



8TH CCA CONFERENCE AND ANNUAL MEETING January 12 & 13, 2011

Best Western – Lamplighter Inn
591 Wellington Rd. S.
London, ON
(519) 681-7151

Tentative Agenda

Wednesday, January 12th – Conference Opening

- 8:15 a.m. Registration and continental breakfast – *Crystal Ballroom and Atrium*
- 8:45 a.m. Opening Remarks, CCCAA Board Chair, Craig Chapple
- 9:00 a.m. “Agricultural Management Institute”, Gerald Renkema, Vice-Chair
- 9:15 a.m. **“Delivering Exceptional Customer Service”**, Dennis Snow, Snow & Associates
- 10:30 a.m. Refreshment Break - *Atrium*
- 10:50 a.m. **“Consumer Trends and Consumers’ Perception of Agriculture”**, Colin Siren, Associate Vice President, Ipsos Forward Research
- 11:40 a.m. **“Ontario Agricultural Resource (AgRI) Inventory Mapping Project”**, Stewart Sweeney, Environmental Management Branch, OMAFRA
- 12:30 p.m. Lunch Buffet – *Crystal Ballroom and Atrium*
- 1:15 p.m. **“Implications of Demographic Shifts for Agriculture”**, David Foot, Owner, Footwork Consulting, Toronto
- 2:45 p.m. Committee Reports - Canadian CCA Association
- 3:00 p.m. Refreshment Break - *Atrium*
- 3:15 p.m. **“Fun with Forages”**, Jack Kyle and Joel Bagg, OMAFRA
- 4:10 p.m. **“Resistance Management”**, Dr. Mike Owen, Iowa State University
- 5:00 p.m. Annual meeting of the Canadian CCA Association
- 5:30 p.m. Crop protection companies and other industry companies will have displays and booths in the Atrium – Cash bar open
- 6:30 p.m. Banquet (*dress is business casual*) – *Crystal Ballroom*
- 8:00 p.m. Presentation of the Annual CCA Award of Excellence
- 8:30 p.m. to Midnight Hospitality and networking – *Atrium*

Thursday, January 13th

- 7:30 a.m. Hot Buffet Breakfast – *Crystal Ballroom*
- 8:20 a.m. Opening Remarks, Ross Stone, Canadian CCA Association Chair
- 8:30 a.m. **“*Invasive Insects*”**, Taylor Scarr, Ministry of Natural Resources *invited; not confirmed*
- 9:20 a.m. **“*How P & K Levels Affect N*”**, Scott Murrell, International Plant Nutrition Institute
- 10:10 a.m. Refreshment Break
- 10:30 a.m. **“*Impact of Changing Weather Patterns on Agriculture*”**, David Phillips, Senior Climatologist, Environment Canada *invited; not confirmed*
- 11:15 a.m. **“*Pest Diagnostic Challenge*”**, Mike Cowbrough and Horst Bohner, OMAFRA
- 12:05 p.m. **“*IPM in Berry Crops*”**, Marvin Pritts, Cornell University
- 12:55 p.m. Marketing Committee Report and Contest Draws
- 1:00 p.m. Lunch Buffet – *Crystal Ballroom*
- 2:00 p.m. Adjourn

12.0 CEUs requested:

- **Day One: 1.0 SWQ, 1.0 CM, 1.0 IPM and 4.0 PD (7.0)**
- **Day Two: 1.0 NM, 3.0 IPM and 1.0 PD (5.0)**

*Note: Hotel check-out is 11:00 a.m. A baggage storage area is available upon request.

This project is funded in part through the Agricultural Management Institute (AMI). The AMI is part of the Best Practices Suite of programs for Growing Forward, a federal-provincial-territorial initiative.





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Registration Form

Cost: \$254.25 (\$225 + \$29.25 HST) *per person before December 10, 2010*, \$310.75 (\$275 + 35.75 HST) *per person after December 10, 2010*.

The registration fee includes meeting materials, two lunches, coffee breaks, banquet, a continental breakfast on day one and a hot buffet breakfast on day two.

****Please note:** we will be strictly enforcing the late registration fee, so ensure your cheque is received prior to December 10th!

Make cheques payable to: CCA Program. Unfortunately, credit cards can not be accepted.

Mail to: Canadian CCA Association, 39 William Street, Elmira, ON N3B 1P3. Fax: 519-669-3826
Please do not phone in registrations; registration is complete upon receipt of fee.

Name: _____

Check here if receipt required:

Company: _____

Address: _____

Your fax or e-mail: _____

CCA Number: _____ You must be a member of CCA to attend.

Dietary Concerns/Food Allergies: _____

NOTE: You must make your own hotel reservations by calling 519-681-7151. There is a block of rooms set aside under **Certified Crop Advisors** at a room rate of \$119.00 Standard Room or \$139.00 Business Class (upgrade) per night based on single or double occupancy payable to the hotel. Room block will be held until **December 13, 2010**. Please be sure to ask for the **Certified Crop Advisors Room Block** as we receive a reduction on conference costs based on the number of rooms booked. Map and directions to the hotel are available at <http://www.lamplighterinn.ca/map/>.