 pm - 3:45 pm Concurrent Session 4
 4:00 pm - 5:30 pm Closing Celebration

9 am -10:30 am		10:45 am -12:15pm		2:15 pm - 3:45 pm		4 pm - 5:30 pm	
TRACK HEADINGS	General Session	Concurrent Session 3		Concurrent Session 4		Closing Celebration	
Advanced Learning	The Next Big Thing? It Just Might Be What We All Take For Granted	You be the Judge Moderator: Rob Leeds, OH Speaker: Robert Moore, Dublin, OH		What Flew & What Flopped Facilitator: Stuart Beare, UK		It's not just the closing session. It's a celebration, it's a review, it's a lollapalooza. It's time to expect the unexpected. Join us as we take a look at some of the best ideas our members have to offer. We may take a look at the... Top 3 ideas for customer parking Top 10 Farm Signs Top 10 Produce Displays Top 5 Billboards Top 7 Homemade Gizmos Top 5 Craziest Customer Comments Top 10 ideas from the Wisconsin bus tour Top 7 Children's Play Area Activities and much more! Bring your notebook and get ready for one last whirlwind of ideas!	
Technology		ATMs & Wireless Credit Card Systems on the Farm: It Might Sound Funny, but It's Money! Moderator: Eric Pohlschneider, WA Speakers: details pending		What Flew & What Flopped: Retail Technology on the Farm Facilitators: Kerry Engel, AB and Mary Vollmer, NC			
Retailing Principles that Sell		DIY: Do-It-Yourself Projects to Enhance Your Market Moderator: John Holcomb, AZ Speakers: Dick Kraus, Whitewater, WI; Wade Kuipers, Maple Park, IL	Break — Move to next session	What Flew & What Flopped in Retailing Facilitator: Anne Holcomb, AZ	Break — Move to next session		
School Tours		Great Self-Guided School Tours Moderator: Ann Bishop, CA Speakers: Donnie Fulks, Fredericksburg, VA; Wayne Bishop, Wheatland, CA; Jeff Manley, The Rock, GA	LUNCH from 12:15 p.m. to 2:15 p.m.	What Flew & What Flopped with School Tours Facilitators: Sue Roba, PA & Rob Leeds, OH			
Farmers' Markets		Anatomy of a Farmers' Market Customer Moderator: Larry Johnson, WI Speakers: Mark Olson, Spring Green, WI; Scott Lynch, Madison, WI		What Flew & What Flopped at Farmers' Markets Facilitators: Randii MacNear, CA and Ann Louhela, NV			
Family & Youth		Youth Entrepreneurship Moderator: Taylor Greene, OK Speakers: Scott Skelly, Janesville, WI; Joanna, Susanna and Amanda Lyles, Fairacres, NM		Our Farm in Pictures: A Show-and-Tell Session Moderator: Jeff Roba, PA Speakers: Jake Roba, Dalton, PA; Thomas Rose, Phillipston, MA; Taylor Green, Pocola, OK; Rebecca and Bradley Gifford, Schaghticoke, NY			

On the Web:
Session descriptions
and speaker bios.
 Visit www.NAFDMA.com/Wisconsin