



## 8<sup>TH</sup> 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 12<sup>th</sup> – Conference Opening

- 8:15 a.m. Registration and continental breakfast – *Crystal Ballroom and Atrium*
- 8:45 a.m. Opening Remarks, Canadian CCA Association Board Chair, Craig Chapple
- 9:00 a.m. ***“Delivering Exceptional Customer Service”***, Dennis Snow, Snow & Associates
- 10:15 a.m. Refreshment Break - *Atrium*
- 10:35 a.m. ***“Consumer Trends and Consumers’ Perception of Agriculture”***, Colin Siren, Associate Vice President, Ipsos Forward Research
- 11:25 a.m. ***“Ontario Agricultural Resource (AgRI) Inventory Mapping Project”***, Stewart Sweeney, Environmental Management Branch, OMAFRA
- 12:15 p.m. Lunch Buffet – *Crystal Ballroom and Atrium*
- 1:00 p.m. ***“Implications of Demographic Shifts for Agriculture”***, David K. Foot, Professor Emeritus of Economics, University of Toronto.
- 2:30 p.m. Updates from and Annual meeting of the 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. ***“Herbicide Resistant Weed Management”***, Dr. Mike Owen, Iowa State University
- 5:00 p.m. Speaker Program Adjourns
- 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 13<sup>th</sup>**

- 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.



## 8<sup>th</sup> CCA Conference and Annual Meeting January 12 & 13, 2011

### 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 10<sup>th</sup>!

**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/>.