



59th Annual Open House and Trade Show! January 14 and 15, 2025

We invite you to join the North Carolina Blueberry Council and North Carolina State University for the primary educational meeting for blueberry growers in the state and region. The 59th Annual Open House and Trade Show will be held January 14-15, 2025 at the Charlie Rose Expo Center, Crown Complex, Fayetteville, North Carolina.

Our 2025 educational program is not to be missed! Entomologist **Lorena Lopez** has been trapping and studying longhorn beetles in commercial fields, and will share her findings and thoughts on control. On the disease front, bacterial wilt has been confirmed for the first time on blueberry in NC, and **Bill Cline** will discuss identification of this and other diseases of concern. **Hannah Levenson**, a research scholar at NCSU, will share her work to identify and enhance native pollinator habitat around blueberry fields. We will also have a research station update from **John Garner**, a review of cultivar development at Castle Hayne by **Jessica Spencer** and **Hudson Ashrafi**, and **Mike Mainland** will present data on the relationships between skin texture measurements and crispness. **Mark Seitz** and **Matthew Strickland** will offer pesticide safety training (category V) for those who need credits to meet their certification requirements. In addition to the educational program, our new and returning vendors will be showcasing products to benefit your business during our Trade Show hours.

Group Hotel: If you are staying overnight to attend both days we strongly encourage you to stay at the Doubletree Fayetteville at our negotiated group rate of \$151 for a Double Queen room or \$159 for a King room. Please see the Housing section on the registration form for reservation instructions.

Here's the preliminary schedule (subject to change – please check the website listed below for updates):

Tuesday, January 14	8:00 am – 8:30 am	Registration and Breakfast
	8:30 am – 12:30 pm	Educational Sessions
	12:30 pm – 1:30 pm	Lunch
	1:30 pm – 5:00 pm	TRADE SHOW
Wednesday, January 15	8:00 am – 8:30 am	Breakfast
	8:30 am – 10:30 am	TRADE SHOW
	10:30 am – 11:45 am	Educational Sessions
	11:45 am – 1:00 pm	Lunch
	1:00 pm – 2:00 pm	Business Meeting (Members Only) and Door Prizes
	2:00 pm – 4:00 pm	Pesticide Safety Training (Category V)

Enclosed you will find the registration form. **We urge you to register PRIOR to the show to avoid the hassle and increased cost of registering onsite.** For further information, contact Brenda Park, Executive Director, at 864-361-1598 or b.park@ncblueberrycouncil.org. Hope to see you there!

Sincerely,

Willie R. Moore, President

Visit www.BlueberryTradeShow.com
for updates on the show!

Representing All Blueberry Growers in North Carolina
213 Davidson Road • Greenville, SC 29609 • (864) 361-1598
www.ncblueberrycouncil.org • contact@ncblueberrycouncil.org

GROWER OPEN HOUSE AND TRADE SHOW APPLICATION
North Carolina Blueberry Council • 59th Annual Open House • January 14-15, 2025
 Crown Complex - Charlie Rose Expo Center, 1960 Coliseum Drive, Fayetteville, NC 28306
www.crowncomplexNC.com

MEMBER PRICE PER ATTENDEE (yourself, family or employees): \$75 before 12/16/24*.
(To receive this discounted rate members must have renewed their annual membership for 2025 by paying their membership invoice prior to 12/16/24.)

***Member registration after December 16 or at the door will be \$85.**

NON-MEMBER PRICE PER ATTENDEE - \$100

FEES INCLUDE: Educational Sessions, Trade Show, and group food and beverage functions

BUSINESS/FARM NAME: _____

Address: _____

Phone: _____ **Email** _____

Quantity	Description	Rate	Total
	Member Attendee(s)	\$75	
	Late Registration Member Attendee (after Dec. 16)	\$85	
	Non-Member Attendee(s)	\$100	

All Names for ID Badges – PLEASE PRINT (for additional names please use a separate sheet)		
First Name	Last Name	Nickname for badge if applicable

I AGREE TO ABIDE BY SHOW RULES, REGULATIONS AND POLICIES:

Applicant's signature: _____ Date: _____

Please enclose fee for each person attending. Mail this form and check made payable to North Carolina Blueberry Council to:
Brenda C. Park, Executive Director
NCBC
213 Davidson Road
Greenville, SC 29609

HOUSING: We have reserved a block of rooms at the Doubletree Fayetteville at a specially negotiated group rate for our attendees of \$151 for a Double Queen room or \$159 for a King room. Help us fill our contracted room block and continue to negotiate favorable rates by calling 910-323-8282 and asking for the NC Blueberry Council Group Rate or using Group Code NCB. This hotel offers a complimentary fitness center, restaurant/lounge, and convenient location. **Cut-off date for reservations is 12/20/24.** For more information contact: Brenda Park Phone 864-361-1598 E-mail: b.park@ncblueberrycouncil.org

FOLLOW TRADE SHOW UPDATES ON WWW.BLUEBERRYTRADESHOW.COM!