



## 2019 Specialty Crop Block Grant Program State Coordinators Conference

February 20 – 21, 2019

The Westin Arlington Gateway  
801 N. Glebe Rd, Arlington, VA 22203

### AGENDA

Wednesday, February 20, 2019	
7:30 AM	<b>Conference registration</b> <ul style="list-style-type: none"><li>Continental breakfast provided</li></ul>
8:15 AM	<b>Welcome &amp; Introduction</b> Dr. Lisa Benson, NASDA Foundation Nikki Nelson Miller, USDA Agricultural Marketing Service
8:30 AM	<b>USDA's Role in Supporting Specialty Crops across the Country</b>
9:00 AM	<b>FY 2019 Specialty Crop Block Grant Program Update</b> Carly Borgmeier, USDA Agricultural Marketing Service
9:30 AM	<b>Break</b>
9:45 AM	<b>World Café: Using social media for promotion and training</b> Tabletop discussions will focus on Twitter, Facebook, Instagram, and LinkedIn
10:45 AM	<b>The Importance of Food Safety and the SCBGP</b>
11:45 AM	<b>Networking Lunch</b>
12:45 PM	<b>Open Competitive Process: Applicant Training Tools</b>
1:30 PM	<b>Working with Sub-Awardees</b>
2:15 PM	<b>Break</b>
2:30 PM	<b>Outcomes from SCBGP Evaluation</b>
3:15 PM	<b>Coffee with a Coordinator: Networking and Product Exchange</b> Perry Harlow, NASDA Foundation



United States Department of Agriculture  
Agricultural Marketing Service

4:15 PM	<b>Wrap Up</b> Dr. Lisa Benson, NASDA Foundation
<b>Thursday, February 21, 2019</b>	
8:00 AM	<b>Conference registration</b> Continental breakfast provided
8:45 AM	<b>Introduction to the Day</b> Perry Harlow, NASDA Foundation
9:00 AM	<b>Grant Monitoring and Evaluation</b>
10:00 AM	<b>USDA Agricultural Marketing Service and State Departments of Agriculture: Opportunities and Challenges</b> John Miklozek, USDA Agricultural Marketing Service
10:45 AM	<b>Assessing and Reflecting</b> Perry Harlow, NASDA Foundation
11:30 AM	<b>Wrap UP</b> Dr. Lisa Benson, NASDA Foundation John Miklozek, USDA Agricultural Marketing Service
12:00 PM	<b>Pick up box lunches and load onto buses for tour</b>
12:30 PM	<b>Agricultural tour (Location TBA)</b>
4:00 PM	<b>Tour Concludes</b> Buses will take participants back to the Westin Hotel