



Indiana Grown Symposium

March 19, 2024

Tentative Agenda – details, topics and speakers could change 1.9.2024

Registration is required for this event, continental breakfast and lunch are included in registration fee. You can register [here](#). Registration is currently open!

Any questions please contact Indiana Grown – indianagrown@isda.in.gov

Time	Content	Speaker	Organization	Room
8:00 am - 4:30 pm	Tradeshow			Hendricks Power Expo Hall
9:00 AM - 9:30 AM	Opening Remarks	Don Lamb Lt. Governor Suzanne Crouch		Hendricks Power Expo Hall
9:45 AM - 10:45 AM				
	Why go into Agritourism? Trends in Agritourism to consider	Suzi Spahr	NAFDMA	Classroom B
	White Oaks Bison farm, niche marketing, agritourism and bison production	Terry & Courtney Engstrand	White Oaks Bison Farm	Classroom A
	Small Business Social Media 101: How to Disrupt the Noise	Krista Stillwell	Stillwell + co.	Conference Room 1 & 2
	Livestock care & considerations for on-farm tours and guest interactions	Dr. Cheryl Miller	Board of Animal Health	Classroom C
	Succession Planning	Polly Dobbs	Dobbs & Folz	Auditorium South Hall



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	Maximizing your brand IN Indiana	Kyle Johnson	Director of Strategic Initiatives – Indiana Tourism	Auditorium North Hall
9:45a-10:15 am 10:15 am – 10:45 am	Agribusiness one-on-one meeting	SBDC Agribusiness Advisor	Indiana SBDC Agribusiness Initiative	Board Room
11:00 AM - 12:00 PM				
	Agritourism trends and how to engage with your target audience	Ariana Torres, PhD	Purdue University	Conference Room 1 & 2
	Food Safety Considerations for Agritourism operators & navigating your county health department	Sharon Pattee	Indiana Department of Health	Classroom A
	Zoning and Insurance	TBA	Indiana Farm Bureau	Classroom B
	Farm Finances, what does success look like on your farm	Liz Brownlee	PIFF – Partners in Food and Farming	Classroom C
	Succession Planning	Polly Dobbs	Dobbs & Folz	Auditorium South Hall
11:00 am – 11:30a 11:30a-12:00p	Agribusiness one-on-one meeting	SBDC Agribusiness Advisor	Indiana SBDC Agribusiness Initiative	Boardroom
12:00 PM - 12:45 PM	Lunch			Auditorium North Hall
1:00 PM - 2:00 PM				
	Operator Liability	Brianna Schroeder	Janzen AG Law	Classroom 1 & 2
	Preparing your product for retail and wholesale sales	Kristy Kikly	Redbud Farm	Classroom A
	Grants and Grant Writing	Jonathan Blake and McKenzi Kumpf	RJL Solutions	Classroom B



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	Value Added Producer Grants (VAPG)	Spencer Guinn	Kentucky Center for Agriculture and Rural Development (KCARD)	Classroom C
1:00 pm – 1:30 pm 1:30pm – 2:00 pm	Agribusiness one-on-one meeting	SBDC Agribusiness Advisor	Indiana SBDC Agribusiness Initiative	Boardroom
1:00 pm – 2:00 pm	Panel Discussion – best practices, pitfalls and experience sharing	Moderated by: TBA		Auditorium South Hall
	Dull's Tree Farm			
	Heritage Farm and Events			
	Stucky's Farm Orchard & Cider Mill			
	Lindauer & Sons Dairy			
2:15 PM - 3:15 PM				
	Small Business social media 101: How to Disrupt the Noise	Krista Stillwell	Stillwell + co	Conference Room 1 & 2
	Operator Liability	Brianna Schroeder	Janzen AG Law	Auditorium North Hall
	Emergency Management Planning	Mary Moran	Indiana Homeland Security	Classroom A
	Media training	Panel discussion	McFarland PR	Auditorium South Hall
	E-commerce, selling your products on a digital platform	Jim Cockrum	Cockrum Group	Classroom C
2:15 pm – 2:45 pm 2:45pm – 3:15 pm	Agribusiness one-on-one meeting	SBDC Agribusiness Advisor	Indiana SBDC Agribusiness Initiative	Boardroom
3:30 PM - 4:30 PM				
	On-boarding: hiring, training, and setting your team up for success	Ruth Ann Roney	Tuttle's Orchard	Conference Room 1 & 2
	Creating an authentic guest experience	Anna Welchel	Indiana State Fairgrounds and Event Center	Classroom A



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	How to determine product pricing	Chef Jeff Bricker	Ivy Tech Community College	Classroom B
	Ticketing & Event Planning	Jesscia Pontius	Daniel's Vineyard	Classroom C
	How to plan a Farm to Table event	Allie Rieth	American Dairy Association, Indiana	Auditorium South Hall
3:30 pm – 4:00 pm 4:00pm-4:30 pm	Agribusiness one-on-one meeting	SBDC Agribusiness Advisor	Indiana SBDC Agribusiness Initiative	Boardroom
4:30 PM event finished				