

# 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 <sup>st</sup> 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	<b>Farmland Preservation, Conservation &amp; Trust Land – How do you preserve the legacy?</b>  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	<b>How to tell your story through tours, events and selling products on your farm.</b>  Panel: Art & Wendi Johnson, Dewberry Farm Gena Stephens, Carlie Farms 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	<b>Food on the Farm (Temporary Food Service)</b>  Panel: Michelle Patterson, Patterson Farm & Tours, Inc. Beverly Mooney, Millstone Creek Orchards Rep, NC Department of Health and Human Services	<b>Bridging the Gap in our Labor Force</b>  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	<b>Ticketing, Reservations &amp; Organizing Vendor Fairs</b>  Panel: Kaitlynn Blackwell, Midland Farms Beverly Mooney, Millstone Creek Orchards Tammy Peterson, Hubb’s Farm	<b>NC – Nothing Compares!</b>  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!	