# 2022 Wisconsin Winter Maple Institute

## wismaple.org

# A Possibility, A Hobby, A Passion, or an Obsession?



#### Friday January 14th, 2022

4:00 p.m. – 8:00 p.m.
4:00 p.m. – 8:00 p.m.
5:30 p.m. – 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 p.m. – 7:30 p.m. \*Chainsaw Safety Training, Scott Grim, Midwest Stihl

(Grand Ballroom 1 and 2)

### Saturday January 15th, 2022

Registration and Maple Trade Show – Open 7:30 a.m. Morning Coffee and Donuts donated by Roth Sugarbush/CDL Morning Program (Grand Ballroom I & II) 8:30 a.m. - 8:40 a.m. \*Welcome: WMSPA President: Steve Anderson and Dave Lemke \*Meet New WI Extension Project Manager, Jeremy Solin 8:40 a.m. - 8:50 a.m.\*USDA/ NASS STATS, Greg Bussler, NASS 8:50 a.m. – 9:40 a.m. \*How I got where I am Today? Riches to Rags, Glenn Goodrich, Goodrich Maples \*A Walk-through Registration, Licensing and Inspections, 9:40 a.m. - 10:40 a.m.Stefan Boerboom, WDACTP Recipe Creations Using Maple Syrup, April Wieneck, Tipsy 8:30 a.m. - 10:30 a.m. House Wife (Center Ballroom III) 10:40 a.m. – 11:00 a.m. Trade Show Break (Vendor Area)

Morning Snacks donated by Anderson's Maple Syrup

11:00 a.m. – 12:00 p.m. \*Maximizing your Social Media Strategy, Mark Dunning, BConnected, LLC.

12:00 p.m. – 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, Michelle Stangler

Desserts donated by Lapierre and Sippl's Sugarbush

1:15 p.m. – 2:10 p.m. **Break Out Session 1** 

**Grand Ballroom I & II:** R.O Operation, Maintenance, Better Care, and Hybrid Concentration, Glenn Goodrich, Goodrich Maple **Grand Ballroom III:** Mapping and woods layout for tubbing system, Jim Adamski/CDL

\*Central Ballroom I: Regulations in Depth, Stefan Boerboom,

**WDATCP** 

Central Ballroom II: Maple 101 and the cost of setting up a

sugarbush, Joe Polak, Maple Hollow

Central Ballroom III: Leveraging social media to Grow Your

Small Business, April Wieneck, Tipsy House Wife

2:00 p.m. Afternoon Snack

donated by Leader Evaporator

2:20 p.m. – 3:15 p.m. **Break Out Session 2** 

Grand Ballroom I & II: Carefully guarded secrets of boiling sap,

Glenn Goodrich, Goodrich Maple

Grand Ballroom III: Vacuum system performance, Jim Adamski/CDL

\*Central Ballroom I: Regulations in Depth, Stefan Boerboom,

Central Ballroom II: Open

Central Ballroom III: Leveraging social media to Grow Your

Small Business, April Wieneck, Tipsy House Wife

## 3:20 p.m. Silent Auction Closes and Winner's Announced

3:25 p.m. – 4:20 p.m. **Break Out Session 3** 

\*Grand Ballroom I & II: Marketing Maple Syrup, Glenn Goodrich,

Goodrich Maples

Grand Ballroom III: Grading and off Flavor Syrup, Jim Adamski Central Ballroom I: Maple Suckers, Jon & Katie Podgorski, Ski's

Sugarbush

Central Ballroom II: Beginner Maple Wine and Maple Beer, Rod

Swerman, Swerman Brothers Central Ballroom III: Open

4:20 p.m. Close of 2022 WMSPA Winter Institute

(\*Presented in Person and via Zoom)