

Wisconsin Winter Maple Institute

Registration Form 2022

Name(s) _____

Sugarbush Name _____

Address _____

(NO P.O. Boxes)

City _____ State _____ Zip _____

Phone _____

Email _____

WMSPA members \$40 x # _____ = \$ _____

Non-Member \$65 x # _____ = \$ _____

Students (K-12) \$20 x # _____ = \$ _____

Recipe Creation with Topsy Housewife # _____

Lunch is included with registration

Membership and Event Registration
available at: www.wismaple.org

Registration is Required for anyone to participate whether you are a member or not. Please send in your registration **no later than December 30th** to:

Theresa Baroun
2546 Homestead Dr.
De Pere, WI 54115

Late Entries and Walk In's are welcome, but there is no guarantee of a meal if you register after December 30th, 2021. No refunds will be offered after December 30th, 2021.

Hope to See You all in January!

Event is held at:

Hotel Marshfield
2700 S Central Ave.
Marshfield, WI 54449
855-583-2700
www.hotelmarshfield.com

Block of rooms is saved under:
Wisconsin Maple Syrup Producers Association
Please make hotel reservation by
December 19, 2021 to ensure a space.

Meet... our 2021/2022



Maple
Ambassador

*Michelle
Strangler*

is excited to share the story of Wisconsin Maple Syrup as the 2021-2022 intern. After growing up

on a small dairy farm in Watertown, WI she knew how valuable the community within agriculture is and remains dedicated to sharing the positive story of agriculture in her life. She is a sophomore at the University of Wisconsin-River Falls majoring in Marketing Communications and minoring in Agricultural Business. She enjoys collecting sap near sunset hours at her friend's maple syrup business, Crotteau's Sunset Maples near Cameron, WI, which has been in the family for 4 generations! Strangler realizes the family aspect within the Wisconsin Maple Syrup Producers Association and wants to engage with students and consumers sharing what maple syrup all has to provide!

Become a WMSPA Member!

For a fee starting at \$50, you will join the foremost recognized maple community in Wisconsin. Have your name or business added to our member list showing your affiliation that potential customers view as a sign of assurance and confidence in your product.

You'll be informed of meetings, spring and fall events plus receive Wisconsin Maple News twice a year and the national Maple Digest four times. On top of developing a camaraderie with like-minded maple enthusiasts at WMSPA sponsored sessions!

See you at the Winter Institute, Fall Tour, State Fair, First Tree Tapping & Annual Meetings. Open to Wisconsin maple syrup producers & maple syrup producers (non-voting members) of surrounding states.

Since the founding, the WMSPA has represented many commercial and hobbyist sugar makers in Wisconsin. While we do not conduct actual inspections, we expect our members to conform to all State and Federal standards regarding the production and sale of maple products. We disseminate information to our members which helps them maintain strong quality control and we stand ready to assist them if problems arise. We also act as your representative to both State and Federal Government on specific legislative issues that affect the maple industry.

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available at: www.wismaple.org



Winter Maple Institute & Maple Trade Show

January 14th & 15th, 2022

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

Online Auction

4:00 p.m. Friday, Jan. 14, 2022 to
3:30 p.m. Saturday 15, 2022

available in person or online www.wismaple.org

Thank you to our Associate Sponsors for your Support



2022 WMSPA

A Possibility, A Hobby, A Passion, or an Obsession ?
Schedule Subject to Change

FRIDAY, January 14, 2022

4:00 p.m. – 8:00 p.m. Vendor Trade Show

4:00 p.m. Online and Silent Auction Begins
(Proceeds benefiting Maple Research and WMSPA)

6:00- 7:30 p.m. Chainsaw Safety, Scott Grim, Midwest Stihl

SATURDAY January 15, 2022

7:00 a.m. – 8:30 a.m. Registration

8:00 a.m. – 4:00 p.m. Vendor Trade Show

8:30 a.m. – 10:30 a.m. Recipe Creations Using Maple Syrup, April Wiencek, Tippy House Wife

8:30 a.m. – 10:30 a.m. Morning Program

- Maple Stats, Greg Bussler, NASS
- How I got where I am Today? Riches to Rags, Glenn Goodrich, Goodrich Maple
- A walk through Inspection, Licensing and Regulations for your Operation, Stefan Boerboom, WDACTP

10:30 a.m. - 11:00 a.m. Break with Snacks

11:00 a.m. – 12:00 p.m. Don't be a Sap!
Tapping into your business's social media potential.

Mark Dunning, Community Growth Manager, BC Connected, LLC.

12:00 p.m. – 1:00 p.m. Lunch (Producer of the Year and Lifetime Member Award Presentation)

A special thanks to all our speakers & break out session leaders

Greg Bussler (NASS), Stefan Boerboom (WDACTP), Jim Adamski (Roth Sugar Bush), Joe Polak (Maple Hollow), Pat Trutmann (Rural Mutual Ins.) and all of our volunteers that make the day go so smoothly.

1:00 p.m. – 1:30 p.m. Break

1:30 p.m. – 2:25 p.m. Breakout session 1

- R.O. Operation, Maintenance, Better Care, and Hybrid Concentration and Glenn Goodrich
- Mapping and Woods Layout, Jim Adamski, CDL/Roth Sugar Bush
- Maple 101 and the cost of setting up a sugarbush, Joe Polak, Maple Hollow
- Liability Insurance and the Value of Agri Tourism Sign, Pat Trutmann, Rural Mutual Insurance
- Leveraging social media to Grow Your Small Business, April Wiencek, Tippy House Wife

2:30 p.m. – 3:25 p.m. Breakout Session

- Carefully guarded secrets of boiling sap, Glenn Goodrich
- Vacuum system performance, Jim Adamski, CDL/Roth Sugar Bush
- Question and Answer on Licensing and Regulations, Stefan Boerboom, WDACTP
- Liability Insurance and the Value of Agri Tourism Sign, Pat Trutmann, Rural Mutual Insurance
- Leveraging social media to Grow Your Small Business, April Wiencek, Tippy House Wife

3:30 Online and Silent Auction Ends

3:35 p.m. – 4:30 p.m. Breakout Session 3

- Marketing Maple Syrup, Glen Goodrich, Goodrich Maple
- Grading and off Flavor Maple Syrup, Jim Adamski, CDL/Roth Sugar Bush
- Making Maple Suckers, Ski's Sugarbush
- Beginner Maple Wine and Maple Beer, Rod Swerman, Swerman Bros.

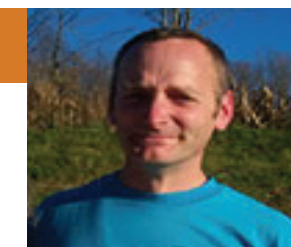
Scott Grim

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.



Glenn Goodrich

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 sugarmakers learn about increasing their production & quality. Goodrich, especially enjoys mentoring young sugarmakers & 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.



Mark Dunning

Director of Business Development 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/markdaviddunning](https://www.linkedin.com/in/markdaviddunning)

