



**Illinois Specialty Crops, Agritourism  
and Organic Conference**  
January 11-13, 2012

[www.specialtygrowers.org](http://www.specialtygrowers.org)

**IMPORTANT DEADLINES:**

January 3, 2012 – Conference Pre-Registration

December 20, 2011 – Hotel Reservations

Please notify us if you wish to discontinue receiving this publication: 309.557.2107 or [cblary@ifb.org](mailto:cblary@ifb.org)

# Pre-Conference Workshops

Wednesday, January 11, 2012

## ***Scaling Up Local Food Systems***

- 10:00 **Welcome. Setting the Stage for Scaling Up.**  
John Pike, University of Illinois.
- 10:15 **Farmers' Perspective on Scaling Up Production.**  
Adam DeGroot, DeGroot's Vegetable Farm, St. Anne, IL;  
Mike Roegge, Mill Creek Farm, Quincy, IL; Jerry Thurston,  
Spring Valley Farm and Vineyard, Pulaski, IL
- 11:15 **Building Up Supply and Reaching New Markets:  
Aggregation Success Stories.**  
Kris and Marty Travis, Fairbury, IL, and Sappington  
Farmers Market, St. Louis, MO
- Noon **Lunch**
- 1:00 **Overview of Local Food Processing.**  
Lindsay Record, Illinois Stewardship Alliance
- 1:15 **Opportunities and Challenges for Local  
and Regional Processing Plants.**  
Kevin Keener and Katherine Clayton,  
Purdue University
- 2:00 **Postharvest Handling and Wholesale Success.**  
Jim Slama, FamilyFarmed.org
- 2:30 **Break**
- 3:00 **Market Ready: Understanding Opportunities  
in the Evolving Commercial Market.**  
John Pike, University of Illinois.
- 4:30 **Open Discussion. Adjourn to Meet the Buyers.**

## ***Getting Started: Guidelines and Resources for New Growers***

- 10:00 **Welcome.**  
Mike Roegge, University of Illinois Extension
- 10:05 **Developing a Strategy for a Small Farm Enterprise  
– Goal Setting, Whole Farm Planning, and Basic  
Business Planning Concepts.**  
Deborah Cavanaugh-Grant, University of Illinois
- 11:00 **Direct Marketing Opportunities.**  
Steve Ayers, University of Illinois
- 11:30 **Understanding Commercial Marketing Options.**  
John Pike, University of Illinois
- Noon **Lunch**
- 1:00 **Pat's College Fund Farm: Lessons Learned for Success.**  
*(Follow Pat through her first year of farming as she discovers  
the intricacies of soil, plant, water and pest management  
as well as the complexity of raising produce for market.)*  
Ellen Phillips, James Theuri, and Matt Montgomery,  
University of Illinois
- 2:00 **Food Safety and Liability Issues:  
GAPs Introduction and Overview.**  
Peter Chege, University of Illinois
- 2:30 **Recordkeeping, Trace-back, Recall, and Liability.**  
James Theuri, University of Illinois
- 3:00 **Break**
- 3:30 **So You Want to Be a Farmer– Stories from the Field.**  
Freddie Jones, Sunset Trail Ranch, Momence, IL; Annie and  
Zack Metzger, Samara Farm, Shelbyville, IL; Lori Murray,  
Murray's Orchard, Mozier, IL
- 4:30 **Closing Comments, Evaluations ... and Adjourn  
to Meet the Buyers.**

### **Conference Registration:**

Wednesday: 8 a.m. – 4 p.m.

Thursday: 8 a.m. – 4 p.m.

Friday: 8 a.m. – 12:00 Noon

### **Conference Trade Show:**

Wednesday: 4:30 – 6:30 p.m.

Thursday: 8 a.m. – 5:30 p.m.

Friday: 8 a.m. – 1:30 p.m.

# Pre-Conference Workshops

Wednesday, January 11, 2012

## Expanding Farmers' Market Opportunities

10:00 **Welcome and Introductions.**  
Pat Stieren, IL Farmers Market Network, Springfield

### Connecting Farmers and Markets with Consumers and Businesses

10:15 **State Update on Training and Grants.**  
Delayne Reeves, Illinois Dept. of Agriculture

10:45 **MarketMaker.**  
Darlene Knipe, University of Illinois

11:15 **Outreach: Community Commitment.**  
Lisa Bralts, Urbana Market at the Square

11:45 **Open Discussion, Questions & Answers.**

Noon **Lunch**

### Creating new Partnerships and Funding Opportunities

1:00 **Introductions.**

1:05 **EBT/Link Update.**  
Dennis Ryan, 61<sup>st</sup> Street Farmers Market, and Sylvia Smith, Southern Illinois University, Carbondale

1:30 **Community Partnerships.**  
Roxanne Junge, Glenview Market Manager

2:00 **Governor's Council on Rural Affairs.**  
Christina Rogers and Laura Kessel, Office of Lieutenant Governor Shiela Simon

2:30 **Break**

3:00 **IDPH/YMCA Obesity Project.**  
Rick Reigner, Elgin YMCA

3:30 **Roundtable Discussions.**

4:00 **Update on Farmers' Market-Related Legislation.**  
Wes King, Illinois Stewardship Alliance; Pat Stieren, Illinois Farmers Market Network; and Rep, Illinois Department of Public Health

4:30 **Open Discussion. Adjourn to Meet the Buyers.**

## Legal Issues for Specialty Crop Producers

### Business Planning and Insurance

10:00 **Welcome and Introductions.**  
Rick Weinzierl, University of Illinois.

10:10 **Illinois Direct Farm Business Guide: A Review with Emphasis on Taxation.**  
Megan Galey, University of Illinois

11:00 **Insurance Protection for Specialty Crop Producers, including AGR-Lite, NAP, and SURE.**  
Roger Schnitzler, FARMCO Crop Insurance & Risk Management, Wisconsin Dells, WI, and Doug Bailey, USDA IL Farm Service Agency

Noon **Lunch**

### Labor

1:00 **The H2A Program and the Migrant Seasonal Protection Act.**  
Rosario Quesada, Migrant Seasonal Farm Workers & Foreign Labor Certification Programs

2:00 **Minimum Wage, Overtime, Child Labor, Recordkeeping, and OSHA Field Sanitation.**  
Susan Herren, US Department of Labor, Wage and Hour Division

3:00 **Break**

3:30 **E-Verify and Options to the H2A Program.**  
Rich Schell, Law Offices of Wagner and Schell, Des Plaines, IL

4:30 **Open Discussion. Adjourn to Meet the Buyers.**

### Food Safety

1:00 **Understanding Microbial Contaminants, Their Occurrence on Produce, and their Potential to Cause Disease.**  
Mosbah Kushad, University of Illinois

2:00 **Farm Safety Plans, GAPs Audits, Certifications, and Markets.**  
Elizabeth Wahle, University of Illinois

3:00 **Break**

3:30 **The Produce Traceability Initiative: Bringing Traceability to Small and Medium-Sized Farms.**  
Andrew Kennedy, FoodLogiQ, Durham, NC

4:10 **A Grower's Experience Using Bar-Code Labels for Traceability.**  
Wayne Sirles, Rendleman's Orchard, Alto Pass, IL

4:30 **Open Discussion. Adjourn to Meet the Buyers.**

# Conference Agenda

Thursday, January 12, 2012

## 9:00: Opening Session

Welcome. Diane Handley, Illinois Specialty Growers Association.

2012 Program Overview ... for the Conference and University of Illinois Extension Update

Rick Weinzierl, University of Illinois

**"Foods That Heal" — How Eating Local Foods Can Lead to a Sustainable and Healthier Community"**

Chef and Culinary Educator Michael McGreal, Joliet Junior College

Learn how buying locally-grown foods not only supports our local farmers but also supports our family's overall health. Join Chef Michael as he shows ways to incorporate locally-grown foods shown to reduce cancer rates and fight obesity into daily meal preparation. Use this exercise in healthy food preparation and healthful eating to improve the overall health of your family. Chef Michael has presented "Foods That Heal" cooking demonstrations for cancer survivors across the country. Find out how to take charge of your health, your life, and your future as you learn the principles of quick and healthy gourmet cooking. Supporting your local farmer is the best place to start!



10:45-11:45 First Breakout Session – See Tracks Below

11:45-12:30 Lunch in the Trade Show

## Agritourism

- 10:45-11:45  
1:30  
2:00  
2:45
- Agritourism Marketing Tools & Trends: MarketMaker Updates.** Darlene Knipe, University of Illinois  
**Farm to School: Developing Opportunities for Food Production and Education.** Julia Govis, National Farm to School Network  
**Braeutigam Orchards: Illinois Agritourism Feature.** Kurt and Jane Range, Belleville, IL  
**Agritourism Roundtable.** John Pike, Moderator, University of Illinois

## Fruits

- 10:45-11:45  
1:30  
2:00  
2:40
- Apple and Peach Rootstock and Variety Review.** Mosbah Kushad, University of Illinois  
**Review of the 2011 Season.** Audience Discussion, moderated by Mosbah Kushad, University of Illinois  
**Managing Catfacing Insects and Internal Pests of Peaches.** Rick Weinzierl, University of Illinois  
**Managing Alternate-Year Bearing in Apples.** Steve McCartney, North Carolina State University

## Vegetables

- 10:45-11:45
- Drip Irrigation Delivery of Water-Soluble Insecticides: Increasing our Application Options.**  
Russell Groves, University of Wisconsin

### *Understanding the Pesticides Used in Vegetable Crops*

- 1:30  
2:10  
2:50
- Using Novel Insecticides: Pest Spectrum and Delivery Options.** Russell Groves, University of Wisconsin  
**Understanding and Choosing Protectant versus Systemic Fungicides.** Mohammad Babadoost, University of Illinois  
**Understanding Herbicides and Choosing the Best Options.** Steve Weller, Purdue University

## Herbs

- 10:45-11:45  
1:30  
2:30
- Herbal Question and Answer Session.** Dianne Noland, Jim Schmidt, Phil Nixon, Mohammad Babadoost, and Chuck Voigt, University of Illinois  
**Mastering Facebook to Market Your Business.** Deborah Niemann-Boehle, Antiquity Oaks, Cornell, IL  
**Farmers Marketing for Fun and Profit.** Caroline and Don Schertz, Green Acres Herb Farm, Lowpoint, IL

# Conference Agenda

Thursday, January 12, 2012

## Organic

10:45-11:45 **What is Organic and Why Should I Care?** Jim Riddle, University of Minnesota and USDA National Organic Standards Board, Winona, MN

*Spray Drift Issues for Specialty Crop and Organic Growers. Moderator: Jack Erisman, Pana, IL*

1:30 **Introduction.** Jane Heim, Willow Creek Organic Farm, Paw Paw, IL  
1:35 **Understanding Pesticide Drift.** Rick Weinzierl, University of Illinois  
1:50 **Drift and the Illinois Pesticide Act.** Warren Goetsch, Illinois Department of Agriculture  
2:10 **A Spray Drift Case Study.** Brian Poeppel, Broad Branch Farm, Wyoming, IL  
2:30 **Risk Management.** Rich Schell, Wagner & Schell, LLP, Des Plaines, IL  
2:45 **Recovering Damages.** Clayton Lindsey, WilliamsMcCarthy, LLP, Oregon, IL  
3:00 **Panel Discussion with Spray Drift Presenters. Introductory Remarks: How Spray Drift Affects Organic Production.** Dave Engel, Oregon Tilth, Viroqua, WI

## Emerging Issues & Opportunities

10:45-11:45 **Illinois Farm to School: Opportunities and Challenges.** Julia Govis, National Farm to School Network  
1:30 **Selling to University Dining Services: Examples of Meeting the Needs of Institutional Buyers.** Chef Bill Connors, Southern Illinois University; Chris Henning and Scott Rossen, University of Illinois  
2:30 **Scaling Up Local Food Systems: Studies of Food Hubs, Waste Heat Recovery and Processing.** Tim Lindsey, University of Illinois

4:00-4:45 **Association Annual Meetings**  
Illinois Herb Association Annual Meeting  
Illinois Vegetable Growers Association Annual Meeting  
Illinois State Horticulture Society Annual Meeting  
Illinois Irrigation Annual Meeting  
Illinois Organic Growers Association Annual Meeting



### 6:00-7:30: Banquet

**"A Lifetime of Resource Conservation on Farm and Home — Doing it the Easy Way"**  
by Jerry Mills, Mills Apple Farm, Marine, IL

Jerry Mills will present an illustrated talk on his lifetime of experience on how to make orcharding, farming and housekeeping easier by using tools, modified tools, or things you can make yourself. Jerry planted his first apple trees in 1973 for a pick-your-own orchard. The first apples were sold in 1977. Jerry has been a member of the Illinois State Horticulture Society since 1975.

### Cider Contest

8:00 – 9:45 am Registration  
10:00 am Judging  
6:30 pm Awards Presentation at Banquet

For more details or an application, contact Elizabeth Wahle, University of Illinois Extension, (618) 650-7050; [wahle@uiuc.edu](mailto:wahle@uiuc.edu) or download at [www.specialtygrowers.org/iscaoc.html](http://www.specialtygrowers.org/iscaoc.html)

## Join Our Contests

### 1st Annual Newsletter and Brochure Contest

Compete for the most eye-catching and informative newsletter or brochure from your business. Judges will decide on a winner from each category and blue ribbons will be awarded. The winners will be announced at the Thursday night banquet and special recognition given in the March 2012 newsletter. Please send your newsletter and/or brochure to ISGA by December 30 or drop off at conference registration desk by 5pm Wed.

# Conference Agenda

Friday, January 13, 2012

## Agritourism

- 9:00 **Adding Food Service to Your Market: Another Avenue for Revenue.** Joy Grose, Bakery Consultant, Sparland, IL
- 10:00 **FREE Online Tools to Help You Reach New Customers and Market Your Business.** Stephanie Rhodes, Bloomin' Communications, and Heather Wilkins, Central Illinois Tourism Development
- 11:00 **Integrating the Pieces of the Marketing Puzzle.** Lisa Rigoni, Association of Illinois Electrical Cooperative
- 1:30 **Mills Apple Orchard: Illinois Agritourism Feature.** Sherry Chase, Marine, IL
- 2:15 **Boggio's Orchard and Produce: Illinois Agritourism Feature.** Justina Boggio, Granville, IL
- 3:00 **Food Safety, Farm Safety, and Liability Issues.** John Pike, University of Illinois

## Fruits

- 9:00 **Updates on Fireblight Research and Management Options.** Mohammad Babadoost, University of Illinois
- 9:40 **Effective Use of Stop-Drop Chemicals in Apples.** Steve McArtney, North Carolina State University
- 10:20 **Production and Marketing at Kuipers' Family Farm.** Wade and Kim Kuipers, Maple Park, IL
- 11:00 **New Risks for Herbicide Injury in Specialty Crops: Phenoxy Herbicide-Resistant Soybeans.** Bill Shoemaker, University of Illinois
- 1:30 **Show Me (and Send Me) the Stink Bugs and Fruit Flies.** Rick Weinzierl, University of Illinois
- 1:50 **Growing Blueberries in Illinois to Meet Increasing Market Demands.** Jeff Kindhart, University of Illinois
- 2:50 **Adjourn**

## Vegetables

### *High Tunnels*

- 9:00: **Updates and Observations on High Tunnel Production at the Dixon Springs Agricultural Center.** Jeff Kindhart, University of Illinois
- 9:50 **High Tunnel Construction and Early Observations from the St. Charles Horticulture Research Center.** Bill Shoemaker, University of Illinois
- 10:15 **Tomato Research in High Tunnels: Varieties, Grafting, and More.** SanJun Gu, University of Missouri
- 11:00 **High Tunnel Production of Organic Tomatoes and Peppers.** Brad Halbrook, Shelbyville, IL

### *Pumpkins*

- 1:30 **Weed Management Strategies for Pumpkin Production.** Steve Weller, Purdue University
- 2:10 **Disease Management Programs for Illinois Pumpkin Growers.** Mohammad Babadoost, University of Illinois
- 2:50 **Insect Management in Pumpkins and Related Vine Crops.** Rick Weinzierl, University of Illinois

## Herbs

- 9:00 **Salt: The Herb of the Rock World.** Steven Lee, The Herbmeister, Louisville, KY
- 9:50 **101 Uses for Herbal Vinegars.** Maggie Oster, Rose Wind Farm, Borden, IN
- 10:40 **Cooking Under the Influence: Herbs in Your Kitchen.** Steven Lee, The Herbmeister, Louisville, KY
- 1:30 **Herbal Connections, Past, Present, and Future.** Maggie Oster, Rose Wind Farm, Borden, IN
- 2:30 **The Year of the Rose.** David Robson, University of Illinois

11:45-12:15 **ISGA Annual Meeting**

11:45-1:30 **Lunch in Trade Show**

# Conference Agenda

Friday, January 13, 2012

## Organic I

### *Organic Soil and Fertility*

- 9:00 **Building Fertile Soil by Composting: Tips for Using Various Composting Methods.** Ellen Phillips, University of Illinois
- 9:40 **Capturing the Full Potential of Cover Crops.** Joel Gruver, Western Illinois University
- 10:20 **Weed Control: Effective Use of a Row Crop Cultivator, Rotation, and Soil Building.** Gary McDonald, Springfield, IL
- 11:00 **Federal and State Programs for Organic Growers (and Grant and Loan Resources Too!).** Jamie Jones-Houck, USDA NRCS, and Delayne Reeves, Illinois Department of Agriculture (Joint Session with Organic II)

### *Organic Vegetable and Grain Production*

- 1:30 **Current Trends, Issues, and Best Practices in Organic Grain Production.** Jack Erisman, Goldmine Farm, Pana, IL
- 2:10 **Essential Equipment for the Small-Scale Diversified Vegetable Farm.** Zachary Grant, University of Illinois
- 2:50 **Challenges and Opportunities for Using Cover Crops in Vegetable Systems.** Matt DeJong, DeJong Brothers Farm, Lansing, IL

## Organic II

### *Organic Fruit and Berry Production*

- 9:00 **Understanding Insect Life Cycles to Improve Monitoring and Management in Fruit Crops.** Rick Weinzierl, University of Illinois
- 9:40 **Growing Small Fruits Organically.** Brad and Linda Hallbrook, Meadowbrook Organic Farm, Shelbyville, IL
- 10:20 **Conserving Pollinators and their Habitat on Farms.** Jennifer Hopwood, Xerces Society, Hickory Corners, MI
- 11:00 **Federal and State Programs for Organic Growers (and Grant and Loan Resources Too!).** Jamie Jones-Houck, USDA NRCS, and Delayne Reeves, Illinois Department of Agriculture (Joint Session with Organic I)

### *Organic Livestock Systems*

- 1:30 **Tips and Tricks for Rotational Grazing and Active Pasture Management.** Jim Burrus, Indian Creek Farm, Jacksonville, IL, and Jody Osmund, Cedar Valley Sustainable Farm, Ottawa, IL. Moderator: Matt Bunger, USDA NRCS.
- 2:10 **Managing Livestock Health Organically.** Jen Burton, Veterinarian, Urbana, IL
- 2:50 **Predator Management for Livestock: How to Keep Hawks, Coyotes, Foxes and other Predators from Dining on your Flocks and Herds.** Dave Shiley, University of Illinois

## Emerging Issues & Opportunities

- 9:00 **Using Social Networks to Connect with Consumers – for Sales & Advocacy!** Michelle Damico, Michelle Damico PR & Communications, and Mary Ellen Fricke, Illinois Farm Bureau
- 10:30 **Your Questions and Concerns about Local Foods Issues. A Listening Session.** Rick Weinzierl, University of Illinois, and Cynthia Haskins, Illinois Farm Bureau



# Illinois Specialty Crops, Agritourism and Organic Conference Registration Form

*- Must be received by January 3, 2012 for pre-registration -*



*Please print clearly or type the following registration information for each participant. Please circle any pre-conference workshops you will be attending.*

Name(s) \_\_\_\_\_ 1, 2, 3, 4 \_\_\_\_\_ 1, 2, 3, 4  
 \_\_\_\_\_ 1, 2, 3, 4 \_\_\_\_\_ 1, 2, 3, 4

Farm Name or Organization \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone FAX Email \_\_\_\_\_

Description of Operation: \_\_\_\_\_ Vegetable \_\_\_\_\_ Fruit \_\_\_\_\_ Herb \_\_\_\_\_ Irrigated Grower \_\_\_\_\_ Organic  
 \_\_\_\_\_ Agritourism \_\_\_\_\_ Master Gardener \_\_\_\_\_ Roadside \_\_\_\_\_ U Pick \_\_\_\_\_ Wholesale \_\_\_\_\_ Farmers Market  
 \_\_\_\_\_ Industry Support \_\_\_\_\_ Other \_\_\_\_\_

**FREE Magazine Subscriptions to all Registrants!**

**PLEASE CHECK any of the following you'd like to receive a one-year subscription to:**

Growing Magazine     American Fruit Grower     American Vegetable Grower     The Fruit Grower News  
 The Vegetable Grower News     Country Folks Grower     No thanks - none at this time.



**Pre-Conference Workshops (Wednesday, January 11, 2012)**

(Select one workshop per attendee.)

**#1 - Scaling Up Local Foods: Moving Beyond Farmers Markets**

# Attending \_\_\_\_\_ @ \$35/member\*; \$45/non-member (includes lunch); *on-site registration \$15 more per person*..... \$ \_\_\_\_\_

**#2 - Legal Issues for Specialty Crop Producers**

# Attending \_\_\_\_\_ @ \$35/member\*; \$45/non-member (includes lunch); *on-site registration \$15 more per person*..... \$ \_\_\_\_\_

**#3 - Getting Started in Local Foods: Guidelines and Resources for New Growers**

# Attending \_\_\_\_\_ @ \$35/member\*; \$45/non-member (includes lunch); *on-site registration \$15 more per person*..... \$ \_\_\_\_\_

**#4 - Farmers Markets: Creating Resources and Partnerships for a Healthy Community**

# Attending \_\_\_\_\_ @ \$35/member\*; \$45/non-member (includes lunch); *on-site registration \$15 more per person*..... \$ \_\_\_\_\_

**Specialty Crops, Agritourism and Organic Conference (Thursday & Friday, January 12-13, 2012)**

**Registration Fee** (Includes trade show, lunch, and educational sessions; *on-site registration \$15 more per person*)

First Person Attending.....\$65/member\*; \$75/non-member = ..... \$ \_\_\_\_\_

Additional Person(s) # \_\_\_\_\_ at \$40/member\*; at \$45/non-member = ..... \$ \_\_\_\_\_

Banquet Tickets # \_\_\_\_\_ @ \$25 (\$30 on-site)..... Vegetarian Option (circle if preferred) # \_\_\_\_\_ ..... \$ \_\_\_\_\_

*(Dietary restrictions required in advance)*

**Trade Show Only Pass (Thursday – Friday, January 12-13, 2012)** (for those individuals attending only the trade show activities)

# Attending \_\_\_\_\_ @ \$10/person = ..... \$ \_\_\_\_\_

**2012 ISGA DUES** (see below)..... \$ \_\_\_\_\_

Designate as my specialty association: (check one)\*

\_\_\_\_\_ Illinois Herb Association (\$50)      \_\_\_\_\_ Illinois Vegetable Growers Association (\$50)

\_\_\_\_\_ Illinois Irrigation Association (\$45)      \_\_\_\_\_ Illinois State Horticulture Society (\$70)

*If you choose to join more than one association, the basic ISGA membership fee is \$40 plus \$5 for IIA, \$10 each for IVGA and IHA, and \$30 for ISHS.*

*\* member = member of Illinois Specialty Growers Association (ISGA)*

**Total Due: \$ \_\_\_\_\_**

**Important Change in Registration Fee**

Historically, conference attendees receive lunch with their registration fee for the Wednesday, pre-conference workshop. After feedback received from our evaluation forms, we are offering lunch with the Thursday-Friday conference registration fee for 2012. This has resulted in an increased registration fee to accommodate the lunch charges. We will be offering different lunch scenarios this year and hope you will be pleased. Your feedback on the evaluation forms will be needed as to whether this should be a permanent addition to our conference or whether you prefer not to have lunch included.



Please return completed form with payment (a check made payable to ISCC or complete the credit card information below) no later than January 3, 2012 to: Illinois Specialty Crops Conference • 1701 Towanda Avenue • Bloomington, IL 61701

**Credit Card Payment**

Cardholder name: \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Total Amount of Transaction: \$ \_\_\_\_\_ (as it appears on statement) Type of Card:  MasterCard  VISA  Discover

Account Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ (month) \_\_\_\_\_ (year)

Signature of Cardholder: \_\_\_\_\_

**Questions?** Charlene Blary: 309.557.2107 • (fax) 309.557.3729 • cblary@ifb.org • www.specialtygrowers.org  
Illinois Specialty Growers Association • 1701 Towanda Avenue • Bloomington, IL 61701

**Illinois Specialty Crops, Agritourism  
and Organic Conference**

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Bloomington, IL 61701

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# Illinois Specialty Crops, Agritourism and Organic Conference

January 11-13, 2012

Crowne Plaza Hotel & Convention Center • 3000 S. Dirksen Parkway, Springfield IL



## Getting There and Staying There

### DIRECTIONS FROM I-55

Exit 94, Stevenson Drive. Go west one block to Dirksen Parkway. Turn right (north) 1.5 blocks. Hotel is on the right (3000 S. Dirksen Parkway).

### HOTEL RESERVATIONS

Lodging is available at the Crowne Plaza for \$87 per night (single or double), plus 12% tax, through Dec. 20. (After Dec. 20, availability is not guaranteed at conference rate.)

### BY PHONE: Call (217) 529-7777

Ask for in-house reservations, identify your organization as "Illinois Specialty Crops, Agritourism and Organic Conference."

### VISIT US ON LINE:

[www.cpspringfield.crowneplaza.com](http://www.cpspringfield.crowneplaza.com)

Fill in Travel Dates & Traveler Information and "check availability." Click Corporate, Group Identificaiton. Fill in the group booking code: SPC

**QUESTIONS?** Contact Diane Handley  
Phone: (309) 557-2107 • Fax: (309) 557-3729  
Email: [dhandley@iffb.org](mailto:dhandley@iffb.org)



United States Department of Agriculture  
Risk Management Agency