

THURSDAY, APRIL 4, 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
Councilman Chuck Conder
Location: Room #C-100

9:15 - 10:15 A.M.

Morning Keynote: Javier Zamora
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
Location: Patio and HUB

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

Vendor Fair
Location: Lobby

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

**Afternoon Lunch Keynote:
Why Farm? Why Here? Why Now?
Workforce Panel Discussion**
Location: Room #C-100

3:30 A.M. - 4:15 P.M.

Session #3: Afternoon Break-Out

4:15 - 4:30 P.M.

Closing Remarks
Room #C-100

5:30 P.M.

The Grow Dinner
MacArthur's Residence
1931 Adams St., Riverside, CA

TRACK 1 • (ROOM #D-2)

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

SESSION 1

10:45 - 11:30 A.M.
**Cooking up Profit Operations, Preparing
and Packaging From Your Kitchen to Profit!**
Speakers: Lauren Wolfer, Roya Bagheri

SESSION 2

11:30 A.M. - 12:15 P.M.
**From Idea to Profit - Increase Sales
Through Value - Added Products**
Speakers: Sue Struthers, Deborah
Ghamlouch, Amrita Mukherjee

SESSION 3

3:30 - 4:15 P.M.
**Strategies and Stories - Growing Business
Through Social Media**
Speakers: Autumn Ynez Jacobo, Crystal
Valenzuela, Lucia Solorzano de Ceja

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.
**Grants, Micro-Loans, Steward, Farm Trust,
American Ag Credit, etc.**
Speaker: Tyler Culp

SESSION 2

11:30 A.M. - 12:15 P.M.
**Successional Planting - Strategies for
Diversifying Your Farm Business**
Speaker: Javier Zamora

SESSION 3

3:30 - 4:15 P.M.
**Building Your Farm Dream - Creating a
Cohesive Business Plan, Vision and Goals**
Speaker: Javier Zamora

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.
Planting a Successful Orchard
Speaker: Tom Spellman

SESSION 2

11:30 A.M. - 12:15 P.M.
Got Pests? Control Management Practices
Speakers: Dr. Niamh Quinn, Dr. Siavash
Taravati

SESSION 3

3:30 - 4:15 P.M.
Nourish Yourself Farmer Care
Speaker: Gracia Puerto Hernandez

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.
Local Food Systems
Speakers: Sue Struthers, Alba Velazquez

SESSION 2

11:30 A.M. - 12:15 P.M.
**Cultivating a Farming Community -
Working Together to Impact Change**
Speaker: Guido Lois

SESSION 3

3:30 - 4:15 P.M.
Farming with Nature
Speaker: Patrick Mitchell