

FRIDAY, APRIL 5, 2024 SCHEDULE

7 - 8 A.M.

Vendor Booth Set Up
Location: Room #C-100

8 - 9 A.M.

**Check-In, Registration,
Vendor Fair and Breakfast**
Location: HUB

9 - 9:15 A.M.

Welcome and Introductions:
Emcee: Joyce Jong
Location: Room #C-100

9:15 - 10:15 A.M.

Morning Keynote: Jessie Forst
Location: Room #C-100

10:15 - 10:45 A.M.

Vendor Fair
Location: Room #C-100

10:45 - 11:30 A.M.

Session #1: Morning Break-Out

11:30 A.M. - 12:15 P.M.

Session #2: Mid-Day Break-Out

12:15 - 1:30 P.M.

**Lunch and Networking -
Experienced Farmers Q and A**
Location: Patio and HUB

1:30 P.M.- 2:15 P.M.

Session #3 Afternoon Break-Out

2:15 P.M.- 3:30 P.M.

Closing Remarks
Room #C-100

*Thank you for
Attending!*



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TRACK 1 • (ROOM #D-2)

**PROFITABLE MARKETING: How to Grow
and Equip Your Farm for "High Yields"**
Moderator: Jenny Iyer

SESSION 2

11:30 A.M. - 12:15 P.M.
**Community Supported Agriculture - What
Is It and Is It a Good Fit for You?**
Speaker: Mandy Parkes

SESSION 3

1:30 P.M.- 2:15 P.M.
Growing Together - Farm to Food
Speakers: Sue Struthers, Scott Berndt

TRACK 2 • (ROOM #D-4)

**HEALTHY FINANCES: Come Discover an
Abundance of Ways to Secure Financing**
Moderator: Denise Hamet

SESSION 1

10:45 - 11:30 A.M.
**The Dreaded Quarantine -
Updates and Support**
Speaker: Erik Downs

SESSION 2

11:30 A.M. - 12:15 P.M.
**IEFSA Southwest Regional
Food Business Grant**
Speaker: Scott Berndt

SESSION 3

1:30 P.M.- 2:15 P.M.
Let's Talk Leases and Land - Benefits of Both
Speaker: Randy Beckendam

TRACK 3 • (ROOM #D-1)

**SUCCESSFUL FARMERS: All the Tools
to Become a Prosperous Farmer**
Moderator: Susan Fahrney

SESSION 1

10:45 - 11:30 A.M.
Getting Down and Dirty With Your Soil
Speaker: Scott Berndt

SESSION 2

11:30 A.M. - 12:15 P.M.
**Regenerative Farming Practices for Small
Scale Farms**
Speaker: Jesse Frost

SESSION 3

1:30 P.M.- 2:15 P.M.
**So Cal Earth - How to Use the Data
Dashboard as It Pertains to Food, AG and
Working Lands**
Speaker: Susan Phillips

TRACK 4 • (ROOM #D-3)

**RICH COMMUNITIES: Nurturing Your
Community so That Everyone Thrives**
Moderator: Cecilia Arias

SESSION 1

10:45 - 11:30 A.M.
To Till or Not to Till
Speaker: Jesse Frost

SESSION 2

11:30 A.M. - 12:15 P.M.
Agrivoltaics - Harvesting Solar Power
Speaker: Arthur Levine

SESSION 3

1:30 P.M.- 2:15 P.M.
Heritage Farming
Speaker: Moises Placencia