

2022 Winter Institute

Educational Sessions

Friday January 14, 2022

Chainsaw Safety Training

Presenter: Scott Grim, Midwest Stihl

Scott has been in the power equipment for 30 plus years. He is currently working for Midwest Stihl. He will present the Stihl Chainsaw safety training. Come learn about the safe and proper way of using a chainsaw and other power equipment out in your maple woods.

Grand Ballroom I&II

6:00 p.m. – 7:30 p.m.

Saturday January 15, 2022

Recipe Creations Using Maple Syrup

Presenter: April Wieneck, Topsy House Wife

April will introduce new ways to use maple syrup in everyday cooking through on hands on cooking demonstration

Center Ballroom III

8:30 a.m.– 10:30 a.m.

Morning Program:

Welcome

Presenter: Steve Anderson and Dave Lemke

Steve Anderson, president of WMSPA will welcome everyone to the WMSPA Winter Institute and Maple Vendor Trade Show. He will also give an overview on the issues the WMSPA is working on including but not limited to the Sap Legislation and the maple survey. Dave Lemke will give an update on Tubing Recycling. WMSPA will introduce the new WI Extension Maple Project Manager, Jeremy Solin.

Grand Ballroom I&II

8:30 a.m. – 8:40 a.m.

USDA NASS Stats

Presenter: Greg Bussler

Greg Bussler, NASS satiation will give an update on the data collected in 2021WI Maple NASS Survey along with stats from other maple producing states

8:40 a.m. – 8:50 a.m.

How I got where I am Today? Riches to Rags

Presenter: Glenn Goodrich

In this presentation Glenn will talk about the history of Goodrich Maple from starting with 25 trees in the back yard to today tapping over 125,000 trees with one of the most technologically advanced systems in the U.S.

8:50 a.m. – 9:40 a.m.

A Walk-through Registration, Licensing, and Inspections

Presenter: Stefan Boerboom, WDATCP

The State of Wisconsin's licensing and inspection is an important part of our maple industry. Through licensing and inspection, we can provide a standard of food safety, quality and consumer confidence that is critical to

9:40 a.m. – 10:30 a.m.

marking your maple syrup. In order to make inspections meaningful, our association needs to work closely with the department of Agriculture, Trade, and Consumer Protection to develop inspection guidelines that make sense for our industry. In this session you will learn about the licensing and inspection process as well as what the inspectors are trained to look for. You will also receive information on registration for businesses not required to hold a license.

Maximizing your Social Media Strategies?

11:00 a.m. – 12:00 p.m.

Presenters: Mark Dunning, BConnected, LLC

Mark will share how to maximize a social media strategy for your business by helping you develop your brand's "macro campaigns" and "micro themes." He'll share what a posting calendar is and why you should care, as well as why reels are both addicting and hold great opportunity for your business. Come with lots of questions as we will have a vibrant q&a time at the end.

Grand Ballroom I & II

R.O. Operation, Maintenance, Better Care and Hybrid Concentration

1:15 p.m. – 2:10 p.m.

Presenter: Glenn Goodrich

Learn how to run and preform maintence on an R.O. A person will also learn about better caring for their R.O and about hybrid concentration

Carefully guarded secrets of boiling sap

2:20 p.m. – 3:15 p.m.

Presenter: Glenn Goodrich

Glenn will be sharing his many years of experience of boiling sap and his tricks of the trait.

Marketing Maple Syrup

3:25 p.m. – 4:20 p.m.

Presenter: Glenn Goodrich

A person will learn about the many different avenues of marketing your maple syrup.

Grand Ballroom III

Mapping and woods layout for tubing system

1:15 p.m. – 2:10 p.m.

Presenter: Jim Adamski

The presentation will explain how to start with preparation to put in a tubing system. This presentation will be focusing on google earth and other mobile apps to properly lay out a wood lot as well.

Vacuum System Performance

2:20 p.m. – 3:15 p.m.

Presenter: Jim Adamski

A person will learn about how to properly identify different vacuum pumps and their performance in relationship to tubing performance.

Grading and off Flavor Syrups

3:25 p.m. – 4:20 p.m.

Presenter: Jim Adamski

The presentation will focus on discussing the new grading system and how it works, off flavor maple syrup in nature, and practices we have done as producers to produce off flavors.

Center Ballroom I

Regulations in Depth

1:15 p.m. – 2:10 p.m.

Presenter: Stefan Boerboom, WDATCP

2:20 p.m. – 3:15 p.m.

Knowing which regulations apply and what they mean can seem like a large undertaking. The State of Wisconsin enforces many state and federal regulations that apply to a wide range of food products. In this session you will learn about the regulations more in depth for both maple syrup and other food products. You will also learn how regulators evaluate risk across diverse operations and a few key updates to the regulations.

Maple Suckers

3:25 p.m. – 4:20 p.m.

Presenters: Jon and Katie Podgorski

Learn about how to make maple suckers.

Central Ballroom II

Maple 101 and the Cost of setting up a Sugarbush

1:15 p.m. -2:10 p.m.

Presenter: Joe Polak

Join in along with other beginning maple producers to learn how you can develop an outdoor hobby that the whole family can enjoy. In this workshop you will learn about the process of tapping maple trees as well as the equipment and techniques you will need to produce your own maple syrup from the sap you collect. The workshop will also talk about the average cost of setting up a sugarbush.

Beginner Maple Wine and Maple Beer

3:25 p.m. – 4:20 p.m.

Presenter: Rod Swerman

Rod will have some general information about wine making and making maple wine, as well as using maple syrup in brewing. Rod will share some of the tricks of the trade. The presentation will mainly question and answer.

Center Ballroom III

Leveraging social media to Grow Your Small Business

1:15 p.m. – 2:10 p.m.

2:20 p.m. – 3:15 p.m.

Presenter: April Wieneck

April will present on the different way of using social media to help grow your small business. She will explain how a cell phone can be used to take great pictures of your products.

Speaker Backgrounds:

Featured Speakers

Scott Grim

Scott Grim has been in the small engine and handheld power equipment business for 30+ years. He was a Lawn and Garden service manager for 14 years at a large John Deere Dealership. Scott serviced and sold STIHL handheld power equipment and have been STIHL Gold Certified since 2012. He is currently a Technical Sales Specialist with Midwest STIHL starting in May of 2018. Scott works closely with end users doing demos and various trainings. He also does technical trainings with the dealers in our territory.

Greg Bussler

Greg Bussler is the Wisconsin Field Office state statistician with the USDA National Agricultural Statistics Service (NASS). His office is located in Madison, WI. Mr. Bussler has been with NASS for almost 32 years, and has worked in the Minnesota and Kentucky Field Offices along with spending 12 years in Washington D.C. at NASS Headquarters

Glenn Goodrich

Maple Farm, Vermont started with 25 trees in the back yard, boiling on a 2'x2' pan over a wood fire. Now they tap over 125,000 trees with one of the most technologically advanced systems in the US. Goodrich Maple now design sugaring equipment for several major maple equipment manufacturing companies. Glenn continues to teach seminars in Vermont and other states to help other sugar makers learn about increasing their production & quality. Goodrich, especially enjoys mentoring young sugar makers & instilling a love for the craft in them

April Lee Wiencek AKA “The Tippy House Wife”

April Lee Wiencek is a Chicago native who is a Chef, Recipe Blogger, Newspaper Columnist & Social Media Influencer. Her favorite things are creating unique, affordable recipes, replicating heirloom recipes & enjoying a cocktail or two while doing so. On her platforms you will find her creating recipes, grocery shopping, giving home tips and cooking dinner every night. She lives in Rogers Park, Chicago, with her partner Mr. Tippy, and her rescue pets.

Stefan Boerboom

Stefan Boerboom is an Environmental Health Technical Specialist at the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) and has served the state of Wisconsin for 11 years. His current duties include review of extended run processing variances, HACCP plans, and facility plans of food manufacturing facilities for compliance with State of Wisconsin regulations and development of informational and educational materials related to division programs and activities. He delivers both general and specific food safety training for WDATCP staff and industry. Stefan holds a registered sanitarian credential through the National Environmental Health Association. Prior to his current role with the State of Wisconsin he was a state inspector of retail food establishments and recreational facilities for seven years. He has also worked in industry as a supervisor in a facility producing products subject to meat HACCP, in research and development of food products, and in various retail food environments. Stefan graduated from UW-Eau Claire with a B.S in Environmental Public Health.

Mark Dunning

Director of Community Growth at BConnected, LLC Few things light up Mark more than supporting the success and growth of those around him, including utilizing social media as a tool to maximize business impact. As the Director of Business Development at BConnected, he gets to brainstorm with a wide stripe of businesses and nonprofits to utilize social media strategy and original content to reach their goals. When he's not meeting with clients, you can often find

Mark at networking meetings across Northeast Wisconsin and especially in his hometown of Green Bay. He serves on various nonprofit boards and roles with NeighborWorks Green Bay, National Railroad Museum, HBBA, Greater Green Bay Chamber, and the American Cancer Society. Mark received his bachelor's degree at a Bible college and spent 13 years in church and nonprofit leadership roles, followed by a couple of years working with a local coffee roaster. A great weekend for him involves fresh coffee, relaxed and intentional time with his wife and two elementary-aged kids, and connecting with friends over a meal and a drink. Connect on LinkedIn: [linkedin.com/in/markdavidunning](https://www.linkedin.com/in/markdavidunning)

Jim Adamski

Jim Adamski is a fourth-generation sugar maker and has been a maple syrup producer for the last 33 years. The family Sugar bush started in the backyard with 25 taps near the city of Antigo in north central Wisconsin. The sugar bush that started with 25 taps has grown to over 10,000 taps. Jim has been on the forefront of new technology in the maple world and has employed vacuum tubing and reverse osmosis equipment in the family sugar bush for more than 20 years. In 2013 Jim was hired by CDL Wisconsin/Roth Sugar Bush as a sales consultant for the Midwest. Jim is a past President of the Wisconsin Maple Syrup Producers Association and is the current delegate for Wisconsin for the North American Maple Syrup Council where he serves as a member of the strategic planning committee.

Joe Polak

Joe Polak is a third-generation maple syrup producer in Merrill, WI. He is the owner of Maple Hollow Syrup and Equipment in Merrill, WI. He also is Secretary/Treasurer of the North American Maple Syrup Council. He was recently inducted in the Maple Hall of Fame.

Rod Swerman

Rod is a retired meteorologist (30 years with the NWS). He presently works part time at a winery, in both the tasting room and wine production areas. Rod and his brother have been a hobby maple syrup producers since 2000, with roughly 250 taps. Rod has been a winemaker since he was a teen-ager, and a home brewer since 1991. In the last few years he also has become a hard cider maker, and started aging maple syrup in used spirit barrels.

Jon and Katie Podgorski

Jon Podgorski is a second-generation sugar maker who has a battle scar on his left hand from making maple syrup as a little boy with his father and two older brothers. After a lengthy break from sugaring in the winter of 2013 Jon and older brother Matt decided to start renovating an old milk house to start making maple syrup again. Spring of 2014 Ski's Sugar Shack was started with 1,100 taps and let's just say the rest is history. Today with the help of his wife Katie there 4 children and other family they make around 1,400 gallons of maple syrup a year and sell a wide variety of value-added products including bourbon barrel aged maple syrup.

Upcoming Maple Events:

- **February 2 - 5, 2022**
Roth's Sugar Bush Super Store
Open House
Cadott, WI
www.rothsugarbush.com
- **March 11 – 12, 2022**
Maple Days
Farm Wisconsin Discover Center
7001 Gass Lake Road
Manitowoc, WI 54220
- **March 19, 2022**
WMSPA Annual First Tree Tapping,
10:00 a.m.
Leafy Grove Maples
N602 Leafy Grove Rd.
Merrill, WI 54452
www.wismaple.org
- **April 2, 2022**
Phelps Maple Syrup Fest
Phelps, WI
8:00 a.m. – 4:00 p.m.
Place to be determined
- **April 30, 2022**
Taylor County Lions Maple Fest (Taylor County Fairgrounds)
State Hwys 13 & 64
Medford, WI 54451
7:00 a.m. – 4:00 p.m.
Taylor County Maple Fest includes Maple Syrup Judging, Pancake Breakfast featuring Maple Syrup, Crafters/Vendors Displayed, Children's activities including a Children's Parade with floats using the theme "Wisconsin Maple Magic", Antique Tractor/Machinery Display, Chain Saw Carving, Food & Refreshments served all day & Much More
- **May 7, 2022**
WMSPA ANNUAL MEETING at 10:00 a.m.
Marshfield, WI at Hotel Marshfield
- **August 4 – 14, 2022**
Wisconsin State Fair
640 S 84th St.
Milwaukee, WI 53214

- **September 17 and 18, 2022**
Marshfield Maple
Fest Wildwood Park
1800 S. Roddis Ave.
Marshfield, WI 54449
- **October 26th-29th, 2022**
International Maple Conference
La Crosse, WI

On behalf of WMSPA, we would like to thank:

- **Everyone for attending the WMSPA Winter Institute**
- **WMSPA members and Our Associate Members: A & M Pure Maple Syrup, Anderson's Pure Maple Syrup, Belmark, DJV Label and Packaging, Lapierre, Leader Evaporator, Roth's Sugar Bush/CDL, and WB Bottle Supply**
- **Hewitt's Meats, Hansen's Sugar Shack, and Nasonville Dairy for their donation towards the Friday evening Hors d'oeuvres**
- **Roth's Sugar Bush/CDL for their donation towards the registration donuts and coffee**
- **Anderson's Maple Syrup for their donation towards the morning snacks**
- **Lapierre and Sippl's for their donation towards the lunch desserts**
- **Leader for their donation towards afternoon snacks**
- **Everyone who donated to the auction items.**
- **Our speakers: Steve Anderson, Stefan Boerboom, Greg Bussler, Mark Dunning, Glenn Goodrich, Scott Grim, Fred Hedmark, Dave Lemke, Jon and Katie Podgorski, Joe Polak, Michelle Stangler, Rod Swerman, and April Wieneck**
- **Steve Anderson for setting up the Vendor area**
- **Our Vendors: Anderson Maple Syrup, Belmark, Lapierre/Midwest Maple, Leader Evaporator, Maple Hollow, Midwest Stihl, Roth's Sugar Bush/CDL, UW Extension, Ullmer's Dairy Equipment, USDA/NASS, Sap Spy, Sippl's Sugar Bush/H2O, and WB Bottling**
- **Al and Miriam Durkey, Mike and Julie Van Deurzen, Margo Wagner, Alicia, and Jon Baroun for helping out with registration.**
- **Hotel Marshfield for their accommodations, especially Tricia Berg**
- **WMSPA Promotion Committee for their help planning the Winter Institute**

Please don't forget to fill out the WI Annual Maple Survey: "Building Tomorrows Funding Today" **THIS VERY IMPORTANT TO THE ENTIRE MAPLE COMMUNITY!** This survey for Maple Syrup and Sap Producers will help our industry build an accurate record as to how much syrup is really made in our state and how much it is worth. This is completely confidential, but will help create a baseline for future grants, insurance and programs for all Maple Producers in the state. This will be a yearly survey, so please fill it out and encourage your friends in the Maple Industry to do the same. No matter how Big or Small your Maple Operation is...your input is needed and will help our whole industry so please take a few minutes to fill out this survey <https://www.surveymonkey.com/r/CKDS8B6>

If you have any question throughout the year, I can be reached at director@wismaple.org or (920)680-9320.

Have a great and successful maple season,
Theresa Baroun, WMSPA Executive Director



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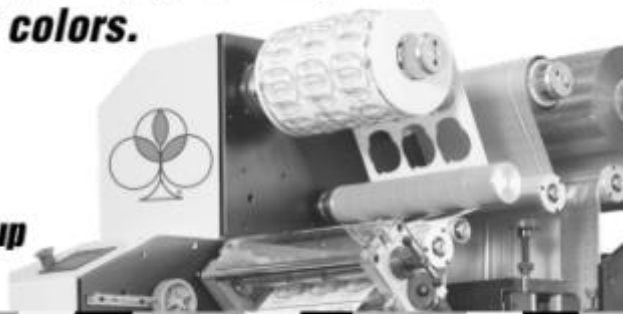
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