

2020 Wisconsin Winter Maple Institute Agenda

wismaple.org



Friday January 10th, 2020

- 9:00 A.M. – 3:00 P.M. **IMSI Grading School**, Kathy Hopkins, UM
- 4:00 – 8:00 P.M. **Registration**
- 4:00 – 8:00 P.M. **Maple Trade Show Opens in Grand Atrium**
- 5:30 – 8:00 P.M. **Social Hour** – Finger Food and Cash Bar donated by **Nasonville Dairy, Hewitt's Meats, and Hansen's Sugar Shack**
- 6:00 – 7:30 P.M. **Beginner Maple 101**, Jim Adamski, CDL Wisconsin/Tap My Trees/
Roth Sugarbush

Saturday January 11th, 2020

- 7:00 A.M. **Registration and Maple Trade Show – Open**
Morning Coffee and Donuts donated by **Roth Sugarbush/CDL**

Morning Program (Grand Ballroom I & II)

- 8:30 - 8:35 A.M. **Welcome:** WMSPA President, Corey Grape
- 8:35 - 8:40 A.M. **USDA/ NASS STATS**, Greg Bussler
- 8:40 - 9:40 A.M. **Strategies and Tips to Grow Your Maple Market Beyond Pancake Eaters**, Jeremy Solin, Tapped Maple
- 9:40 – 10:40 A.M. **Strategic Analysis of Research Study on Lake State Maple Producers**, Stephanie Synder Ph. D. .
- 8:30 -10:30 A.M. **Crafting (Grand Pre-Function)**
Vicky Adamski
- 10:40 – 11:00 A.M. **Trade Show Break (Vendor Area)**
Morning Snacks donated by **Leader Evaporator**
- 11:00 – 12:00 A.M. **What Experiences Led me to Where I'm Today?**
Joe Polak, Maple Hollow, Joel OElke, Leader Evaporator,
Dave Lemke, Running Tree Maple Syrup, Jeff Skarda, Skarda
Maple Syrup, Pete Roth, Roth's Sugarbush

12:00 – 1:00 P.M. Lunch (Grand Ballroom I & II)

- Short Awards Program:
Producer of the Year and Honorary Life Member presented
by Theresa Baroun and Fred Hedmark.
Maple Marketing Intern, Rachel Van Deurzen
Desserts donated by **Lapierre**

1:00 – 1:55 P.M.

Break Out Session 1

Grand Ballroom I & II: Preventing Mold in Maple Syrup, Kathy Hopkins, University of Maine

Grand Ballroom III: Clearly Define Your Business to Maximize Your Returns, Sarah Ruffi, Ruffi Law

Central Ballroom I: Making Attractive Labels to Sell Your Product, Belmark

Central Ballroom II: Proper Density, Filtration, and Equipment Clean up, Jim Adamski/CDL

Central Ballroom III: Beginner Maple Syrup: Jon Baroun/Maple Sweet Dairy and Llyod Franz/Franz's Sugarbush

Vendor Area: R.O. and Technology Advances: Lapierre

2:00 – 2:55 P.M.

Break Out Session 2

Grand Ballroom I & II: Evaluating Syrup for Flavor, Kathy Hopkins University of Maine

Grand Ballroom III: How to Protect Your Name and Logo, Sarah Ruffi, Ruffi Law

Central Ballroom I: Making Attractive Labels to Sell Your Product, Belmark

Central Ballroom II: Online Mapping Options for Landowners and the Basics of Forest Stand Inventory, Jessie Randall, MSU

Central Ballroom III: Vacuum Pumps and Sap Check for the Small Producer, Doug Reilly, Bosworth Company

3:00 - 3:30 P.M.

Break/Trade Show

Snacks donated by: Anderson Maple Syrup and H2O

3:20 P.M.

Silent Auction Closes and Winner's Announced

3:35 – 4:30 P.M.

Break Out Session 3

Grand Ballroom I & II: WDATCP Regulations, Licensing & Inspections, Stefan Boerboom, WDATCP

Grand Ballroom III: Proper Sugarbush Insurance, Thomas Herbert Encompass Insurance Solution Inc.

Central Ballroom I: Bourbon Barrel Aged Maple Syrup, Jon & Katie Podgorski, Ski's Sugarbush

Central Ballroom II: ID and control of unwanted invasive trees and shrubs, Jessie Randall, MSU

Central Ballroom III: How do I setup a Facebook Page and Website, Justin Baroun 2018-2019 Maple Marketing Intern

4:30 P.M.

Close of 2020 WMSPA Winter Institute