



Great Lakes Lavender Growers

7th Annual Meeting

March 5-6, 2022

Theme: Finding Your Niche

Saturday March 5th

- 9:00-9:10 **Main Stage:** Welcome and Program Overview: Wynne Wright
9:10-10:25 Keynote Speaker: "Walking Your Botanical Business Path", Donna Sullivan Smith, Medicinal Herbalist, Alpharetta, GA
10:25-11:40 "What Makes Me Unique": Cyndie Rinek, Blooming Hill Lavender Farm, VA
Sarah Richards, Lavender Wind, Whidbey Island, WA
11:40- 11:50 Break
11:50 – 1:00 **Discussion Breakout Sessions:**
Lavender Oil Distillation – Trish Dennis
Social Media/Marketing Breakout – Danielle Lee
Medicinal and Culinary Benefits of Lavender – Lisa Kuntz
Agritourism and Control Issues – Sarah Richards and Cyndie Rinek
In the Core Process of Lavender Farming Business, How Do I Find My Fit? - Kim Benz
1:00-1:10 Visit Resource Center and Vote on Photos - End Day I

Sunday March 6th

- 2:00-2:10 **Main Stage:** Welcome Back: Wynne Wright
2:10-2:45 "Finding My Botanical Niche in the Field": Dr. Sean Westerveld, Ontario Ministry of Agriculture, Food and Rural Affairs, Simcoe, ON
2:45-3:50 "Great Lakes Distinctive" Panel: Kim Hansen, Tenderloin Farms Lavender, IL
Kim Benz, Onederings Lavender Farm, OH
3:50-4:10 "Protecting my Investment with Crop Insurance": Phillip Preston, Greenstone Farm Credit
4:10-4:15 Break
4:15- 5:30 **Discussion Breakout Sessions:**
Newbies Just Beginning – Kim Hansen
Shipping and Customer Service – Steve Teets
Lavender at the Farmers' Market – Wynne Wright
Production and Packaging of Retail Products – Trish Dennis
Cultivating Exciting On-Farm Experiences for Customers – Andrea McCaherty
5:30-5:40 Photo Contest Winners, Evaluations and Closing Comments – End Day II

THANKS FOR COMING!