



SUMMER tour REGISTRATION

July 23, 2024

Hilcrest Orchard— 2474 Township Road 444, Sugarcreek, OH 44681

COMPANY INFORMATION

Company _____

Address _____

City _____ State/Province _____ Zip _____

Company Email _____

Phone _____

ATTENDEE INFORMATION

Please print for each attendee

- 1. _____ \$40 (OPGMA and AgriT Only)
Full Name \$60 (both events)
- 2. _____ \$40 (OPGMA and AgriT Only)
Full Name \$60 (both events)
- 3. _____ \$40 (OPGMA and AgriT Only)
Full Name \$60 (both events)
- 4. _____ \$40 (OPGMA and AgriT Only)
Full Name \$60 (both events)
- 5. _____ \$40 (OPGMA and AgriT Only)
Full Name \$60 (both events)
- 6. _____ \$40 (OPGMA and AgriT Only)
Full Name \$60 (both events)

Kids Age 12 Years and Younger \$15

****registration includes dinner, educational sessions, facility tour, and tradeshow time**

Registration Total \$ _____

RSVP by July 10, 2024

Please return form or email the OPGMA office by July 10, 2024 to ensure that you have a registration packet at the summer meeting and you are included in the meal count.

P: 740.828.3400 • E: ohiopegma@gmail.com
Mail: OPGMA • 6870 Licking Valley Road
Frazeyburg, OH 43822

TENTATIVE PROGRAM

- 9:30 – 10:00 a.m. 2024 Ohio Agritourism Conference Registration
- 10:00 – 11:00 a.m. Session I—What does your branding communicate about your business? Does it need a refresh? Learn tips and best practices to help grow customer loyalty through branding! - Rob Leeds, Ohio State University
- 11:00 – 12:00 p.m. Session II—Minding Your P’s and Q’s –Trademark/Copyright Concerns in Marketing Your Business -Hannah Scott, Ohio State University
- 12:00 - 1:00 p.m. Lunch
- 1:00 - 3:00 p.m. Customers Experience Panel and Workshop
- 3:00 – 3:45 p.m. OPGMA Tradeshow Set-up at Hilcrest Orchard
- 3:30 p.m. OPGMA Summer Tour Registration Opens at Hilcrest Orchard
- 4:00 p.m. Welcome and Dinner
- 4:30 – 5:30 p.m. Hilcrest Orchard and Marketing Overview, Merle Hershberger
- 5:30 p.m. Farm Tour Starts
Trellis Peaches and New Peach Thinner, Eric Ott—Valent Hedging Do’s and Don’ts—Bill Pitts, MAIA
Rootstock and Trellis in the Orchard—Hershberger Family
Other Updates by Melanie Lewis Ivey, Ashley Leach, Diane Miller, and Doug Doohan—Ohio State University
- 7:30 p.m. Tour Concludes
Wrap Up with Dessert and Apple Cider

PAYMENT INFORMATION

No refunds after July 5, 2024

TOTAL DUE \$ _____

Visa MC AmEx Check/Money Order (payable to OPGMA)

Billing Address _____

Billing City _____ State/Province _____ Zip _____

Name on Card _____

Credit Card Number _____

Expiration Date _____ V-code _____

A list of hotels can be found online at:
opgma.org/summertour
You can also register online at: go.osu.edu/tour24