

Pennsylvania Vegetable Growers Association



Convention Planning Task Force

*Agenda of the March 28, 2023, Meeting
9:00 a.m. Silver Maple Ballroom
Toftrees Golf Resort, State College*

Call to Order – Peter Flynn, chair

1. Program Sessions Outline

What sessions should be included in the 2024 program? The 2023 program outline is listed below with 2023 attendance counts. See pages 2, 3, 4

2. Specific Speaker and Topic Suggestions

*See copies of the programs from other meetings on PVGA website and <https://www.pvga.org/convention-planning-resources/> and the offers of topics from past speakers in the white lines at https://docs.google.com/spreadsheets/d/1tx2FbwEYyaCfKPt0LSpOxWQhePCYjTxTjfK9e7T30_A/edit?usp=sharing
Please add at least five suggestions of speakers or topics of our own or ones from other programs that interested you to second Google doc at https://docs.google.com/spreadsheets/d/1VX7HiH_8koDGhK7CtHCngCWRXmaB_Ukr-ewHVtlqdf0/edit?usp=sharing*

3. New Convention Features or Events to Consider

4. General Business and Review of 2023 Convention and Suggestions for Improvement

A. Task Force Executive Committee

B. Speaker Honorarium Policy

C. Attendance and Financial Reports -

D. Speaker Contact Procedures – how to make speaking at the Convention a good experience for the speaker

E. Audio Visual Equipment and Support - how to improve this aspect for both speakers and the audience and identify any issues

F. Session Moderators – how can moderators make the sessions run better

G. Show and Tells - how to make this time more worthwhile

H. Proceedings – are they serving the purpose and how could they be improved

I. Publicity – how to improve and new methods

J. Ice Cream Social –

K. Other General Suggestions –

2023 Program Session Outline with Attendance

Monday, January 30	
Greenhouse Vegetables 30	PA Pesticide License Training 20
FSMA Grower Training 21	Profitable Farm Market Bakery 48
Spotted Lantern Fly Permit 4	YGA Pruning Workshop 49
Farm Transition 12	Bus Tour 98
Tuesday Morning, January 31	Tuesday Afternoon, January 31
High Tunnels 29-90	High Tunnels 42-140
Phytophthora	General Vegetables 32-67
Cole Crops 70-100	Soil Health/Cover Crop 80-100
Garlic 35-55	Biocontrols 44-52
Urban Ag 20-40	Urban Ag 22-36
Snap Beans 47-59	Wholesale Marketing 25-42
Farm Market Staff Training 110-120	Achieving Success at Farmers Markets 92
Tree Fruit	Tree Fruit
Keynote 425	
Wednesday Morning, February 1	Wednesday Afternoon, February 1
Tomatoes 110-235	Basic Vegetable Production 75-125
Basic Vegetable Production 70 to 200 (full)	Organic Veg Production 11-51
Organic Veg Production 42-67	Stone Fruit
Greenhouse Ornamentals 24-32	Greenhouse Ornamentals 29-69
Marketing 101 135	Diversification in Agritourism 70
Small Fruit 46 – standing room only	Small Fruit 53-120
Labor/Farm Management (joint) - full	Labor/Farm Management 23-48
Tree Fruit	Tree Fruit
Spanish	Spanish
Thursday Morning, February 2	Thursday Afternoon, February 2
Pumpkins 54-158	Sweet Corn
General Vegetables 35-120	Pollinators
Potatoes 26-73	Potatoes 40-80
Cut Flowers 31-75	Equipment Technology 10-30
Growing and Marketing High Value Niche Crops to Enhance Your Direct Market 55-65	Digital and Social Media Marketing 31-41
Small Fruit 62-120	Small Fruit 45-100
Stone Fruit	Labor/Farm Management 26

Workshop/Tour Attendance

2023	282		2019	284
2022	201		2018	412
2020	417*		2017	380
*includes off site hemp workshop				

Vegetable Sessions to be Included in the Program

Sessions Usually Included:	
Sweet Corn (1 or 2)	General Vegetables (2 or more)
Tomatoes (1 or 2)	Organic Vegetables (2)
Pumpkins/Fall Ornamentals	Snap Beans
Cantaloupe/Watermelons/Vine Crops	Greenhouse Ornamentals (2)
High Tunnels (2)	Cut Flowers
Potatoes (2)	
Sessions Included on Rotating Basis	
Peppers/Eggplant – 22,19,16,14,12,10,08,06	Food Banking – 22,16
Greenhouse Vegetables – 23, 22,20,19,14,09,07,05	Bio-controls – 23, 16
Cole Crops – 23, 21, 20,19,17,14,12,11,08,05	Phytophthora – 23, 07
Soil Health – 23, 22,21,20,19,18,15,14,13,10,09	Hops – 16,12
Specialty Veg– 22,21,18,17,16,12,10,08,04	Cultivars – 07
Leafy Greens – 20,17,15,11,09,08	IPM – 07,06
Food Safety – 21,20,18,16,14,13,11,10,09,08,07	Broccoli – 17
Root Crops – 18,16,12,10,05	Kale/Brussels Sprouts – 18
Onions/Garlic – 23, 22, 20,19,17,15,13,11,10,08,07,05	Rhubarb – 18
Asparagus – 22,18,17,14,12,06,04	Nutrient Management – 13
Farm Management – 23, 22,20,13,12,09,06,05	Auction Marketing – 10
Herbs – 16,14,11,05	Alternative Energy – 09,07
Irrigation – 19,15,12,08,04	Microgreens - 18
Winter Storage Vegetables – 22,17,13	Farmers' Market Crops – 23, 07
Basic Vegetable Prod. – 20,14,10,04	Ethnic Vegetables – 10
Cover Crops – 22,18,17,16	Value-Added Vegetables – 08
Equipment – 16,15,14,10	Farmers' Health - 20
Reduced Tillage/No-Till – 22,11,07	BMSB – 12
Hydroponics – 21,17,16	Edible Flowers - 19
GMOs – 16, 15,14	Legumes - 20
Pollinators – 23, 21,19,15	Apps for Agriculture – 15,
Wildlife Management – 19,16	Weed Control – 15
Value-Added Products – 14,13	Changing Climate – 17
Post-Harvest – 15,12	Drones - 18
Sweet Potatoes – 20,13	Composting - 20
Equipment Technology - 23	Urban Ag 23
Workshops	
Basic Greenhouse– 22,14,12	Vegetable Grafting – 17, 13
Seed Heat Treatment – 14,13,12	Flower Arranging – several years
Soil-Borne Vegetable Pathogens – 13	Basic Vegetable Production – several years
Farm Food Safety – 23, 22,20,19,18,17,16,15,14 +	Soil-Borne Vegetable Pathogens – 13
Farm Transitions – 23, 22,16	Hops Production – 17, 16
Pesticide Applicators Training – 23, 22,20,19,18,17,16	Greenhouse Veg. Prod. – 17
Recall Readiness – 17	Diagnosing Veg. Problems – 11
Biocontrols – 18	Computer Record Keeping – 18
Urban Community Farming – 18	Farm Business Management – 18
Irrigations Basics – 19	Greenhouse Production – 19
Tomato School - 20	Bees, Pollinators & Pollination – 20
Hemp Production - 20	Farm Market Bakery - 23
Spotted Lantern Fly Permit - 23	

2024 Program Session Outline Worksheet

Monday, January 30	
10	60 PA Pesticide License Training
20	70 Marketing (joint) ??
30	80 YGA (fruit)
40	90 Bus Tour (joint)
50	10 NASGA Workshop/Session
Tuesday Morning, January 31	Tuesday Afternoon, January 31
11	21
12	22
13	23
14	24
15	25 Wholesale Marketing (joint)
16 Small Fruit (joint)	26 Small Fruit (joint)
17 Marketing (joint)	27 Marketing (joint)
18 Tree Fruit (fruit)	28 Tree Fruit (fruit)
19 Keynote	
Wednesday Morning, February 1	Wednesday Afternoon, February 1
31	41
32	42
33	43
34	44 Stone Fruit (fruit)
35 Marketing (joint)	45 Marketing (joint)
36 Small Fruit (joint)	46 Small Fruit (joint)
37 Labor/Farm Management (fruit)	47 Labor/Farm Management (fruit)
38 Tree Fruit (fruit)	48 Tree Fruit (fruit)
39 Spanish (joint)	49 Spanish (joint)
Wednesday Evening, February 1	
71	72
Thursday Morning, February 2	Thursday Afternoon, February 2
51	61
52	62
53	63
54	64
55 Marketing (joint)	65 Marketing (joint)
56 Small Fruit (joint)	66 Small Fruit (joint)
57 Stone Fruit (fruit)	67 Labor/Farm Management (joint)
58 Tree Fruit (fruit)	68 Tree Fruit (fruit)

Outline of Room Availability

Room	Capacity	Tuesday AM	Tuesday PM	Wednesday AM	Wednesday PM	Thursday AM	Thursday PM
Trinidad Room	500	Small Fruit (joint)	Small Fruit (joint)	Small Fruit (joint)	Small Fruit (joint)	Small Fruit (joint)	Small Fruit (joint)
Nigerian Room	700	Tree Fruit	Tree Fruit	Tree Fruit	Tree Fruit 1	Tree Fruit 1	Tree Fruit
Cocoa 1 & Terrace	250	Marketing (joint)	Marketing (joint)	Marketing (joint)	Marketing (joint)	Marketing (joint)	Marketing (joint)
Cocoa Terrace	120						
Cocoa 1	120						
Magnolia Room ABC	270	Vegetable 1	Vegetable 1	Vegetable 1	Vegetable 1	Vegetable 1	Vegetable 1
Magnolia Room ABCD	360						
Crystal Room	250	Vegetable 2	Vegetable 2	Vegetable 2	Vegetable 2	Vegetable 2	Vegetable 2
Empire Room AB	180	Vegetable 3	Vegetable 3	Vegetable 3	Tree Fruit 2	Tree Fruit 2	Labor/ Farm Mgt (joint)
Empire Room CD	180	Vegetable 4	Vegetable 4	Labor/ Farm Mgt	Vegetable 3	Vegetable 3	Vegetable 3
Wild Rose Room AB	180	Vegetable 5	Wholesale Marketing (joint)	Spanish	Spanish	Vegetable 4	Vegetable 4
Magnolia Room D	90	Pesticide Lic. Test		Vegetable 4	Labor/ Farm Mgt		

Convention Registration Rates

	2017	2018-20, 22	23
Member (1 to 3 Day) Advance First Person from Farm	\$65	\$75	\$80
Member (1 to 3 Day) Advance Additional Persons from Farm	\$60	\$60	\$65
Member (1 to 3 Day) Late or Walkin	\$80	\$90	\$95
Non-Member (1-Day)	\$110	\$125	\$130
Non-Member (3-Day)	\$150	\$165	\$170

2023 Convention Attendance Report

Registrations		11	12	13	14	15	16	17	18	19	20	22	23
Member	Three-Day (advance)	593	590	576	354	380	405	491	452	425	465	327	373
	Three-Day (advance additional person)				241	249	308	361	343	318	320	244	299
	Three-Day (late/walkin)	224	287	243	254	240	196	178	165	171	148	116	126
Non-Member	One-Day	47	59	49	33	38	42	41	46	26	30	39	33
	Three-Day	10	8	15	5	12	21	17	12	10	18	17	21
Total Paid		874	944	883	887	919	972	1088	1018	950	981	743	852
Speakers, Session Chair, Guests		122	132	125	136	148	137	161	163	162	157	169	181
Students, PSU Personnel, Press		67	100	70	111	106	165	199	157	112	116	86	84
Total Free		189	232	195	247	254	302	360	320	274	273	255	265

Registrations							
	Pre	Tues	Wed	Thurs	Free	Total	
2004	447	73	68	103	173	864	
2005	515	173	160	59	196	1,035	
2006	564	159	143	59	196	1,053	
2007*	510	114	120	37	239	1,020	
2008	532	138	111	44	228	1,053	
2009	527	123	121	76	201	1,048	
2010	635	168	72	40	228	1,140	
2011	639	132	56	47	189	1,101	
2012	619	139	125	61	232	1,176	
2013	604	134	97	49	195	1,078	
2014	633	126	81	47	247	1,134	
2015	670	113	85	51	254	1,173	
2016	744	118	63	47	302	1,274	
2017	889	100	65	34	360	1,448	
2018***	815	103	47	53	320	1,338	
2019	770	71	54	45	274	1,224	
2020	788	93	57	27	273	1,254	
2021	294	0	0	0	32	326^	
2022	603	79	50	11	255	998	
2023	680	77	71	24	265	1,117	

^ 2021 was the lowest attendance since 1984 (when it was 318 and pre-registration was \$12.50)

Convention Policy Question

The PVGA Convention Task Force last year recommended that the Convention Joint Committee adopt a convention-wide policy of normally not paying honorariums to speakers unless the desired speaker asks/requires an honorarium or fee. Due to various circumstances, this question was not discussed by the Convention Joint Committee for the 2023 Convention although we will bring it up at their March 30 meeting. If the Joint Committee decides not to adopt this policy, should PVGA adopt a no-honorarium policy on our own for the vegetable sessions or retain our current policy of paying \$100 honorariums to out-of-state speakers and \$100 honorariums (but no expenses) to in-state grower speakers. Current Joint Committee policy is \$75 honorariums to out-of-state speakers and expenses (but no-honorariums) to in-state grower speakers. PVGA has not to-date paid honorariums to 2023 speakers pending a decision.

2023 Convention Financial Report

Income			2023	2022	2020	2019	2018
Registrations	No.	@					
Three Day Member Advance	373	\$80.00	\$29,840	\$24,525	\$34,875		
Three Day Member Advance Additional	299	\$65.00	\$19,435	\$14,640	\$19,200		
Three Day Member Walkin	126	\$95.00	\$11,970	\$10,440	\$13,320		
One Day Non Member	33	\$130.00	\$4,290	\$4,875	\$3,750		
Three Day Non Member	21	\$170.00	\$3,570	\$2,805	\$2,970		
Speakers, Session Chairs, Guests	181		\$69,105	\$57,285	\$74,115		
Students, Press, PSU	84						
Total registration	1117						
<i>Paid Registrations</i>	852						
Trade Show Profits							
Mid-Atlantic Convention (estimated)			\$28,700	\$28,719	\$20,891	\$26,120	
Workshops	No.	@					
Farm Market Bus Tour (Joint)	30	\$70.00	\$2,100	\$2,660	\$2,160		
Pruning (YGA)	12	\$30.00	\$360	\$80	\$320		
Farm Market Bakery	25	\$25.00	\$625				
FSMA Grower Certification	21	\$45.00	\$945	\$770	\$1,330		
Greenhouse Vegetables	30	\$50.00	\$1,500	\$1,560	\$5,355		
Basic Floriculture Greenhouse School	Sponsorship		\$1,200	\$1,000			
Farm Transition	12	\$25.00	\$300	\$1,150	\$1,200		
Spotted Lanternfly	4	\$0.00	\$0				
Pesticide Applicators License	20	\$75.00	\$1,500	\$1,495	\$1,625		
			\$8,530	\$8,715	\$12,020		
Meals	No.	@					
Annual Growers Banquet Tickets	37	\$35.00	\$1,295	\$1,610	\$1,505		
Proceedings							
Proceedings Sales			\$590	\$755	\$1,060		
Proceedings Advertising			\$1,533	\$1,458	\$1,370		
			\$2,123	\$2,213	\$2,430		
Other							
Sponsorship			\$0	\$1,000			
Complimentary Room Reimbursement (Mid-Atlantic Conv.)			\$0	\$513	\$342		
Reimbursement for Executive Director Time (Mid-Atlantic Conv.)			\$10,185	\$10,185	\$10,185		
			\$10,185	\$11,698	\$10,527		
Total			\$119,938	\$110,240	\$121,488	\$123,627	\$123,691
Expenses			2023	2022	2020	2019	2018
General Expenses							
Registration Forms (Country Print Shop)			\$318	\$207	\$180		
Telephone (estimated)			\$50	\$50	\$50		
Copying			\$0	\$26	\$97		
Postage (estimated)			\$20	\$20	\$55		
Supplies			\$68	\$24	\$87		
Miscellaneous			\$40				
Convention Committee Meetings			\$2,900	\$0	\$3,255		
Administrative Services (Troxell)			\$14,600	\$14,600	\$14,600		
Audio Visual Equipment			\$12,519	\$11,069	\$7,360		
			\$30,475	\$25,996	\$25,684		

2023 Convention Financial Report

(continued)

Expenses (continued)			2023	2022	2020	2019	2018
Meal Expenses							
Banquet Donation (Mid-Atlantic Convention)			\$500	\$500	\$500		
Annual Growers Banquet (Mid-Atlantic Convention)			\$1,330	\$2,310	\$1,750		
Greenhouse Session Refreshments			\$0	\$107			
Registration Help Lunches			\$206	\$188	\$149		
Ice Cream Social (Mid-Atlantic Convention)			\$851	\$814	\$1,162		
			\$2,681	\$3,624	\$3,412		
Workshop Expenses		P/L	Income			AV	Meals
Bus Tour (Joint)	\$0	\$2,100	\$2,100	\$2,660	\$2,160		
Pruning (YGA)	\$0	\$360	\$360	\$80	\$320		
Farm Market Bakery	\$0	\$625	\$625	\$0			
FSMA Grower Certification	\$264	\$945	\$681	\$726	\$1,170	\$72.24	\$609.02
Greenhouse Vegetables	-\$1,594	\$2,700	\$4,294	\$2,560	\$3,617	\$72.24	\$1,436.15
Farm Transition	\$264	\$300	\$36	\$1,353	\$1,387	\$36.12	
Spotted Lanternfly (sponsored PDA)	\$0	\$0	\$0			\$36.12	
Pesticide Applicators License	-\$6	\$1,500	\$1,506	\$1,677	\$0	\$72.24	\$558.28
	-\$1,072	\$8,530	\$9,602	\$9,055	\$10,373	\$288.96	
Speaker Expenses							
Vegetable Speakers			\$12,182	\$9,832	\$14,466		
Potato			\$2,054	\$1,089	\$588		
Organic			\$541	\$2,232	\$1,156		
Urban Ag			\$2,835				
Greenhouse			\$1,515	\$3,213	\$2,941		
			\$19,127	\$16,367	\$19,151	\$21,738	\$15,327
Publicity Expenses							
Advertising			\$0	\$0	\$0		
			\$0	\$0	\$0		
Grower Transportation							
Mileage Reimbursement			\$652	\$547	\$682		
Proceedings Expenses							
Printing (Kutco)			\$11,827	\$8,636	\$9,538		
USBs (Kutco)					\$1,224		
			\$11,827	\$8,636	\$10,762	\$10,248	\$10,616
Postage			\$422	\$490	\$396		
Sales Tax (estimated)			\$40	\$50	\$52		
			\$12,289	\$9,176	\$11,210		
Total			\$74,827	\$64,764	\$70,513	\$72,911	
Estimated Surplus			\$45,111	\$45,476	\$50,975	\$50,716	\$47,981
			2023	2022	2020	2019	2018

Program Chair Responsibilities/Timeline

Convention Task Force Executive Committee (although open to all) will meet virtually to review any input on session structure on **Thursday, May 4 at 1:00 p.m.**

Review speaker/topic suggestions from the Task Force Meeting, Google Doc from previous speakers and agendas from other meetings.

Develop a short list of topics and speakers you plan to contact and post it on the Google doc by **Wednesday, June 7.**

Participate in Task Force/Program Chair Zoom meeting on **Thursday, June 8 at 1:00 p.m.**

Contact speakers on short list and post confirmed speakers in the appropriate time slot on the Google doc.

Participate in Program Chair Zoom meeting on **Thursday, September 5 at 1:00 p.m.**

Finalize speaker contacts and post confirmed final list of speakers on Google doc by **Tuesday, October 1.**

Speaker Policies

We are limiting individual speakers to making three or four presentations during the course of the Convention. On the other hand, we encourage program chairs to schedule speakers coming from out-of-state to make more than one presentation whenever possible.

Following are the policies for speaker expenses and honorariums **FOR THE VEGETABLE SESSIONS:**

060.4 The following guidelines for allowable expenses by speakers, program chairs, and other participants will be followed although the program chairpersons in consultation with the Committee Chairperson or the Executive Director shall be allowed reasonable discretion in offering more generous terms to individual speakers as they deem appropriate .

060.4a Penn State personnel (both University and county extension educators), out-of-state growers, out-of-state university or extension persons, and in- or out-of-state industry/business persons (whose industry or business will NOT benefit from the publicity) will be reimbursed for all reasonable travel, lodging and meal expenses. In general, speakers, especially in-state speakers, will be allowed one-night's lodging and three meals per presentation. We do not reimburse speakers for alcoholic beverages, hotel movies, or phone charges. We have set maximum meal expense allowances of \$15 for breakfast, \$20 for lunch and \$30 for dinner. Spouses expenses will not be reimbursed. Meal tickets will be offered at all appropriate meals. Mileage in private vehicles will be paid at the current federal mileage rate. Registration fees will be waived.

060.4b Out-of-state growers, out-of-state university or extension persons, and in- or out-of-state industry/business persons (whose industry or business will not benefit from the publicity) will be offered an honorarium of \$100 for one presentation and \$50 for each additional presentation. **Honorariums will not be paid for speakers making their presentation remotely.**

060.4c In-state growers will not receive any travel, lodging or meal expenses, but will be offered a \$100 honorarium for one presentation, \$50 for each additional presentation and \$50 for participation on a panel. Registration fees will be waived.

060.4d In- and out-of-state industry/business personnel (whose business may benefit from the publicity) will not receive any travel, lodging or meal expenses, nor honorariums or meal tickets. Registration fees will be waived.

ALL speakers receive free registration to the Convention. We ask speakers to make their own travel arrangements. For speakers who must purchase airline tickets, we will reimburse that cost to them before the Convention if they submit it to us. We ask speakers to pay for their own lodging and meals up front. Each speaker for whom we are covering expenses will receive an expense reimbursement form at the Convention that they can submit to us after the Convention.