



North Carolina Strawberry Association



August 28, 2014

Dear All!

We have an outstanding line-up of speakers presenting educational programs and workshops at this year's Southeastern Strawberry Expo, in Pinehurst, NC. (Please see attached pages).

The Expo's Farm Tour will be on the afternoon/early evening of Monday, Nov. 17th and will include three visits – you will see our most innovative strawberry plasticulture growers in the Sandhills, including a farm that is now using low tunnels for fall fruiting!

Our keynote speaker is Dr. Vance Whitaker, one of the country's leading strawberry breeders, from the University of Florida Strawberry Breeding and Genetics Program. His presentation, “**46 Years of Strawberry Breeding in Florida**” will share points on what is important to breeding efforts and what kinds of traits, breeding techniques and cultivars will be available in the future. Other featured speakers include Dr. Natalia Peres, plant pathologist from the University of Florida, Dr. Guido Schnabel, plant pathologist of Clemson University, and Dr. Kim Lewers, research geneticist with the U.S. Department of Agriculture.

The always-popular Intro to Strawberry Plasticulture Workshop will run all morning on Monday, Nov. 17, and each participant will get a newly revised Strawberry Plasticulture Manual. The workshop is being organized by Mike Wilder, Agronomist, NCDA & CS, and Barclay Poling, Prof. Emeritus, NC State, and they will be joined by Mitchell Wrenn, an experienced strawberry grower and custom fumigator and plug propagator, as well as Horticultural Agent, Amy-Lynn Albertson, Davidson County, who has worked with numerous start-up strawberry plasticulture growers in the western piedmont counties of NC. If you are new to strawberry growing, be sure to sign up for this workshop!

On Tuesday evening of the Expo, a session focused on Regional Breeding and Strawberry Plasticulture Extension Positions is being designed as a “listening session.” It will include university officials from the Southeast region; the purpose will be to discuss and gather information regarding a possible regional breeding research and extension position to support the industry. N.C. State University lost its strawberry researcher earlier this year and has not filled an extension specialist position from three years ago. The information collected will be shared with Dr. Richard Linton, dean of the N.C. State University College of Agriculture & Life Sciences.

This is just a snapshot of the great events we have planned for this year's expo. Our association, along with our partners MM Meeting Destinations and Adtrium Group, are working to make this our best ever Southeastern Strawberry Expo! Don't miss this opportunity to get industry updates, learn about new research, gain ideas for marketing or management and have your voice heard regarding industry direction.

We look forward to seeing everyone at Pinehurst on Nov. 17-19, our 2014 Southeast Strawberry Expo already promises to be our best to date!

From all of us at NCSA!



2014 NCSA EXPO

Agenda at a Glance



MONDAY, NOVEMBER 17, 2014

8am Workshops, Meeting, Open Registration (Ross Olmstead Foyer)

9am-12:30pm or 9am - 3:30pm **Workshops:**

GETTING STARTED IN PLASTICULTURE

(includes a new Strawberry Plasticulture Manual)

\$100 - Code: M1

FRESH PRODUCE SAFETY Led by NC

Fresh Produce Safety Task Force

***(all day workshop 9:00am-4:00pm)**

\$120 - Code: M2

INTRO TO USING SOCIAL MEDIA FOR FARM MARKETING

\$100 - Code: M3

10am Coffee Break

1-8pm **FARM TOUR** Buses Depart for Sandhills Farm Tour. Included will be lunch and dinner which will be held off-site. Buses return at approx. 8 pm. Option: If Driving on Own, - \$35 (Tour/dinner only) **\$70 - Code: F**

8pm-10pm **HOSPITALITY VILLA** – Complimentary Refreshments and Light Snacks

TUESDAY, NOVEMBER 18, 2014

7:30am Registration opens - Coffee and Biscuits in Exhibit Area

9-10am **GENERAL SESSION –**

1. Welcome from the NC Dept. of Agriculture, Dr. Richard Reich, Assistant Commissioner for Agriculture, NCDA & CS

2. Grower Spotlight: Eric and Kristi Hunter, Hunter Farms, Easley, South Carolina

10-10:30am Break

10:30-12pm **BREAKOUT SESSIONS**

SMART RESISTANCE MGMT

Botrytis & Anthracnose Disease Cycles, & How Nurseries, Plug Propagators & Fruit Growers Can Employ Smart Resistance Mgmt Strategies

PRODUCE SAFETY TRACEBACK

Food Safety Regs and Potential Impact
Irrigation Remediation & Treatments
Viral Contamination of Berries

USING FACEBOOK AND SOCIAL MEDIA TO GROW YOUR STRAWBERRY BUSINESS

12:15- 1:45pm **LUNCH & NCSA ANNUAL MEETING:** elections, referendum, reports & awards
GENERAL SESSION: “46 Years of Strawberry Breeding in Florida” – Dr. Vance Whitaker, Univ. of Florida

2:00-3:15pm **BREAKOUT SESSIONS**

MANAGING SOILBORNE DISEASES

a) Strawberry Bio-fumigant trials in Virginia, Dr. Chuck Johnson, VA Tech
b) Fumigant and Non-fumigant Approaches to Managing Soilborne Diseases & Weeds - Dr. Allen Straw, VA Tech

UPDATE-NEW STRAWBERRY SELECTIONS

(a) A New USDA Variety - Flavorfest;
(b) Breeding for Flavor in Florida;
(c) Promising Selections from NCSU
(d) Lassen Canyon Breeding Program Introductions

WHAT THE NCDA & CS MARKETING DIVISION DOES TO PROMOTE NC & VA STRAWBERRIES

Utilizing Gleaners (e.g. Food Bank, Society of St. Andrews), when Berries are Getting Overripe

3:15-3:30 Break

3:30-4:45pm **BREAKOUT SESSIONS**

METHYL BROMIDE IS GONE. WHAT'S NEXT?

An In-depth Update on the Florida Experience in a Post-Methyl Bromide Era

GROWER PANEL ON FLAVOR MGMT

(Variety Selection, Fertility Program, Irrigation Management, and Crop Cooling Options)

RISK MANAGEMENT & CROP INSURANCE

Understanding how RAFT's New Strawberry Crop Insurance Initiative Can Protect Your \$14k/acre Investment

5-6pm **SOCIAL HOUR AND LIVE AUCTION** to benefit Scholarship Fund;

6pm **DINNER ON YOUR OWN**

8pm **HOSPITALITY VILLA OPEN** - Complimentary Refreshments and Light Snacks

8:15 - 9:30pm **REGIONAL BREEDING AND STRAWBERRY PLASTICULTURE EXTENSION POSITIONS –**
Stakeholder Discussion with University Officials (NC State, VA Tech, Clemson, Univ. of Georgia and Univ. of Tennessee)

**This is a tentative schedule and may be subject to change.*

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NCSA 2014/15 ANNUAL MEMBERSHIP FORM

Code	TYPE OF MEMBERSHIP
MI	Member In-State
MO	Member Out-of-State
FAC	Faculty
AGR	NCDA Agronomist / Extension
STU	Student
SPO	2014 Expo Sponsor/Exhibitor

\$ Per	Total
\$100	\$
\$170	\$
\$ 50	\$
\$ 25	\$
\$ 15	\$
\$ 0	\$
Total	\$

NCSA Membership is renewable at each Annual Expo and provides many benefits throughout the year for its members. Constantly looking forward, we wish to know ways that you, as a member, think that we can better our Association.



- Please tell us below.

Help Us To Help You - please select 3 of the most important benefits of the Association to you as a member

- | | |
|--|--|
| <input type="checkbox"/> Networking | <input type="checkbox"/> Promo Materials |
| <input type="checkbox"/> Lobbying / Advocacy | <input type="checkbox"/> Marketing Support |
| <input type="checkbox"/> Educational Support | <input type="checkbox"/> Newsletter |
| <input type="checkbox"/> Pre-Plant Regional meetings | <input type="checkbox"/> Website Resources |
| <input type="checkbox"/> Annual Expo | <input type="checkbox"/> Facebook page |

☐ Renewing Member ☐ New to NCSA

If new, how did you hear of us.....

☐ I am a grower producing _____ Acres of strawberries
Other Fruits grown: _____

Code	Member or Company / Organization	Telephone #
<input type="text"/>	<input type="text"/>	<input type="text"/>
Primary Business Address		email
<input type="text"/>		<input type="text"/>
Describe Business <input type="text"/>		

Contact Name	Tel#
<input type="text"/>	<input type="text"/>
1 Title or position	email
<input type="text"/>	<input type="text"/>

Contact Name	Tel#
<input type="text"/>	<input type="text"/>
2 Title or position	email
<input type="text"/>	<input type="text"/>

Contact Name	Tel#
<input type="text"/>	<input type="text"/>
3 Title or position	email
<input type="text"/>	<input type="text"/>

Member Payment Information

☐ Donation towards the NCSA Scholarship Fund \$ _____

Check ☐ (Make checks payable to NC Strawberry Association or NCSA.)

Visa ☐ MasterCard ☐ Discover ☐

Card # _____ Exp. _____

Name on card _____

Total memberships and scholarship donation enclosed / to be run on credit card
\$ _____

MAIL TO: NC Strawberry Association, (NCSA), PO Box 2287, Apex NC 27502

TEL: 919-537-2287 FAX TO: 919-742-5259 SCANS TO: info@ncstrawberry.



NCSA EXPO ATTENDEE FORM

EARLY BIRD REGISTRATION

November 17-19th., Pinehurst Resort, NC



		FULL CONFERENCE			or SINGLE DAY			
Code	TYPE OF ATTENDEE	\$ Per	Qty.	Total	Tue/Wed	\$ Day	Qty.	Total
NCSA	NCSA Member / Exhibitor	\$125		\$		\$ 85		\$
NMI	Non-Member In State	\$225		\$		\$185		\$
NMO	Non Member Out-of-State	\$295		\$		\$245		\$
ADD	Additional Persons	\$100		\$		\$ 60		\$
STU	Student	\$ 75		\$		\$ 70		\$
AGR	Extension/NCDA Agronomist	\$ 75		\$		\$ 70		\$
CHI	Child (6-14)	\$ 75		\$		\$ 50		\$
		Total			Total			
		\$			\$			

Code	MON. ACTIVITY/WORKSHOP	\$ Per	Qty.	Total
F	Farm Tour +Bus/Lunch/Dinner	\$ 70		\$
M1	Starting Plasticulture	\$100		\$
M2	Produce Safety	\$120		\$
M3	Intro Social Media Benefits	\$100		\$
			Tot.	\$

Code	WEDS. ACTIVITY/WORKSHOP	\$ Per	Qty.	Total
W1	Resistance Profile Interpreting	\$ 50		\$
W2	All About Albion	\$ 50		\$
W3	On-Farm Food Safety	\$100		\$
			Tot.	\$

See 'Agenda at A Glance' Sheet for More Info

Member Company or Organization		Telephone #
<input type="text"/>		<input type="text"/>
Primary Address of Above and Below Attendees		website
<input type="text"/>		<input type="text"/>
Description of Industry profile	<input type="text"/>	

Code	Attendee Individual's Name	Telephone #
<input type="text"/>	<input type="text"/>	<input type="text"/>
List Activities/Workshop Codes, (See above)	<input type="text"/>	email <input type="text"/>

Code	Attendee Individual's Name	Telephone #
<input type="text"/>	<input type="text"/>	<input type="text"/>
List Activities/Workshop Codes, (See above)	<input type="text"/>	email <input type="text"/>

Code	Attendee Individual's Name	Telephone #
<input type="text"/>	<input type="text"/>	<input type="text"/>
List Activities/Workshop Codes, (See above)	<input type="text"/>	email <input type="text"/>

Attendee Payment Information

Check ☐ (Make checks payable to NC Strawberry Association or NCSA.)

Visa ☐ MasterCard ☐ Discover ☐

Card # _____ Exp. _____

Name on card _____

Total Amount enclosed / to be run on credit card

\$ _____

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Exhibitor/Sponsor Registration Form

NCSA EXPO Mon. 17th — Wed. 19th November
Pinehurst Resort, N.C.



Sponsorship Benefits

All sponsors benefit from prominent recognition in our program booklet, on signs and announcements during the conference, as well as various types of conference publicity prior to expo.

Host Level (Gifts of \$1,800 and up)

- Premium Booth position in Pre-Function area of trade show
- 2x promotional email transmissions prior to the expo
- Free ½ page ad in program booklet - or \$ credit to up-size

Platinum Level (Gifts of \$1,200 - \$1,799)

- Preferred Booth position in Pre-function area of trade show
- 1x promotional emails prior to expo
- Free ½ page ad in program booklet - or \$ credit to up-size

Gold (Gifts of \$600 - \$1,199)

- Choice Booth position within general trade show area
- Free ¼ ad in program booklet - or \$ credit to up-size

Silver (Gifts of \$350 - \$599)

- Free ¼ ad in program booklet - or \$ credit to up-size

Bronze (Gifts of \$200 - \$349)

- Free 2 x 3.5" ad in program booklet - or \$ credit to up-size

Exhibit space(s) ___ @ \$650 = \$

Incl. booth, an Annual NCSA membership and two free Expo Attendee passes.

*Sponsors have privileged positioning

Booths will be 8' wide x 6' deep, have 6' table, power strip and wireless Internet access.

☐ Indoor Booth Table **NOT** required

☐ Add'l Outdoor Lawn Area @ \$350 \$

Addl. Needs

Info / requests call 919 537-2287

Conference Booklet Advertising

Free ads / credits to conference sponsors;

All ads in full color. Send all ad art by Sept 25.

☐ Business-card size (\$45) ☐ 1/4 page (\$75)

☐ 1/2 page (\$135) ☐ Full page (\$250)

☐ Contact us about advertising.

Apply Sponsor credit \$ Due \$

Yes, we wish to be a Sponsor!! Host ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze ☐ Amount \$

Company / Organization Name

Website

Address

Telephone

Exhibitors have x2 Free Attendee passes, additional individuals must complete Attendee Form

Attending Sponsors / Exhibitor's Individual Name(s)

Email

FREE ▶

FREE ▶

Exhibitor / Sponsor Payment Information

Check ☐ (Make checks payable to NC Strawberry Association or NCSA.)

Visa ☐ MasterCard ☐ Discover ☐

Card # _____ Exp. _____

Name on card _____

Total Amount enclosed / to be run on credit card

\$

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PINEHURST ROOM RESERVATION FORM



North Carolina Strawberry Association

2014 Southeast Strawberry Expo

Booking ID #: 44010



Sunday, November 16 – Wednesday, November 19, 2014

We look forward to welcoming you to Pinehurst! Please take a moment to fill out this reservation form to ensure your accommodations for your upcoming visit. Pinehurst requires that your reservation request form be completed and returned on or before **Friday, October 24, 2014**. Reservation forms received after this date will be processed on a "space-available basis". Pinehurst consists of a variety of accommodations including the Carolina, Villas, Holly Inn, The Manor and Condominiums. THE RESORT WILL MAKE EVERY EFFORT TO HONOR SPECIFIC ROOM REQUESTS. If your request is not available, the best substitution will be made.

DAILY RATES: European Plan **LOCATION:** Resort wide Accommodations

(Please Check Desired Occupancy)

SINGLE OCCUPANCY: _____ \$119.00 PER PERSON, PER NIGHT

DOUBLE OCCUPANCY: _____ \$59.50 PER PERSON, PER NIGHT

Rates are per room, per night and include your lodging only.

Arrival Date _____ Departure Date _____

Check-In Time: 4:00 PM - Check-Out Time: 12:00 NOON

RESORT SERVICE FEE & STATE SALES TAX: For your convenience a 10% resort service fee, current State sales tax of 6.75% and occupancy tax of 3% has been added to your account. The Resort Service Fee covers the following amenities and services: in-room high speed internet, unlimited use of the fitness center, bicycles, practice putting greens, pitching areas, driving range, in-coming faxes, afternoon tea in the Carolina, self & valet parking, on-call transportation, outdoor pools and beach club (based on seasonal availability). Package meal gratuities for staffs in the dining venues as well as the bell and door staff are also included. For non-package meals and beverages in our resort dining outlets a separate 18% service charge is added to your account. Housekeeping and transportation staffs do not participate in the resort service fee. Gratuities in addition to the above and for any other resort staff are at your discretion. State and county taxes are subject to change without notice.

DEPOSIT AND CANCELLATION POLICY: A deposit representing one night's rate per person is charged at the time the reservation is made. Pinehurst must receive notice of any cancellation at least 30 days prior to date of arrival in order to refund a deposit. The cancellation deadline is **Friday, October 17, 2014**.

Please complete and fax or mail with deposit to: GROUP RESERVATIONS

FAX THIS FORM Directly to Pinehurst Reservations: 910-235-8240

PHONE: 1-855-860-6613

PO BOX 4000, VILLAGE OF PINEHURST, NC 28374-4000

ROOMS TO BE OCCUPIED BY: (Type or Print all names) (ALL GUESTS WILL BE CHARGED A ONE-NIGHT ROOM DEPOSIT)

Name Address City State Zip

Home Phone (____) _____ Business Phone (____) _____ E-Mail _____

Name Address City State Zip

Home Phone (____) _____ Business Phone (____) _____ E-Mail _____

CREDIT CARD INFORMATION FOR ROOM DEPOSIT (\$):

Credit Card Name & Number _____ EXP ____ / ____

Card Holder Name _____