



The 2005 North American Berry Conference

Wednesday, February 16 - Saturday, February 19
 Doubletree Hotel Nashville, Nashville, Tennessee

(Preliminary Program)

2005 North American Berry Conference Opening Day - Wednesday, February 16

8:00 am - 6:00 pm	NASGA Leadership Meetings	7:00 - 9:00 pm	Opening Ceremonies - General Session
8:00 - 11:00	NASGA Research Committee Meeting	7:00	Exhibit Area Grand Opening and Welcome Reception (Light Refreshments and Cash Bar)
11:00 - 12:30	NASGA Foundation Board Meeting		NASGA & NABGA Presidents' Welcome
1:30 - 6:00	NASGA Board of Directors Meeting	8:00	Rudy Heeman & Mark Ciotoli
2:00 pm - 5:30 pm	NABGA Leadership Meetings	8:15	Tour Overview -- Dr. Allen Straw, Tour Coordinator
2:00 - 3:30	NABGA Research Committee Meeting	8:30	International Grower Showcase
3:30 - 5:30	NABGA Board Meeting		

2005 North American Berry Conference Program - Thursday, February 17

7:00 - 8:00 am	Continental Breakfast in Exhibit Area -- Silent Auction to Fund Strawberry Research Opens			
7:15 - 7:45 am	Early Bird Session -- Late Breaking Topics			
7:30 - 9:00 am	NASGA Nursery Committee Meeting			
8:00 - 10:00 am	General Session			
8:00	Welcome -- Anne Geyer, Conference Program Chair			
8:10	Economics of Happiness -- Dr. John Ikerd, Professor Emeritus of Agricultural Economics, University of Missouri			
9:15	Organic Strawberry Update -- Dr. Stephen Gliessman, Professor in Agroecology, University of California			
10:00	Break in Exhibit Area			
10:30 - 12:15 pm	Focused Breakout Tracks			
	Strawberry Production	Production Topics	Berry Harvest	Business Development
10:30	Frost Protection in Colder Regions -- Dr. Allen Straw	Field Research of Organics -- Dr. Joji Muramoto with Dr. Stephen Gliessman	Human Wellness with Berries -- Dr. Penelope Perkins-Veazie	Free Advertising for VA Beach -- Cal Schiemann
11:30	Disease Control Update -- Dr. Frank Louws	The Changing Landscape of Strawberry Insect Control -- Dr. Rufus Isaacs	Festivals Get Easier -- Karma Lee	Managing Your Enterprise for the Triple Bottom Line -- Dr. John Ikerd
12:30 - 1:15 pm	Group Lunch			
1:15 - 1:45 pm	NASGA Annual Membership Meeting			
2:00 - 4:30 pm	Discussion Groups			
	Strawberry Production	Bramble Production	Berry Harvest	Business Development
2:00	Using Row Covers to Enhance Strawberry Plasticulture -- Dr. Barclay Poling	Bramble Season Extension -- Dr. Marvin Pritts	Mechanical Harvesting/East Coast Experience -- Sam Erwin	Ice Cream Adds Strawberry Value -- Brandi Cooley (invited)
3:00	Break in Exhibit Area -- (Some Topics Continue After Break -- Stay in Same Group or Switch Topics)			
3:30	Using Row Covers to Enhance Strawberry Plasticulture -- Dr. Barclay Poling	Tunnels North of Mason Dixon -- Kathleen Demchak	Mechanical Harvesting/East Coast Experience -- Sam Erwin	Ice Cream Adds Strawberry Value -- Brandi Cooley (invited)
4:30 - 5:00 pm	Exhibit Area Remains Open After Session Concludes			
6:30 - 8:00 pm	"A Taste of the Berry Fields" - Product Tasting as a Fund Raiser for Brambles Research (Ticketed Separately)			

2005 North American Berry Conference Program - Friday, February 18

7:00 - 8:00 am	Continental Breakfast in Exhibit Area -- Silent Auction Continues			
7:15 - 7:45 am	Early Bird Session -- Late Breaking Topics			
8:00 - 10:00 am	General Session			
8:00	Brambles Grower Showcase -- Dan and Gretchen Copeland, Sweet Berry Farm, Marble Falls, Texas			
9:00	Strawberry Grower Showcase -- Wayne Scott, Scott Farms, Tennessee			
10:00	Break in Exhibit Area			
10:30 - 12:15 pm	Focused Breakout Tracks			
	Strawberry Production	Bramble Production	Berry Harvest	Business Development
10:30	Weed Control After The Methyl Bromide Phase Out -- Dr. David Monks	ABC's of Growing Blackberries & Raspberries -- Dr. Marvin Pritts, Tom Walters, and David Lockwood	Harvest Time at Strictly Strawberries -- Carl & Judy Black	Learn the Lingo: Production Terms -- Charlie O'Dell
11:30	October to December MidAtlantic Research -- Dr. Fumiomi Takeda	ABC's of Growing Blackberries & Raspberries -- Continues	PYO -- Pricing Over \$2/lb - Bill McCaffrey	Bramble Tours for Summer -- Pierson Geyer
12:30 - 1:00 pm	NABGA Annual Membership Meeting		Friday, Feb. 18 - Continued on Next Page	

2005 North American Berry Conference Program -- Friday, February 18 Continued

- 12:30 - 1:30 pm **Lunch on Your Own**
 1:00 - 1:30 pm **NASGA Board Meeting**
 1:30 - 2:00 pm **Group Ice Cream Social in Exhibit Area**
 2:00 - 4:30 pm **Focused Breakout Tracks**

	Strawberry Production	Bramble Production	Berry Harvest	Business Development
2:00	Strawberries 3½ Feet Above Ground -- George Traicoff	Trellis and Pruning Options -- John Strang and others	Let's Drink to Blackberries -- Ervin Lineberger	T3 Palm Pilot -- Patrick Trail
3:00	Break			
3:30	Organics and Mustard Seed Meal -- Dr. Carl Sams	Bramble Update: Research, Varieties, Etc. -- TBA	Peak Pick Alternatives -- Bill Davidson, Paul Miller, and Dr. Allen Straw	Travelogue: Berries Around the World -- Bob Rouse and others
4:30 - 5:00 pm	Silent Auction Concludes			
6:30 - 9:00 pm	Dinner with a Country/Western Theme -- Come Dressed Appropriately (Ticketed Separately)			

2005 North American Berry Conference Tour -- Saturday, February 19

8:30 - 5:00 pm **Tour Details Below (Ticketed Separately)**

More About the Conference

Tour -- Saturday, February 19

Our buses will depart from the hotel promptly at 8:30 am.

Bradley's Kountry Acres -- Our first stop is Bradley's Kountry Acres, a 200-acre farm near Cottontown, Tennessee. Mike and Cathy Bradley have blackberries, including a new patch of *Apache*, plus they grow strawberries on both matted row and plastic. They also have greenhouse production and other farm market crops that are sold direct and wholesale. In 2004 the USDA's Foreign Service National Orientation chose this family farm for a Fall visit by people from 24 foreign countries as an example of a farm that is surviving and successful because of diversification.

Valley Home Farm -- Next will be Nancy Edwards' Valley Home Farm in Wartrace, Tennessee. We'll have a hearty buffet lunch in the onsite restaurant, before taking a look at her 1853 southern mansion and the extensive farming operation. In addition to strawberries on plastic, she has a farm market and makes a impressive use of value added marketing.



Jack Daniel's Distillery -- Before heading back to the hotel, there will be a stop at the famed Jack Daniel's Distillery in Lynchburg, Tennessee, for a tour and a step back in history. Through the years, much has been said about Jack Daniel and the whiskey he created. Guides will share the complete story.

We should return to Nashville by 5:00 pm.

Product Tasting -- Thursday, February 17

Our "A Taste of the Berry Fields" on Thursday evening, sponsored by the NABGA Research Foundation, will open your eyes to new opportunities for berry marketing and open your tastebuds to berry delights. Your ticket purchases will benefit Brambles research. You can also support this event by supplying berry products for sampling. For more information contact Debby Weschler at 919-542-3687.

Silent Auction -- Throughout the Conference

The NASGA Research Foundation's Silent Auction at the conference is a fun way to support the research fund. Bidding is spirited and the final half hour is a Conference highpoint. Registrants are asked to offer new (or nearly new) artwork, clothing, food, equipment, crafts, business supplies, books, product samples, antiques, or other intriguing items for the auction. To make a donation or for information call Robin at 814-238-3364.

Exhibit Area -- Throughout the Conference

Our exhibit area is an extension of the Conference learning experience and networking opportunity. Throughout the Conference companies interested in having a featured role exhibit their products and provide attendees information on the latest in technology and services. For information about becoming an exhibitor contact Jeanmarie Kline at 717-979-6979.

Hotel and Travel Information

Hotel Reservations

The Doubletree Hotel Nashville

315 4th Avenue North
 Nashville, Tennessee 37219
www.nashville.doubletree.com



The deadline to reserve a room in the Berry Conference group block is **Friday, January 14.**

We cannot guarantee room availability after that date and you will pay the hotel's standard room rates. Making your reservation promptly also insures that our block gets credit for your room, reducing overall meeting costs.

HOTEL RESERVATIONS

Call: 800-222-8733 or 615-244-8200

The Doubletree Hotel is part of the Hilton HHonors program.

**TO INSURE RECEIPT OF GROUP RATE PLEASE REFERENCE
 North American Strawberry Growers**

OUR OUTSTANDING GROUP ROOM RATE

\$99 per night for single or double + tax (currently 14.5%)

OTHER HOTEL INFORMATION:

As a courtesy, the hotel will extend the group rate three days prior and three days following our group block, based on availability. If you cancel with less than 24 hours notice, you will be assessed for one night plus tax.

Our host hotel is situated in the heart of downtown "Music City USA" and just 10 minutes from the Nashville International Airport. There is no complimentary shuttle service to and from the Airport. Major rental car services are available and estimated taxi fare is \$18 each way per person. For those arriving by car, the charge for valet parking is only \$12 per day. Self-parking is \$18 daily.

Guestroom amenities include high-speed internet access, in-room coffee, iron and ironing board, and many more comfort features such as the new Sweet Dream Bed by Doubletree in each room. Wi-Fi internet access is available in the lobby and meeting room levels of the hotel. Other hotel features include: an onsite Starbucks cafe, a new "315" restaurant, a fully equipped fitness facility, and an indoor/outdoor pool.

NASHVILLE'S CLIMATE

In February, Nashville's average daily high temperature is 51°F and low is 30°F.

**FOR MORE ABOUT NASHVILLE ACTIVITIES AND SIGHTS GO TO:
www.opry.com or www.nashvillecvb.com**

2005 Berry Conference Registration

METHOD OF PAYMENT

(please make a copy for your records)

Name (as it should appear on your name badge) _____

Farm/Business/Organization _____

Mailing Address _____

City _____ State/Province _____ Postal Code _____

Daytime Phone _____ Daytime Fax _____

Email _____

Website Address _____

Name of Additional Conference Registrant _____

Name of Additional Conference Registrant _____

- I am a member of NASGA or NABGA
- Membership fees (new or renewal) enclosed
(New members complete application included)

Total NASGA or NABGA Dues Payment \$ _____
Plus, Total Registration & Tickets -from below \$ _____

TOTAL PAYMENT ENCLOSED (US\$) \$ _____

To **MAIL** payment, send registration form with check or money order (in US funds only) made payable to NASGA:

Registration Office
 174 Crestview Drive, Bellefonte, PA 16823
 Phone: 814-355-1912 • Email: info@nasga.org

or **FAX** registration form with credit card payment noted below :
Registration Office Fax: 814-355-2452

Credit Card Information: Visa MasterCard

 Name on card (print)

 Account Number

 Exp. Date

 Signature

Our Federal ID #: 31-0994392

2005 CONFERENCE REGISTRATION

Member Discounts Apply to Those Who Hold Membership in Either NASGA or NABGA

To encourage prompt registration, Early Birds receive a special discount and are eligible for a prize drawing at the conference.

Full Conference registration includes entrance to all education sessions, two continental breakfasts, four meeting breaks, Wednesday's Welcome Reception, and the group lunch on Thursday. (Children under 15 are welcome to listen to the speakers at no charge.)

EARLY BIRD, IF REGISTERING JANUARY 14 OR BEFORE:

Member Discount -- Full Conference
 First Attendee (\$325) \$ _____
 Additional Registrants (___ at \$250) \$ _____

Member Discount -- Thursday Only (Includes Wed. Welcome Reception)
 First Attendee (\$175) \$ _____
 Additional Registrants (___ at \$140) \$ _____

Member Discount -- Friday Only
 First Attendee (\$150) \$ _____
 Additional Registrants (___ at \$110) \$ _____

Non-Member Fee -- Full Conference
 First Attendee (\$425) \$ _____
 Additional Registrants (___ at \$350) \$ _____

Non-Member Fee -- Thursday Only (Includes Wed. Welcome Reception)
 First Attendee (\$275) \$ _____
 Additional Registrants (___ at \$240) \$ _____

Non-Member Fee -- Friday Only
 First Attendee (\$250) \$ _____
 Additional Registrants (___ at \$210) \$ _____

Total Payment Due for Registration \$ _____

IF REGISTERING AFTER JANUARY 14:

Member Discount -- Full Conference
 First Attendee (\$350) \$ _____
 Additional Registrants (___ at \$275) \$ _____

Member Discount -- Thursday Only (Includes Wed. Welcome Reception)
 First Attendee (\$190) \$ _____
 Additional Registrants (___ at \$150) \$ _____

Member Discount -- Friday Only
 First Attendee (\$160) \$ _____
 Additional Registrants (___ at \$125) \$ _____

Non-Member Fee -- Full Conference
 First Attendee (\$450) \$ _____
 Additional Registrants (___ at \$375) \$ _____

Non-Member Fee -- Thursday Only (Includes Wed. Welcome Reception)
 First Attendee (\$290) \$ _____
 Additional Registrants (___ at \$250) \$ _____

Non-Member Fee -- Friday Only
 First Attendee (\$260) \$ _____
 Additional Registrants (___ at \$225) \$ _____

Total Payment Due for Registration \$ _____

TICKETS MUST BE PURCHASED SEPARATELY FOR THURSDAY'S PRODUCT TASTING, FRIDAY EVENING'S SOCIAL EVENT, AND/OR SATURDAY'S TOUR. MEMBERS AND NON-MEMBERS PAY THE SAME TICKET PRICE.

Thursday Product Tasting (Feb. 17): _____ Tickets @ \$5 pp Adult or Child \$ _____

Friday Social Night (Feb. 18): _____ Tickets for Adults @ \$60 pp \$ _____
 _____ Tickets for Children 12 & under @ \$25 pp \$ _____

Saturday Tour (Feb. 19): _____ Tickets @ \$40 pp Adult or Child \$ _____

Total Payment Due for Tickets \$ _____

TOTAL PAYMENT DUE FOR REGISTRATION AND TICKETS \$ _____



526 Brittany Drive
State College, PA 16803

2005 North American Berry Conference Registration Information

Combining the Power of Two Top Berry Organizations



The 2005 North American Berry Conference February 16 - 19, in Nashville, Tennessee, America's Music City.

With world renowned experts covering a wide range of topics, breakout sessions focused on special interests, and the combined memberships of NABGA and NASGA, this promises to be 2005's premier event for berry growers and their suppliers. Take a look at the details inside.



The Conference exhibit area adds to the learning experience and networking possibilities. Bigger and better than ever in 2005, there will be products and services to help make your job easier. Topping it off will be an optional tour on Saturday offering so much that you will think of it as a "must" and not an option.

If a meeting in February sounds like the perfect opportunity to turn your business trip into a family vacation, take advantage of the hotel's extended stay offer to arrive early for the Conference or stay once the meeting is over.

Nashville is full of fun for everyone.

- ♦ Listed by Travel Writer Everett Potter as a top "affordable city getaway."
- ♦ Named America's Friendliest City by *Travel and Leisure* magazine.
- ♦ Selected Fourth Best American City for Holiday Travel and Culture.
- ♦ Why, Nashville's airport is even officially known as Berry Field Nashville!

The program includes something for every interest and every stage of grower experience. There is so much quality education and growth opportunity that you'll just have to read this entire brochure to learn about everything.



North American Bramble Growers Association

1138 Rock Rest Road
Pittsboro, North Carolina 27312
Phone: 919-542-3687
Fax: 919-542-4037
E-mail: NABGA@mindspring.com

Membership in the North American Bramble Growers Association is open to all current and prospective growers of bramble fruits (raspberries, blackberries, etc.), researchers, students, suppliers, extension workers, and anyone else associated with or particularly interested in bramble fruit. Benefits of membership include a year's subscription to the *Bramble*, NABGA's quarterly newsletter, and the Proceedings of the Annual Conference, and discounted subscriptions to other fruit magazines. Your membership also supports bramble research, links you with a network of other growers and researchers, and makes you part of the united voice of the bramble industry.

Membership Application

Name(s) _____

Farm/Company/Institution _____

Address _____

City _____ State _____ Zip Code _____ Country _____

Phone #1 _____ (home work farm cell toll-free)

Phone #2 _____ (home work farm cell toll-free)

Fax _____ Website _____

E-mail _____

All members receive a full year's subscription to the Bramble and a copy of the year's Conference Proceedings. NABGA's membership year runs October 1 - September 30. The information you supply above will be used in NABGA's membership directory and let us put links to your website on ours. Please circle any of the above information you would NOT like shared in NABGA's membership directory.

FEES (all fees in US funds only, please)

Grower Base Fee: \$75 (1/4 of this goes directly to the NABG Research Foundation) S_____

Acreage Charge: \$5 per acre, maximum charge \$35 S_____

Bramble researchers, extension, students: \$40 S_____

OPTIONAL DISCOUNT SUBSCRIPTIONS (a benefit of membership)

Northland Berry News U.S. \$16 Canada \$18 International \$22 S_____

American Fruit Grower U.S. \$10 Canada \$15 International \$25 S_____

Fruit Grower News U.S. \$6 Foreign \$18 S_____

ADDITIONAL DONATION to NABG Research Foundation (tax deductible) S_____

TOTAL S_____

PAYMENT FORM Check or Money order Visa Mastercard Expiration date _____

Account # _____ Signature _____

Please make checks out to NABGA.

Answering the questions below will help give a clearer picture of our members and their needs.

Growers: What small fruit crops do you grow? Blackberries Raspberries Strawberries Blueberries

Other _____

How do you sell? Please check all that apply. Pick-Your-Own Retail direct to consumers Wholesale (restaurants, small buyers) Wholesale (larger buyers) Other _____

How can NABGA help you? What should the organization be doing? Please share your ideas and suggestions (use separate sheet if needed):