

Wisconsin Winter Maple Institute

Sharing Our Maple Experiences

Registration Form 2020

Name(s) \_\_\_\_\_

Sugarbush Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ # of taps \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Please reserve: \$ Cost # of People = Total

Saturday Maple Institute January 11th

WMSPA members (includes lunch)

\$40.00 x # \_\_\_\_\_ = \$ \_\_\_\_\_

Craft Workshop # \_\_\_\_\_

Grading School \$ 20.00 x # \_\_\_\_\_ = \$ \_\_\_\_\_

student w/ WMSPA member (with lunch)

Free # \_\_\_\_\_ Names \_\_\_\_\_

non-members (includes lunch) (or join &  
have the extra amount applied to dues)

\$65.00 x # \_\_\_\_\_ = \$ \_\_\_\_\_

Total # \_\_\_\_\_ = \$ \_\_\_\_\_

Deadline Reply must be received by January 2nd 2020 Late registration & walk in's welcome but not guaranteed a meal. Send Form & Payment To:  
Theresa Baroun Executive Director WMSPA  
2546 Homestead Drive, De Pere, WI 54115  
Make check out to: WMSPA

'HOTEL'  
'MARSHFIELD'

2700 S. Central Avenue

Marshfield, WI 54449

call for reservations 715-387-2700

Toll Free: 855-583-2700

<http://hotelmarshfield.com/rooms/>

Hotel Room cutoff date is December 13

[visitmarshfield.com](http://visitmarshfield.com) for Marshfield Visitor Info

*'The Wisconsin Maple Syrup Producers Association is Dedicated to Improving the Ability of its Members to Produce and Market the Finest Maple Syrup in North America'*

'For the price of a couple of quarts of maple syrup learn from all our Maple Experts enough to make gallons more syrup next season and see your profit margin increase'.



Maple Institute Information & updates at: <http://www.wismaple.org>

Order Online for a small fee at:  
<https://www.eventbrite.com/e/wmspa-2020-winter-institute-and-vendor-trade-show-tickets-66534509509>

For more info on the Wisconsin Maple Winter Institute & Trade Show & the WMSPA  
The registration deadline is January 2nd  
No Refunds after January 2nd 2020  
Theresa Baroun Executive Director email:  
[director@wismaple.org](mailto:director@wismaple.org)

2020 NAMSC & IMSI Convention  
La Crosse, WI Oct. 20th to 24th

WISCONSIN

Winter Maple Institute  
& Maple Trade Show

'HOTEL'  
'MARSHFIELD'

Marshfield, WI  
January 10 & 11, 2020

"Sharing Our Experiences To  
Market Nature's Finest Product"  
"Maple Syrup"



# Wisconsin Winter Maple Institute

## Featured Speakers

### AGENDA FOR WINTER INSTITUTE

**FRIDAY, JANUARY 10, 2020: (no charge for Friday)**  
10:00 - 4:00 P.M. ----- Vendor Setup  
10:00 - 4:00 P.M. One Day Maple Grading School  
(\$20 cost and Pre-Registration Required limit of 20)  
4:00 - 6:00 P.M. -----Maple Trade Show Opens  
5:30 - 8:00 P.M. Cash Bar (Social Hour Finger Food)  
6:00 - 7:30 P.M. Beginner Maple 101 Session

### SATURDAY, JANUARY 11, 2020:

7:00 - 8:30 A.M. -----Institute Registration  
7:00 A.M. -----Trade Show Opens  
8:30 - 8:40 A.M. ---- Welcome, WMSPA President  
8:40 - 9:40 A.M. - "Strategies and Tips to Grow Your Maple Market Beyond Pancake Eaters"  
9:40 - 10:40 - "Strategic Analysis of Research Study on Lake State Maple Producers"  
10:40 - 11:00 & 3:00 - 3:30— Break/Trade Show  
11:00 - Noon "What Experiences led me to where I'm today?"  
12:00. - 1:00 P.M. ----- Buffet Style Lunch  
-(included with your preregistration)  
-Producer of Year & Honorary Life Member Awards  
3:30P.M. -Close of Silent Auction of Maple Supplies & Equipment for Maple Research & WMSPA  
1:00 - 1:55 P.M. ----- 1st Break Out Sessions  
2:00 - 2:55 P.M. ----- 2nd Break Out Sessions  
3:30 - 4:25 P.M. ----- 3rd Break Out Sessions  
The Maple Trade Show will be open during Sessions  
4:30 P.M. ----- Winter Institute Closes  
HOTEL MARSHFIELD, Wisconsin

## Kathy Hopkins

Kathy Hopkins University of Maine Cooperative Extension is one of the creators of the IMSI Maple Grading School. She was named an Associate Member of the North American Maple Syrup Council in 2002 and a Director of the IMSI in 2008. She will be running the Friday One Day Maple Grading School with a cost of \$20 and a limit of 20 people.

## Jeremy Solin 'Tapped Maple'

Jeremy and his wife, Abi, co-own Tapped Maple Syrup, LLC which makes craft infused, barrel-aged, and pure maple syrup from sustainable forests in northern Wisconsin. Jeremy grew up making maple syrup with his dad and uncle on their family land north of Antigo. Abi and Jeremy's children are now the 5th generation of Solin's on the land. Off the sugarbush, Jeremy works for University of Wisconsin

## Stephanie Snyder Ph. D. Research Scientist USDA Forest Service

Stephanie is a social scientist with the USDA Forest Service, Northern Research Station in St. Paul, MN. She studies the intricate and interesting relationships between people and forests! She is also a member of the Family Forest Research Center, which is a research collaborative between the Forest Service and the University of Massachusetts that studies the attitudes and behaviors of private forest landowners. Her research on private forest landowners has focused on a diversity of topics, including adaptation strategies by maple syrup producers to interest in participation in carbon market trading programs. Her current research focuses on understanding forest landowner and logger knowledge and behaviors relative to invasive forest plant control.

## 'Breakout Sessions for 2020'

- \*Craft Workshop (Vicky Adamski)(If interested in the Craft Workshop please mark on registration so we have enough material)
- \*Beginner Maple 101 Friday (Jim Adamski, CDL)
- \*Beginners Maple - Tapping & Tubing (Lloyd Franz & Jon Baroun)
- \*Speciality Crop Loan & Grant Writing (Jessie Randall and Andy)
- \* Reverse Osmosis & Tech (Lapierre USA Vendor Area)
- \* Bourbon Barrel Maple Syrup (Ski's SB Jon & Katie Podgorski)
- \* WDATCP Regulations, Licensing & Inspections (Stefan Boerboom WDATCP)
- \*How do I set a Website and Facebook page (Justin Baroun, 2018-2019 WI Maple Marketing Intern)
- \*Causes of Off Flavor Syrup & Mold (Kathy Hopkins UW Maine)
- \*Proper Density and Filtration and Proper Equipment Clean Up (Jim Adamski, CDL)
- \*Proper Sugarbush Insurance (Thomas Herbert Encompass Insurance Solution Inc.)
- \*Making Attractive Labels to sell your product (Belmark Inc.)
- \*How to protect your name and logo (Sarah Ruffi Law)

\* [eventbrite.com](https://www.eventbrite.com) for online registration

## Become a WMSPA Member!!

For a fee starting at \$45, 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 its 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*



*'Silent Auction for Maple Research & WMSPA'*

*"Bring A Student for Free New this Year!"*

## Wisconsin 2020 Maple Trade Show

Maple Manufacturer Exhibits by: CDL Wisconsin, Leader Evaporator Co., Sunrise Metals, H2O, Lapierre USA, WesFab, D & G, Anderson's, Smoky Lake and other suppliers including most of your Wisconsin Maple Supply Dealers. See what's new & make some great deals on equipment & supplies to get ready for A Great 2020 Maple Season!!