

Monday, February 14, 2022		
8:00am-8:30am	Farm Tour Registration Open: <i>Check-in & Pick-up name badges at 1st farm tour stop</i>	
8:30am – 7:30pm	Farm Tour: <i>Mayo Knitting Mill, The Farmers Daughter at Walston Pond, Simply Natural Creamery (lunch), The Painted Farmer & Rob's Fresh Produce, followed by dinner</i>	
	Check-in Hotel: <i>Holiday Inn Rocky Mount or Country Inn & Suites Rocky Mount</i>	
Tuesday, February 15, 2022		
7:00am-4:30pm	Registration Open	
7:00am-7:30am	Continental Breakfast, Coffee/Juices – <i>Courtside Cafe (with Exhibitors)</i>	
7:00am-5:00pm	Exhibit Hall Open – <i>Courtside Cafe</i>	
7:30am-7:35am	Conference Kick Off – Welcome from Lee Rankin , <i>President of NC-ANA – Edgecombe 3&4</i>	
7:35am-8:15am	“Hypothetically Speaking” Legal Updates – Allen N. Trask III , <i>Attorney, Ward and Smith, P.A. – Edgecombe 3&4</i>	
8:15am-9:10am	“Ten Lessons Learned from COVID-19 – The Good, the Bad and the Revamped” - Panel: Beverly Mooney, Michelle Patterson, Lee Rankin, Art Johnson, Larry Land, Danielle Stepp McCall, Erin Porter Conser, Diana May, Cindy Stubbs – <i>Edgecombe 3&4</i>	
Track	Edgecombe 1&2	Edgecombe 5&6
9:20am-10:20am Breakout Sessions	“How to Enhance Revenue on the Farm through E Commerce” Robbie Parks <i>Business Consultant, University of Georgia SBDC</i>	“Agritourism 101” Becky Bowen <i>Program Manager, Cultivate NC, NC State University</i>
10:20am-10:40am	Break, Exhibitors, Silent Auction – <i>Courtside Cafe</i>	
Track	Edgecombe 1&2	Edgecombe 5&6
10:40am-11:40am Breakout Sessions	“Social Media 101” Robbie Parks <i>Business Consultant, University of Georgia SBDC</i>	“How to find Vendors for value added” Karla Ward <i>D’Vine Foods & Lu Mil Vineyards</i>
11:50am-1:30pm	Lunch – <i>Edgecombe 3&4</i> – followed by Business Meeting, Silent Auction & Time to visit with Exhibitors	
Track	Edgecombe 1&2	Edgecombe 5&6
1:40pm-2:40pm Breakout Sessions	“Successful Farm Stay” Jason McLawhorn <i>McLawland Farms, Charlotte, NC</i>	“How to be a Friend to Tourism Boards, Chambers of Commerce & Media Sources” Panel: Lee Rankin (<i>Watauga County</i>), Alma Galloway (<i>Columbus County Tourism Development</i>), Barbara Green (<i>Explore Nash County</i>), Amber Scarlett (<i>Heart of NC Visitors Bureau</i>)
2:50pm-3:35pm	“Photography & Videography from your Farm – Christina Wrenn , <i>Agricultural Marketing Specialist, NC Department of Agriculture and Consumer Services – Edgecombe 3&4</i>	
3:35pm-3:50pm	Farmer’s Spotlight – Eddie McLaurin , <i>McLaurin Farms/Woods of Terror, Greensboro, NC – Edgecombe 3&4</i>	
3:50pm-4:20pm	State of the State Agritourism – Annie Baggett , <i>Agribusiness Developer & Agritourism Marketing Specialist, NC Department of Agriculture and Consumer Services – Edgecombe 3&4</i>	
4:20pm-4:30pm	Raffle Drawing & Silent Auction Winners – <i>Edgecombe 3&4</i>	
4:30pm	Thank you for attending. Make sure to complete your evaluation and let us know what you want to see moving forward. Safe travels home!	