

<b>Sunday, February 18, 2024</b>		
4:00pm	Check-in Hotel: Doubletree by Hilton New Bern – Riverfront	
<b>Monday, February 19, 2024</b>		
8:00am-8:15am	<b>Farm Tour Registration Open:</b> Check-in & Pick-up name badges at 1 <sup>st</sup> stop of Farm Tour (Bynum Family Farm)	
8:20am – 7:00pm	<b>Farm Tour:</b> Bynum Family Farm (Maysville), White’s Farm (Vanceboro), <b>Lunch</b> at Farmer & the Dail (Snow Hill), Strawberries on 903 (Winterville), <b>Dinner</b> at Stokes Family Farm (Greenville)	
<b>Tuesday, February 20, 2024</b>		
7:00am-4:30pm	<b>Registration Open – Main Lobby Pre-function area</b>	
7:00am-7:30am	<b>Continental Breakfast, Coffee/Juices – Grand Ballroom Pre-function area (with Exhibitors)</b>	
7:30am-7:35am	<b>Welcome from Dr. Joe French, N.C. Agriculture Assistant Commissioner – Grand Ballroom</b>	
7:35am-8:15am	<b>Legal Updates – Allen N. Trask, III, Attorney, Ward and Smith, P.A – Grand Ballroom</b>	
8:15am-9:10am	<b>Agritourism in America: Why is it the Nation’s Fastest Growing Entertainment Sector? – Mike Holtzman, Profitable Food Facilities Worldwide – Grand Ballroom</b>	
Track	Bradham Room	Lawson Room
9:20am-10:20am Breakout Sessions	<b>Protecting your business from Fraud/Scammers</b>  <b>Panel:</b> <b>Robbi Parks</b> <i>Business Consultant, University of Georgia SBDC</i> <b>Allen N. Trask, III</b> <i>Attorney, Ward and Smith, P.A.</i> <b>Shadi Hayek</b> <i>Vice President of Sales, Webconnex, LLC (TicketSpice)</i> <b>Jeff Medlin</b> <i>Senior Vice President, First Citizens Bank, New Bern</i>	<b>Welcoming Guests to the Farm for an Unforgettable Experience (The good, the bad &amp; the ugly)</b>  <b>Panel:</b> <b>Diana May, Jordan Lake Christmas Tree Farm</b> <b>Alma Gallaway, Gallaway Farm</b> <b>Michelle Patterson, Patterson Farm Market &amp; Tours, Inc.</b>
10:15am-10:45am	<b>Morning Break, Exhibitors and Silent Auction – Grand Ballroom Pre-function area</b>	
Track	Bradham Room	Lawson Room
10:40am-11:40am Breakout Sessions	<b>Succession Plan / Estate Planning</b>  <b>Panel:</b> <b>Peter von Stein</b> <b>Jane Frances Nowell</b> <b>Amy Wooten</b> <b>Allen Trask</b> <i>Attorney, Ward and Smith, P.A</i>	<b>Harvesting Prosperity: Access to Capital &amp; Financial Planning for your Agritourism farm</b>  <b>Roxanne Reed</b> <i>Granite Training Group, Farm School on Wheels and The Farm at Buzzard Rock</i>
11:50am-1:30pm	<b>Lunch</b> , followed by Business Meeting, Silent Auction & time to visit with Exhibitors – <i>Grand Ballroom</i>	
Track	Bradham Room	Lawson Room
1:40pm-2:40pm Breakout Sessions	<b>Food and Beverage Strategic Planning: How to Implement an F&amp;B Component on Your Farm</b>  <b>Mike Holtzman</b> <i>Profitable Food Facilities Worldwide</i>	<b>Cutting thru the red tape: County regulations, planning and zoning / Bonafide Farm Statue</b>  <b>Micheal Parker</b> <i>Lawyer/Owner Terrace Ridge Farm, Moore County</i>
2:30pm-3:00pm	<b>Afternoon Break, Exhibitors, Silent Auction – Grand Ballroom Pre-function area</b>	
2:50pm-3:35pm	<b>Harvesting Social Media Success with the Power of AI – Robbie Parks, Business Consultant, University of Georgia SBDC – Grand Ballroom</b>	
3:35pm-3:50pm	<b>Farmer’s Spotlight – Kevin Gray, Hickory Creek Farms, Greensboro, NC – Grand Ballroom</b>	
3:50pm-4:20pm	<b>Round Table Q &amp; A – with Speakers (Allen Trask, Roxanne Reed, Robbie Parks and Michael Parker) – Grand Ballroom</b>	
4:20pm-4:30pm	<b>Raffle Drawing &amp; Silent Auction Winners – Grand Ballroom</b>	
4:30pm	Thank you for attending. Please make sure to complete your evaluation and turn it in!	