

2011 NCTA Convention & Trade Show

Schedule of Events

Subject to Change

Tuesday, August 9

10:30 a.m. – 2:30 p.m. Culinary Institute Pre-Tour (Tickets Required)

Wednesday, August 10

7:00 a.m. – 12:00 p.m. Tree, Wreath & Gallery Contests (see contest rules for exact times)

8:00 a.m. – 3:00 p.m. Trade Show Setup (for exhibitors only)

9:30 a.m. – 12:00 p.m. Willoway Nurseries Pre-Tour (Tickets Required)

3:00 p.m. – 5:00 p.m. General Session

5:30 p.m. – 7:30 p.m. Buckeye Bash Tailgate Party (Tickets Required)

Thursday, August 11

8:00 a.m. – 4:30 p.m. Trade Show Open

8:00 a.m. – 9:30 a.m. Breakfast in Trade Show (Meal Pass Available)

9:30 a.m. – 10:30 a.m. Concurrent Sessions

- Canaan Fir Research at OSU/OARDC (Part 1) – Jim Brown & Randall Heiligmann

- Gift Shops 101 – Jennifer Keeton

- *Characteristics of a Successful Business – Tom Shay

10:45 a.m. – 11:45 a.m. Concurrent Sessions

- Canaan Fir Research at OSU/OARDC (Part 2) – Jim Brown & Randall Heiligmann

- Easy Solutions to Mastering Social Media – Katy Walterscheidt

- Legislative Issues – Craig Regelbrugge

11:45 a.m. – 1:30 p.m. Lunch in Trade Show (Meal Pass Available)

1:30 p.m. – 2:30 p.m. Concurrent Sessions

- Pest Management – Joe Boggs

- Choose & Cut/Commercial Retailer Meeting

- *Bridging the Gap from Wholesale to the Consumer – Roger Blackwell

2:30 p.m. – 3:30 p.m. Break in Trade Show

3:30 p.m. – 4:30 p.m. Concurrent Sessions

- Using Wreaths, Greens & Savvy Marketing to Grow Your Business – Shannon Kuhrt

- Trees for Troops – Amy Mills

- Major Grower/Wholesaler Meeting

5:30 p.m. – 9:30 p.m. Rock 'n' Roll Theme Night (Tickets Required)

Friday, August 12

8:00 a.m. – 1:00 p.m. Trade Show Open

8:00 a.m. – 9:00 a.m. Concurrent Sessions

- Seedlings, Transplants and More – Jim Rockis

- Blog Army Boot Camp – Rick Dungey

- Estate Planning for a Smooth Transition (Part 1) – David Marrison

9:00 a.m. – 10:00 a.m. Break in Trade Show

10:00 a.m. – 11:00 a.m. Concurrent Sessions

- Diseases and Diagnostic Issues – Jim Chatfield

- Designing Events that Draw Your Customers – John Hensler

- Estate Planning for a Smooth Transition (Part 2) – David Marrison

11:00 a.m. – 1:00 p.m. Lunch in Trade Show

1:00 p.m. – 2:00 p.m. Concurrent Sessions

- Environmental Practices – Good for Everyone – Frank & Cathy Genovese

- Agritourism: Risks & Rewards – Rob Leeds

5:30 p.m. – 8:30 p.m. Awards Banquet (Tickets Required)

Saturday, August 14

7:30 a.m. – 6:00 p.m. Farm Tours (Tickets Required)

*These sessions are made possible through a grant from USDA's Risk Management Agency.