



- 2:40 - 3:10     **Insect Management for 2003 Following Unique Situations**  
Larry Gut, Dept. of Entomology, MSU
- 3:10 - 3:20     **Cherry IPM Pocket Guide**  
Dave Epstein, Fruit IPM Coordinator, MSU
- 3:20 - 3:50     **Update on Cherry Breeding Program**  
Amy Iezzoni, Dept. of Horticulture, MSU
- 3:50 - 4:10     **Block Removal Analysis**  
Glenn Kole, District Farm Management Agent, MSU Extension
- 4:10 - 4:30     **The Future of Crop Insurance for Tree Fruits**  
Dennis Janusick, USDA Risk Management Agency, Springfield, Illinois
- 4:30 - 6:00     **Reception**  
Featuring Food and Wines from Northwest Michigan

Concurrent on Tuesday : Grape and Wine Session

- 2:00 - 2:15     **Field Impressions From the NWMHRS Cultivar Trials**  
Duke Elsner, Grand Traverse Co. Agricultural Agent, MSU Extension
- 2:15 - 2:45     **Hitting the Target With Pesticides- Factors To Consider**  
Dick Ledebuhr, Dept. of Agricultural Engineering, MSU
- 2:45 - 3:10     **Epidemiology of Grape Crown Gall**  
Annemiek Schilder, Dept. of Plant Pathology, MSU
- 3:10 - 3:40     **Crown Gall and Esca Diseases of Grapevines**  
Thomas Schulz, Ontario
- 3:40 - 4:00     **New Pesticides for Vineyards in 2003**  
Rufus Isaacs, Dept. of Entomology, MSU  
Annemiek Schilder, Dept. of Plant Pathology, MSU
- 4:00 - 4:20     **Progress Report on the Vine Spacing trial at the NW Station**  
Tom Zabadal, Director, Southwest Michigan Research & Extension Center  
Brian Hauch, Southwest Michigan Research & Extension Center  
Bill Klein, Farm Manager, Northwest Michigan Horticultural Research Station  
Duke Elsner, Grand Traverse Co. Agricultural Agent, MSU Extension
- 4:20 - 4:30     **Results of MASS Grape Survey Project**  
David Kleweno, Michigan Ag. Statistics Service, Lansing
- 4:30 - 6:00     **Reception**  
Featuring Food and Wines from Northwest Michigan

Tuesday Evening Programs:

- 6:00 - 8:00     **Value-Added Projects & Grants**  
Moderator: Robert Craig, Michigan Department of Agriculture  
Lee Bambush, USDA Rural Development Office  
Tom Kalchik, MSU Extension Value-Added Agent

Presentations by Grant Recipients:  
Earl Peterson, Glenn LaCross, Dennis Mackey  
Jim Bardenhagen, Don Coe, Joe Lothamer

**Wednesday, January 22:**

8:00 - 10:30 **Coffee and Rolls Served in Exhibit Hall**

**Cherry Marketing Institute Annual Meeting**

9:00-9:10 **Welcome**, Phil Korson, President, CMI

9:10-9:30 **CMI Year End Review**, Phil Korson

9:30-9:45 **International Marketing**, Jean Valentine

9:45-10:00 **German and Mexican Export Promotions**

10:00-10:20 **Break**

10:20-10:45 **National Cherry Festival Report to the Industry**  
Chuck O'Connor and Susan Olson, NCF

10:45-11:00 **Health Benefits Marketing**, Joseph Lothamer, CMI

11:00-11:25 **U.S. Marketing Activities**, Jane Baker, CMI

11:25-11:30 **New TV Video on Health Benefits** (part of USDA grant)

11:30-Noon **Update on Health Benefits Research**  
Dr. Russel Reiter, University of Texas Health Science Center

Wednesday Afternoon:

Noon - 12:30 **Break for Exhibits**

12:30 - 2:00 **Cherry Marketing Institute Luncheon**  
Program and Presentation of Awards

2:10-2:25 **NW Michigan Horticultural Research Foundation Annual Meeting**  
Gary Bardenhagen, President

2:25-2:45 **Trends In International Tart Cherry Trade**  
Suzanne Thornsby, Dept. of Agricultural Economics, MSU

2:45-3:05 **Incentive Payment Programs for the Fruit Industry**  
Alan Herceg, Assistant State Conservationist, NRCS

3:05-4:30 **Federal Marketing Order Analysis and Discussion**  
Don Ricks, Moderator, Dept. of Agricultural Economics, MSU  
Claude Rowley, Chair, CIAB, Utah  
Tom Rochford, Cherry Growers, Inc., Grawn  
Dave White, Grower, Elk Rapids  
Gordon Tulgestke, Greenstone Farm Credit Services, Traverse City

4:00 - 5:00 Cash Bar Open

**REMINDER-** The Cherry Industry Administrative Board will be holding a meeting on **Thursday, January 23, at 8:00 a.m.** at the Grand Traverse Resort.