

Wisconsin Winter Maple Institute
Building a Successful and Sustainable
Maple Syrup Business
Registration Form 2017

Name(s) _____

Sugarbush Name _____

Address _____

City _____ # of taps _____

State _____ Zip _____

Phone _____

Email _____

Please reserve: \$ Cost # of People = Total

Saturday Maple Institute January 14th

WMSPA members (includes lunch)

\$40.00 x # _____ = \$ _____

Craft Workshop # _____

student w/ WMSPA member (with lunch)

\$15.00 x # _____ = \$ _____

non-members (includes lunch) (or join &
have the extra amount applied to dues)

\$65.00 x # _____ = \$ _____

Total # _____ = \$ _____

Deadline Reply must be received by January 2nd
2017 (for meal headcount) Late registration & walk
in's are welcome but not guaranteed a meal. (no
refunds after this date) Send Form & Payment To:

Theresa Baroun Executive Director WMSPA
2546 Homestead Drive, De Pere, WI 54115
Make check out to: WMSPA



The Plaza Hotel & Suites:

201 N 17th Ave., Wausau, WI 54401

From Hwy 51 N (I-39) exit #192 to 17th Avenue
North. If you have further hotel questions or for
reservations (tell them you're there for the Wisconsin
Maple Winter Institute) please call:

(800) 754-9728 ♦ (715) 845-4341

<http://www.plazawausau.com>

Maple Institute Information & updates at:

<http://www.wismaple.org>

For more info on the Wisconsin Maple Winter
Institute & Trade Show & the WMSPA
The registration deadline is January 2nd
No Refunds after January 2nd 2017
please contact:

Theresa Baroun Executive Director email:
director@wismaple.org

Wisconsin Maple web site at: www.wismaple.org

WISCONSIN

Winter Maple Institute
& Maple Trade Show
The Plaza Hotel & Suites
Wausau, WI

January 13 & 14, 2017

"Building a Successful and
Sustainable Maple Syrup Business"



*'The Wisconsin Maple Syrup Producers
Association is Dedicated to Improving
the Ability of its Members to Produce
and Market the Finest Maple
Syrup in North America'*

Wisconsin Winter Maple Institute

AGENDA FOR WINTER INSTITUTE

FRIDAY, JANUARY 13, 2017: (no charge for Friday)
10:00 - 4:00 P.M. ----- Vendor Setup
4:00 - 6:00 P.M. ----- Maple Trade Show Opens
5:30 - 8:00 P.M. Cash Bar (Social Hour Finger Food)

SATURDAY, JANUARY 14, 2017:
7:00 - 8:30 A.M. ----- Registration
7:00 A.M. ----- Trade Show Opens
8:30 - 8:40 A.M. ---- Welcome, WMSPA President
8:40 - 10:30 A.M. ----- Morning Program
'Maple Tree Physiology Dr. Eric Randall'
10:30 - 11:00 A.M. ----- Break/Trade Show
11:00 - Noon ----- Morning Program
12:00 - 1:00 P.M. ----- Family Style Lunch
-(included with your preregistration)
-Producer of Year & Honorary Life Member Awards
1:00 - 1:45 P.M. -Auction of Maple Supplies & Equipment
1:45 - 2:40 P.M. ----- 1st Break Out Sessions
2:45 - 3:40 P.M. ----- 2nd Break Out Sessions
3:45 - 4:30 P.M. ----- 3rd Break Out Sessions
The Maple Trade Show will be open during Sessions
4:30 P.M. ----- Winter Institute Closes
The Plaza Hotel 201 N 17th Ave. Wausau, Wisconsin

Breakout Sessions for 2017

Craft Workshop (Vicky Adamski)
(if you are interested in the Craft WS check box on registration so we have enough material)
Beginners Maple 101 Session (Lloyd Franz)
Marketing Maple Syrup (Eric Randall)
Forest Management (Eric Randall)
New USDA Maple Grading System (State Official)
Licensing & Inspections (State Official)
Business amenities copyrights, trademarks, product liability etc. (Sara Ruffi Law Office)
New in Maple Workshops (Jim Adamski)
Session on Labeling for Maple Containers
Session on Maple Candies, Confections etc.
Check our website www.wismaple.org for updates and more detail for these programs.

Featured Speaker Dr. Eric Randall

My Maple biography is a whole lot more concise than my academic biography. I was born and raised on a western New York dairy/cash crops farm. My family has made Maple Syrup in the region since 1848 and we are pretty sure that they made it before that date, but we lack written record before that date. I earned a BS in Biology from SUNY-Oswego in 1968 and a PhD in Botany from PennState in 1973. I spent 25 years as a plant sciences teaching/research professor at SUNY College-Buffalo; served as Department of Biology Chair, Assoc. Dean and Dean of the College of Natural Sciences. In 1997, I retired for the first time and assumed the position of Dean of the College of Science, Management and Technology at Edinboro University of Pennsylvania. I retired from that position nearly five years ago and returned as an adjunct professor of plant sciences at BuffaloState, where I started my academic career 40 years prior. I also expanded my sugarbush and facilities threefold. Our sugarbush currently includes some over 3000 taps set in two woodlots about thirty miles apart. Our main woods is served by a wet/dry herringbone tubing system with 1800' of the line underground with just 17' of fall. We use checkvalve spiles, wash our lines with clean water. Our evaporator is a Leader Vortex with maxflue pan and a steamaway. We have two RO's. We truck 800 gallons of 8-9% concentrate from the remote location each trip. Eleanor and I were among the 10 founding members of the Maple Weekend program started 22 years ago. Today, we host upwards of 1000 visitors/day during this early spring ritual to our sugarhouse. Our original intention of making this a truly fun, educational/informational experience has continued with the added bonus of a new market where we often sell a quarter of our annual crop! I have served as director and officer of local, state and now international Maple organizations for over thirty years. I am a consultant to the US Dept. of Interior Federal Invasive Species Council, have an active research program involving Finger Lakes watershed invasive species detection, and just completed the training for the New York Master Forest Owners Program.

'For the price of a couple of quarts of maple syrup learn from all our Maple Experts enough to make gallons more next season and increase your profit margin'.

Become a WMSPA Member!!

For a fee starting at \$45, you will join the foremost recognized maple community in the state. Have your name or business added to our member list showing your affiliation that potential customers view as a sign of assurance and confidence in your product. You'll be informed of meetings, spring and fall events plus receive *Wisconsin Maple News* and the national *Maple Digest* twice a year, all on top of developing a camaraderie with like-minded maple enthusiasts at WMSPA sponsored sessions! See you at the Winter Institute, Fall Tour, State Fair, First Tree Tapping or Annual Meetings. We are open to Wisconsin maple syrup producers and maple syrup producers (non-voting members) of surrounding states.

Since its founding, the WMSPA has represented many commercial and hobbyist sugar makers in Wisconsin. While we do not conduct actual inspections, we expect our members to conform to all State and Federal standards regarding the production and sale of maple products. We disseminate information to our members which helps them maintain strong quality control and we stand ready to assist them if problems arise. We also act as your representative to both State and Federal Government on specific legislative issues that affect the maple industry.

**Maple Auction
Again This Year**



Wisconsin Maple Trade Show 2017

Include's Maple Manufacturer Exhibits by: CDL Wisconsin, Leader Evaporator Co., Lapierre USA, Smoky Lake, GBM LLC/All American Maple Outfitters, WesFab, D & G and others including most of your Wisconsin Maple Supply Dealers. See what's new and make some great deals on equipment & supplies to get ready for the 2017 Maple Season!!