

NATGA Fall Truffle Congress 2021
October 3-5, Flamingo Resort and Conference Center
Santa Rosa, CA

Sunday October 3:

Arrival and Hotel Check-in	12:00 – 4:00
Congress Registration	4:00 – 5:00
Welcome Reception and Sonoma County Truffle History: Fire Side Chat with Special Guests (Jim Trappe, Tom Michaels, Vic Trione)	5:00 – 7:00
Dine Around at Sponsoring Restaurants Suggested restaurants within walking distance	7:00 - ?

Monday October 4:

Buffet breakfast	7:30 – 8:30
Speakers/presentations	8:30- 12:00
Truffle Culinary Creations and Demonstrations (lunch)	12:00 – 1:30
Afternoon Speakers/presentations	1:30 – 4:30
Truffle “D’s” - Dogs, Demonstrations and Drinks	4:30 – 5:30
Wine Country Truffle Extravaganza (4 course Gourmet Truffle Dinner paired with Sonoma County Wines at Kendall Jackson Winery)	7:00 – 10:00

Tuesday, October 5

Buffet breakfast	7:30 – 9:00
Speakers/presentations/NATGA Business Meeting	9:00- 12:00
Meeting Wrap Up and Departure	12:00

Monday October 4:

Buffet breakfast **7:30 – 8:30**

Welcome and Introductions: Brian Upchurch & Shannon Berch 8:30-9:00

Board of Directors, Task Force Chairs, Special Guests

Keynote Speaker: Pierre Sourzat, France Topic 1 9:00-10:00

Morning break **10:00 -10:30**

Marketing Task Force Update: Fran Angerer 10:30-11:00

- Truffle grading and truffle cleaning standards

Keynote Speaker: Pierre Sourzat, France Topic 2 11:00-12:00

Truffle Culinary Creations and Demonstrations (lunch) **12:00 – 1:30**

Truffle Money Matter\$: Alyce Chapman, CPA 1:30-2:00

Research Task Force Updates: Staci O’Toole and Shannon Berch 2:00 -3:15

- National Truffle Grower Survey - ? (Peter Oviatt)
- University of Idaho - ? (Mark Coleman)
- North Carolina State Soil Sampling Survey - ?
- University of California, Davis -? (Scott Oneto)
- University of Vancouver, British Columbia ? (Becky)
- Poll of members on future research opportunities

Afternoon break **3:15- 3:30**

Looking Back to Grow Forward: A Moderated Roundtable Discussion with Truffle Industry Pioneers: 3:30-4:30

Moderated by Shannon Berch

- New World Truffiere – Charles Lefevre
- Garland Truffles – Franklin Garland
- Tennessee Truffle- Tom Michaels
- Mycorrhizal Systems Ltd –Paul Thomas

Truffle “D’s” - Dogs, Demonstrations, Discussions and Drinks **4:30 – 5:30**

- How to prepare soil and root samples: ?
- Book presentations and signings: Connie Green, Susi Gott Séguret, Ryan Jacobs, Justin Wangler, Tracey Shepos Cenami, Tucker Taylor, Rowan Jacobson, Jim Trappe
- Truffle dog demonstration: Alana McGee
- Sponsor presentations/demos as appropriate

Wine Country Truffle Extravaganza (Board buses at 6:30) **7:00 – 10:00**

(4 course Gourmet Truffle Dinner paired with Sonoma County Wines at Kendall Jackson Winery)

Tuesday, October 5

Buffet breakfast **7:30 – 9:00**

Agribusiness Task Force Update: Fabrice Caporal 9:00- 10:00

- Guided Discussion with Productive Orchards (Olivia Martin-Taylor, Tucker Taylor, Richard Franks, Staci O’Toole, Simon Cartwright)
 - Orchard management
 - Sales/marketing
 - NATGA Website Forum

Morning break **10:00 -10:30**

NATGA Business Meeting (Brian Upchurch and Board of Directors) 10:30 -11:00

Culinary/Agritourism Task Force Update: Olivia Martin 11:00-12:00

- Guided Discussion with Productive Orchards (Olivia Martin-Taylor, Tucker Taylor, Richard Franks, Staci O’Toole, Simon Cartwright)
 - Agritourism events: Lessons Learned
 - Direct sales to chefs and restaurants
 - Regional festivals

Meeting Wrap Up and Departure **12:00**



2021 Fall Truffle Congress Ticket Costs

All-Inclusive Congress Package Includes:

- 2-days of conference sessions and materials
- Opening reception on Sunday (food and cocktails)
- Full breakfast, coffee breaks and snacks both days
- Lunch on Monday
- Wine & Truffle Extravaganza Dinner Monday (4 course gourmet truffle meal with wine pairing)

Pricing:

- NATGA Members \$395
- Non-members \$495

Wine & Truffle Extravaganza Dinner Only:

- 4 course gourmet truffle meal paired with award winning Sonoma County wines
- Limited space available for the public not attending the Congress

Pricing:

- Non-members/public/press \$175

Congress Attendance Only, Includes:

- 2-days of conference sessions and materials
- Opening reception on Sunday (food and cocktails)
- Full breakfast, coffee breaks, snacks both days
- Lunch on Monday

Pricing:

- NATGA Members \$295
- Non-members \$395

Zoom Virtual Attendance, includes

- Live participation in 2-days of conference sessions
- Access to all presentations and Congress materials

Pricing:

- NATGA Members \$155
- Non-members \$295