



Maple Producer's Winter Conference

Verona, New York

Dear maple enthusiast:

September 10, 2011

On behalf of the Vernon-Verona-Sherrill FFA, I cordially invite you to the 17th Annual Maple Producer's Winter Conference. The conference is scheduled for **January 6th and 7th, 2012** at the Vernon-Verona-Sherrill (V.V.S.) High School, Verona, New York.

More than ever before! Last year, more than 800 people attend the show with 35 of the top maple presenters in North America, 32 workshops, and 35 of the industry's best manufactures, dealers, and vendors with 65 tables of maple supplies and equipment!

Great time to be a Maple Producer! – With a growing maple industry and emphasis on maple production, many producers are experiencing record production and increased sales of maple syrup. This conference is formatted with you in mind and is dedicated exclusively to maple.

Friday Night format awesome! – Nearly 350 people attended again last year at the Friday Night Trade Show and guest speaker; this year's presentation will be at 6:00 PM with the **Maple Trade Show open from 5:00 PM until 9:00 PM.** ***Continued This Year – Friday Night Maple Auction!***

More than \$2,500 of equipment and supplies were sold at last year's auction! We plan to start the auction right after the Friday night speaker. Bring your used or even new maple equipment and place it in Friday night's auction. To register maple items for the auction, write out a description of the equipment and return to us by December 15th. Information on auction items will be made available via email request after December 28th. Auction service fee will be 15% of auction price paid by seller. You **MUST BE REGISTERED FOR FRIDAY NIGHT CONFERENCE IN ORDER TO BE ADMITTED TO THE AUCTION!** Please consider selling a piece of equipment in this year's auction.

For individuals requiring lodging, reservations for overnight accommodations may be made at Hotel at Vernon Downs, Route 31, Vernon (315) 829-3400. **(WHEN REGISTERING AT THE HOTEL, PLEASE MENTION THE MAPLE CONFERENCE TO RECEIVE A SPECIAL CONFERENCE RATE OF ONLY \$79!)** The V.V.S. High School is located between Utica and Syracuse on State Route 31. From State Route 5 in Vernon, take State Route 31 West. From Oneida or Rome, take State Route 365 to State Route 31 East. Just two minutes from NYS Thruway Exit 33, the ideal central location of the school is easily accessible.

Plan Now to Attend –Pre-registration deadline is December 15th

Advanced registration is \$15 for Friday night only, \$30 for Saturday only, or \$40 for both Friday and Saturday. At-the-door registration is \$20 for Friday and \$40 for Saturday. Registration includes admittance to trade show and all workshops and light meal Friday evening and Saturday continental breakfast, and all-you-can-eat luncheon buffet. No confirmation will be mailed and no refunds of pre-registrations. Receipts are available at conference registration. Please make checks payable to: "V.V.S. FFA". We look forward to another great maple conference.

Sincerely,
Keith Schiebel
Conference Trade Show Coordinator



17th Annual New York Maple Producers Winter Conference



Friday and Saturday, January 6th & 7th, 2012 • V.V.S. High School, Verona, NY

13th Year in Verona

Advanced Registration Form

Name(s) of Participant(s): 1. _____ 2. _____

(To be used on nametags) 3. _____ 4. _____

5. _____ 6. _____

Name of Maple Business: _____ Phone #: (____)____-_____

Mailing address: _____

City: _____ State: _____ Zip: _____



Friday: Maple Trade Show 5 – 9 PM

Keynote Presentation: 6 PM; Maple Auction after presenter

Saturday Conference: Maple Trade Show 8 AM – 4 PM

Workshops & Seminars: 9 AM – 4 PM

Advanced Payment Calculation

Friday Night Only: # ____ x \$ 15.00. = _____

Saturday Only: # ____ x \$ 30.00. = _____

Friday & Saturday: # ____ x \$ 40.00 = _____

Total \$ _____

Friday At-the-door: \$20.00 Saturday At-the-door: \$40.00

Registration includes light meal Friday night and Saturday continental breakfast and all-you-can-eat luncheon buffet.

Preregistration deadline: **Postmarked by Dec. 15th**

**Please make checks payable to:
"V.V.S. FFA"**

Payment received: _____
(V.V.S. FFA Use only)

No refunds of pre-registration.

**Receipts will be available at
conference registration.**

**No confirmations will be mailed
prior to the conference.**

Mail this form and your payment to:

**V.V.S. FFA
5275 State Route 31, Verona, NY 13478**

Keith Schiebel, FFA Advisor, Vernon-Verona-Sherrill Central School,
5275 St. Rt. 31, Verona, New York 13478

School: (315) 829-2520 ext. 7462 Fax: (315) 829-4465 Email: kschiebel@vvschools.org

FOR IMMEDIATE RELEASE:

October 5, 2011

For more information, please contact:

Keith Schiebel - <kschiebel@vvschools.org>

Stephen Childs - slc18@cornell.edu

2012 New York State Maple Producers Winter Conference Plans Are Coming Together

A producer-focused 2012 NYS Maple Conference with practical and hands-on sessions for maple farms to enhance existing and expanding operations.

January 6 and 7, 2012

The 2012 New York State Maple Producers Winter Conference plans are coming together. Be sure you set aside January 6 and 7th to get together with lots of other maple producers for the latest in maple information. The 2012 Maple Conference will be held in the same great location, the Vernon-Verona-Sherrill High School in Verona, New York on Friday evening January 6 and all day Saturday, January 7th. This central location provides plenty of meeting space as well as room for a large trade show with many exhibitors displaying plenty of specialized equipment for meeting maple producer needs. You will have access to the latest in research and grower experiences regarding maple sap collection, syrup production, promotion, forest management and the making and marketing of a variety of maple products. This day-and-a-half event has something for every level of maple producer. A maple conference you do not want to miss.

This year's Friday evening presentation will be at 6:00 PM with the Maple Trade Show open from 5:00 PM until 9:00 PM. Jim Allen, president of the New York Apple Association will be sharing marketing strategies that have helped the New York apple industry continue to grow. Continued This Year is the Friday Night Maple Auction! More than \$2,500 of equipment and supplies were sold at last year's auction! We plan to start the auction right after the Friday night speaker. Bring your used or even new maple equipment and place it in Friday night's auction. To register maple items for the auction, write out a description of the equipment and return to us by December 15th. Information on auction items will be made available via email request after December 28th. Auction service fee will be 15% of auction price paid by seller. **YOU MUST BE REGISTERED FOR FRIDAY NIGHT CONFERENCE IN ORDER TO BE ADMITTED TO THE AUCTION!**

Saturday's program features 30 of the industry's leading maple experts from throughout North America presenting in a variety of concurrent workshops. These workshops focus on several major areas of emphasis: beginning sugarmakers, new and advanced technologies, marketing, promotion, value-added products, tap hole sanitation, tubing, vacuum, welding stainless and forest management. The conference is open to the general public, as well as maple producers, and is geared to all levels of sugar makers. Saturday's trade show opens at 8:00 AM with workshops starting at 9:00AM.

Plan Now to Attend –Pre-registration deadline is December 15th

Advanced registration is \$15 for Friday night only, \$30 for Saturday only, or \$40 for both Friday and Saturday. At-the-door registration is \$20 for Friday and \$40 for Saturday. Registration includes admittance to trade show and all workshops and light meal Friday evening and Saturday continental breakfast, and all-you-can-eat luncheon buffet. No confirmation will be mailed and no refunds of pre-registrations. Receipts are available at conference registration. Please make checks payable to: "V.V.S. FFA". We look forward to another great maple conference.

Held at the Vernon-Verona-Sherrill (V.V.S.) High School, Verona, New York, the conference is sponsored by the V.V.S. FFA, New York State Maple Producers Association and the Cornell Maple Program and Cornell Cooperative Extension. The V.V.S. High School is located between Utica and Syracuse, New York on State Route 31 just two minutes from NYS Thruway Exit 33. For additional information contact V.V.S. FFA advisor Keith Schiebel at kschiebel@vvschools.org. Registration forms will also be available at the New York State Maple Producers Website: www.nysmaple.com or the Cornell Maple Program website: www.cornellmaple.com in November and December.