

| Wednesday, January 23rd | | | |
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| 4:30pm - 6:30pm | Registration | | Crystal Promenade A,B |
| Thursday, January 24th | | | |
| 8:00am - 6:00pm | Registration | | Crystal Promenade A,B |
| 6:00pm - 8:00pm | Satellite Registration | | Topaz Promenade |
| 8:00am - 4:00pm | Pre-Conference | Agritourism Bus Tour – <i>Patricia Uptain</i> Meet in Lobby at 8:00am Buses board at 8:15am Sharp! | |
| 8:30am - 5:00pm | | How to Start a Lavender Farm <i>Mary & Tim Bergstrom</i> | Emerald Salon 1 |
| | | The Art & Science of Distillation <i>Sandra Shuff, Dr. Cindy Jones</i> | Emerald Salon 3 |
| 7:00pm - 9:00pm | Reception | Successful Business Practices Panel Discussion Appetizers & Bar | Topaz Room & Courtyard |
| Friday, January 25th | | | |
| 6:00am - 7:00am | Morning Yoga (optional) \$10 pay at class, bring mat or towel | | Opal 1 |
| 7:00am - 8:00am | Continued check-in | | Crystal Promenade A,B |
| 8:00am - 8:30am | General Session | Welcome Session <i>Emcee - Aimee Crane</i> | Crystal Ballroom |
| 8:30am - 10:00am | | The Community Economy <i>Donna Maria</i> | Crystal Ballroom |
| 10:00am - 10:30am | | Region Updates – Region Leaders | Crystal Ballroom |
| 10:30am - 10:45am | Break and visit with our Vendors | | |
| 10:45am - 12:00pm | Growing Your Lavender Business | How to Make a Profit for Mid-Experienced Growers <i>Christine Teeple</i> | Emerald Salon 1 |
| | Diversifying Your Products & Services | Diversifying your Lavender Bus. to Expand Your Revenue Stream – <i>Ellen Reynolds</i> | Emerald Salon 2 |
| | Lavender Farming | Dirt to Flower: An Overview of Growing Lavender Commercially – <i>Paola Legarre</i> | Emerald Salon 3 |
| 12:00pm - 1:30pm | Lunch Buffet and Networking in the Crystal Ballroom | | |
| 1:30pm - 2:45pm | Growing Your Lavender Business | Product Research Results: Lavender Products - What Sells! – <i>Alice Marin</i> | Emerald Salon 1 |
| | Diversifying Your Products & Services | Making Lavender Soaps: Hands-On Workshop <i>Kevin Dunn</i> | Emerald Salon 2 |
| | Lavender Farming | Harvesting & Debudding Equipment Panel <i>Ricardo Besel, Bill Jabs & Mike Neustrom</i> | Emerald Salon 3 |
| 2:45am - 3:15pm | Break and visit with our Vendors | | |
| 3:15pm - 4:30pm | Growing Your Lavender Business | Digital Marketing: An Important Link to Profitability <i>Robert M. Jones, James Wetzel</i> | Emerald Salon 1 |
| | Diversifying Your Products & Services | To Bee or Not to Bee! All About Beekeeping <i>Jim Strohm</i> | Emerald Salon 2 |
| | Lavender Farming | Lavender: Soil Preparation, Irrigation and Nutrient Requirements – <i>Dr. Curtis Swift</i> | Emerald Salon 3 |
| 4:30pm - 5:00pm | Break and visit with our Vendors | | |
| 6:00pm - 8:00pm | Dinner Buffet followed by coffee and dessert with our Vendors in the Crystal Ballroom | | |

| Saturday, January 26th | | | |
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| 6:00am - 7:00am | Morning Yoga (optional) \$10 pay at class, bring mat or towel | | Opal 1 |
| 8:00am - 9:00am | USLGA Annual Meeting | | Crystal Ballroom |
| 9:15am - 11:00am | General Session | Laser-Focused Branding: Crafting a Compelling Brand Narrative <i>Lela Barker</i> | Crystal Ballroom |
| 11:00am - 11:15am | Break and visit with our Vendors | | |
| Keynote Speaker ▶ 11:15am - 12:30pm | Growing Your Lavender Business | The Community Economy Workshop <i>Donna Maria</i> | Emerald Salon 1 |
| | Diversifying Your Products & Services | Tempting Culinary Lavender Products - Ideas, Inspiration, Tastings <i>Nancy Baggett</i> | Emerald Salon 2 |
| | Lavender Farming | Exploring Certified Naturally Grown <i>Kylee Wongrowski</i> | Emerald Salon 3 |
| 12:30pm - 2:00pm | Lunch Buffet and Networking in the Crystal Ballroom | | |
| Keynote Speaker ▶ 2:00pm - 3:15pm | Growing Your Lavender Business | Wholesale Like a Pro: The Secrets to Charming Store Buyers <i>Lela Barker</i> | Emerald Salon 1 |
| | Diversifying Your Products & Services | Lavender Festival / Events: The Customer Experience <i>Dan Callen</i> | Emerald Salon 2 |
| | Lavender Farming | Phytophthora Update <i>Dr. Steven Jeffers</i> | Emerald Salon 3 |
| 3:15am - 3:30pm | Break and visit with our Vendors in the Crystal Ballroom | | |
| 3:30pm - 4:45pm | Growing Your Lavender Business | Farm Law 101: Legal Considerations for the Lavender Farmer <i>Steve Seymour</i> | Emerald Salon 1 |
| | Diversifying Your Products & Services | Distilling for Essential Oil & Hydrosol Panel Discussion <i>Mike Neustrom, Sandra Shuff, Sarah Richards</i> | Emerald Salon 2 |
| | Lavender Farming | Cutting Production and Propagation of Lavender: Propagation tips on how to successfully grow a viable lavender plant <i>Paola Legarre</i> | Emerald Salon 3 |
| 4:45pm - 5:30pm | General Session | Closing Session in the Crystal Ballroom | |

