

Wisconsin Winter Maple Institute

Registration Form 2023

Name(s) _____

Sugarbush Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

WMSPA members \$50 x # _____ = \$ _____

Non-Member \$75 x # _____ = \$ _____

Students (K-12) \$25 x # _____ = \$ _____

Lunch is included with registration

I would like to attend Friday's "Deep Dive into Maple Business Planning" with Mark Cannella from 12:30 p.m. to 4:30 p.m.

25 seats available – You will be notified if you do not get a spot

I would like to attend the Maple craft workshop
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, 2022. No refunds will be offered after December 30th, 2022.

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 18, 2022 to ensure a space.

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.

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



Winter Maple Institute & Maple Trade Show

January 13th & 14th, 2023

**Maple Syrup:
Business and Beyond**

Silent Auction

4:00 p.m. Friday, Jan. 13, 2023 to
3:20 p.m. Saturday 14, 2023
in person bidding only

Thank you to our Associate Sponsors for your Support



2023 WMSPA Maple Syrup: Business and Beyond Schedule Subject to Change

FRIDAY, January 13, 2023

12:30 p.m. - 4:30 p.m. "Deep Dive Maple Business Planning" – Mark Cannella

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

4:00 p.m. Silent Auction Begins

6:00 p.m. - 7:00 p.m. "WI State Regulation/Licensing – Stefan Boerboom DATCP"

SATURDAY January 14, 2023

7:00 a.m. - 9:00 a.m. Registration

7:00 a.m. - 3:30 p.m. Vendor Trade Show

8:00 a.m. - 8:05 a.m. Welcome

8:05 a.m. - 9:00 a.m. "Maple Economics and Industry Development" – Mark Cannella

9:00 a.m. - 9:45 a.m. Maple Development Round Table – Mark Cannella/Cathy Asher/Maple Valley/Others

9:45 a.m. - 10:15 a.m. Break

10:15 a.m. - 11:00 a.m. Something Special from WI/Alice in Dairyland – Taylor Schaefer

11:00 a.m. - 11:30 p.m. NASS Presentation – Greg Bussler

11:30 p.m. - 11:45 p.m. WI Producer Handbook Presentation

12:00 p.m. - 1:00 p.m. Lunch

1:00 p.m. - 2:00 p.m. Vendor Spotlights "What's new in the Maple World"

2:00 p.m. - 2:20 p.m. Break – Snacks

2:20 p.m. - 3:15 p.m. Breakout Sessions

1. Business Planning for your Maple Enterprise – Mark Cannella
2. Maple 102 – Jim Adamski
3. Marketing Maple Syrup – Maple Valley

4. Financing your Syrup Operation
Cathy Asher - Security Financial Bank

5. Organic Maple Syrup – NICS

3:15 p.m. – 3:30 p.m. Break

3:20 Silent Auction Ends

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

1. Transfer and Succession Planning
Mark Cannella
2. Maple 102 "Quality and Testing"
bring a sample – Jim Adamski
3. Marketing Maple Syrup – Maple Valley
4. Financing your Syrup Operation
Cathy Asher - Security Financial Bank
5. Organic Maple Syrup – NICS



Mark Cannella

Extension Associate Professor: Farm Business Management Specialist

Mark Cannella has been working in the field of agriculture in Vermont for over ten years. He has managed farm operations in vegetable production, maple sugaring and agricultural education. His current focus is the management and delivery of farm business planning programs, business management trainings and farm economic research. Mark contributes to programs that serve a diverse audience of farm producers raising different products at different scales.



Meet... our 2022/2023

Maple
Ambassador
Alicia Baroun



Hello everyone!
I'm excited about beginning my yearlong internship. I'm looking forward to promoting maple syrup, becoming even more involved

in the association, and visiting different maple syrup operations across the state. I have been involved in the association for about 5 years. I also own a maple syrup and honey business, but I have been making maple syrup since I was young.

Currently, I attend the University of Wisconsin-Green Bay. I will be graduating in the Spring of 2023 with a major in Business Administration Entrepreneurship and a minor in Accounting. I am excited to meet all of you and enhance my knowledge. -Alicia Baroun

Alicia is the granddaughter of Don and Evelyn Van Deurzen. Daughter of Jon and Theresa Baroun.