

NC-ANA 2023 Conference Agenda

February 20-21, 2023 – Charlotte, NC

Sunday, February 19, 2023		
4:00pm	Check-in Hotel: Hilton Charlotte University Place	
Monday, February 20, 2023		
8:00am-8:30am	Farm Tour Registration Open: Check-in & Pick-up name badges at 1 st stop of Farm Tour (Sweetwater Farms)	
8:30am – 7:30pm	Farm Tour: Sweetwater Farms (Huntersville), Misty Meadows (Weddington), Lunch at The Hunter Farm (Weddington), Aw Shucks Farms (Monroe), Treehouse Vineyards (Monroe), Dinner at Wild Hope Farm (Chester, SC)	
Tuesday, February 21, 2023		
7:00am-4:30pm	Registration Open - Midway	
7:00am-7:30am	Continental Breakfast, Coffee/Juices – Lakeshore Ballroom II & III (with Exhibitors)	
7:00am-4:30pm	Exhibit Hall Open – Lakeshore Ballroom II & III	
7:30am-7:35am	Welcome from Lee Rankin, President of NC-ANA – University Ballroom	
7:35am-8:30am	Conference Kick Off – Shawn Harding, President, N.C. Farm Bureau – University Ballroom	
8:30am-9:10am	Starting your Agritourism Journey – Lee Rankin, President of NC-ANA – University Ballroom	
Track	Lakeshore I	Lakeshore IV
9:20am-10:20am Breakout Sessions	Farmland Preservation, Conservation & Trust Land – How do you preserve the legacy? Panel: Evan Davis, Director, Farmland Preservation Division, NCDA&CS Jess Laggis, Farmland Protection Director, Southern Appalachian Highlands Conservancy, Asheville, NC Amanda L. Byrum, Land Conservation Director, Catawba Lands Conservancy Doug Patterson, Patterson Farm	How to tell your story through tours, events and selling products on your farm. Panel: Art & Wendi Johnson, Dewberry Farm Gena Stephens, Carlee Farm Kaitlynn Blackwell, Midland Farms Kevin Gray, Hickory Creek Farm
10:20am-10:40am	Break, Exhibitors, Silent Auction – Lakeshore Ballroom II & III	
Track	Lakeshore I	Lakeshore IV
10:40am-11:40am Breakout Sessions	Food on the Farm (Temporary Food Service) Panel: Michelle Patterson, Patterson Farm & Tours, Inc. Beverly Mooney, Millstone Creek Orchards Rep, NC Department of Health and Human Services	Bridging the Gap in our Labor Force Commissioner Josh Dobson N.C. Department of Labor
11:50am-1:30pm	Lunch, followed by Business Meeting, Silent Auction & time to visit with Exhibitors – University Ballroom	
Track	Lakeshore I	Lakeshore IV
1:40pm-2:40pm Breakout Sessions	Ticketing, Reservations & Organizing Vendor Fairs Panel: Kaitlynn Blackwell, Midland Farms Beverly Mooney, Millstone Creek Orchards Tammy Peterson, Hubb’s Farm	NC – Nothing Compares! Elaine Marshall, NC Secretary of State Kevin Leonard, Exe. Director, NC County Commissioners Assoc.
2:50pm-3:35pm	Social Media & Visit NC Farms App Results – Albert Chou, Diesel Jack Media – University Ballroom	
3:35pm-3:50pm	Farmer’s Spotlight – Art & Wendi Johnson, Dewberry Farm, Kernersville, NC – University Ballroom	
3:50pm-4:20pm	Legal Updates – Allen N. Trask III, Attorney, Ward and Smith, P.A. – University Ballroom	
4:20pm-4:30pm	Raffle Drawing & Silent Auction Winners – University Ballroom	
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!	