



12TH ANNUAL MAIZE SITEOWNER'S CONFERENCE

Feb. 14-18, 2012 ♦ Sacramento, California

Monday, February 13

7-9 PM	Early Registration at Hilton Sacramento	Ballroom Atrium
--------	---	-----------------

Tuesday, February 14

7:45 AM	Buses depart Hilton Sacramento for Pre-Conference Bus Tour	Front Entrance
8:45 AM	Arrive at Jelly Belly Factory in Fairfield	
10:30 AM	Depart to Fisherman's Wharf in San Francisco	
12-2 PM	Fisherman's Wharf (lunch on own)	
2:00 PM	Depart for Redwoods in Santa Cruz	
5:00 PM	Depart for tour & dinner at Casa De Fruta in Hollister	
7:15 PM	Depart for hotel in Madera	
8:45 PM	Arrive at hotel in Madera	

Wednesday, February 15

7:30 AM	Buses depart from Springhill Suites to World Ag Expo or Murray Farms	Front Entrance
9 AM-5 PM	World Ag Expo and/or Murray Farms	
5:00 PM	Load buses for travel to Ap-Cal in Madera (10 min from hotel)	
6:15 PM	Social hour, buses leave to return to hotel as they fill	

Thursday, February 16

8:00 AM	Buses depart Springhill Suites to Hilmar Cheese in Hilmar-Irwin	
9-10 AM	Tour & shopping at Hilmar Cheese	
10:00 AM	Buses depart to Dell' Osso Farms in Lathrop	
11-2 PM	Lunch & tour at Dell' Osso Farms	
2:00 PM	Buses depart for Hilton in Sacramento	
3:10 PM	Arrive at Hilton in Sacramento (rest & dinner on own)	
5-9 PM	Vendor social hour	Ballroom Atrium
5-9 PM	Continuation of registration	Ballroom Atrium
7-8 PM	Presentation by Ken Whiting <i>Growing Your Food and Beverage Sales...Not Your Prices</i>	Berryessa
8:15 PM	New Owner's Meeting	Berryessa

Friday, February 17

7:00 AM	Registration Continues	Ballroom Atrium
7:00 AM	Vendor Displays Open	Ballroom Atrium
8:00 AM	Opening Session <ul style="list-style-type: none"> ● Kelly McDonald, Keynote Speaker <i>How to Market to People Not Like You & Using Social Media</i> ● Farm Spotlight: Wade Kuiper, Kuiper Family Farm ● Ken Whiting, Keynote Speaker <i>How to Recruit, Educate, Motivate, Hire and Retain Today's Teen Workforce</i> 	Tahoe/Berryessa/Eagle

11:20-12:15 PM	LUNCH	Tahoe/Berryessa/Eagle
----------------	-------	-----------------------

12:30-4:30 PM	Afternoon Breakout Sessions	
---------------	-----------------------------	--

BREAKOUT SESSION 1: 12:30-1:30 PM

<u>Tahoe Room</u> Customer Service: How to Keep Customers Rushing Back for More Kelly McDonald	<u>Berryessa Room</u> Being Ready to Welcome Groups to Your Farm Jeff Manley, The Rock Ranch & Justin Walker, Southern Belle Farm	<u>Eagle Room</u> Maximizing \$ Through Pricing Strategies & Upsell Opportunities Brett Herbst, Cornbelly's; Jeff Alsup, Honeysuckle Hill Farm; Glen Fritzier, Fritzier Family Farm
---	--	--

BREAKOUT SESSION 2: 2:00-3:00 PM

<u>Tahoe Room</u> Drawing More Customers Through Special Events Kamille Combs, Cornbelly's; Sherrie Reeder, Staheli Farms; Carroll Fender, Fender Farms	<u>Berryessa Room</u> Technology on the Farm Logan Bench, The MAiZE; Sue Roba, Roba Family Farm; Jessica Norton, Fiddlestick Farms; Julie Bench, Cornbelly's; Rick Benthall, Boone Hall Plantation	<u>Eagle Room</u> An Inside Look at the Story of Knott's Berry Farm Eric Lynxwiler, author of Knott's Preserved
--	---	--

BREAKOUT SESSION 3: 3:30-4:30 PM

<u>Tahoe Room</u> Ending Your Season with a Smash... Pumpkin Style! Jack Coleman; Cherry-Crest Adventure Farm; Adam Pugh, The Rock Ranch; Greg Hawes, Hawes Historic Farm; Donnie Fulks, Belvedere Plantation	<u>Berryessa Room</u> Safety on the Farm Panel Discussion John Roba, Roba Family Farm; Ken Donat, Westland Insurance; Katrina Schumacher, Westview Orchards	<u>Eagle Room</u> Groupon...Deal or No Deal? Jim Lowe, The Farmstead; Larry Emerson, Dewberry Farm; Kama Bozeman, Yesterland Farm
--	--	--

5:00 PM	DINNER & Entertainment	Tahoe/Berryessa/Eagle
---------	------------------------	-----------------------

7:00 PM	Open Q& A Session	Berryessa
---------	-------------------	-----------

7:00 PM	Haunt Session <i>Jason Belnap, Insanity Point; Drew Dominguez, Blind Scream</i>	Eagle
---------	--	-------

Saturday, February 18

LEARNING ON WHEELS BUS TOURS

Bus Tour A		Bus Tour B	
8 AM	Breakfast Roundtable Discussions	5:30 AM	Buses depart for:
9 AM	Buses depart for:		- Historic Hawes Farm
	- Heidrick Ag Museum		- Bishop's Pumpkin Farm
	- Sysco plant & demo kitchen		- Old Sacramento
	- Bishop's Pumpkin Farm	9 PM	Buses return to Hilton hotel
	- Old Sacramento		
9 PM	Buses return to Hilton hotel		