

# Wisconsin Winter Maple Institute

## Registration Form 2025

Name(s) \_\_\_\_\_

Sugarbush Name \_\_\_\_\_

Address \_\_\_\_\_  
(NO P.O. Boxes)

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

WMSPA members \$50 x # \_\_\_\_\_ = \$ \_\_\_\_\_

Non-Member \$75 x # \_\_\_\_\_ = \$ \_\_\_\_\_

Students (K-12) \$25 x # \_\_\_\_\_ = \$ \_\_\_\_\_

### Lunch is included with registration

- Friday Grading School (20 person limit)  
\$100.00 per person attending. \_\_\_\_\_ Person(s)
- Friday Student Day: Free (pre-registration required)
- T-shirt making Adult or kids  
\$25.00 per person attending. \_\_\_\_\_ Person(s)

Membership and Event Registration available at:  
[www.wismaple.org](http://www.wismaple.org)

Registration is required for anyone to participate whether you are a member or not. Please send in your registration **no later than December 20th** to:

Theresa Baroun  
2546 Homestead Dr.  
De Pere, WI 54115

Late Entries and Walk In's are welcome, but there is no guarantee of a meal if you register after December 20th, 2024. No refunds will be offered after December 20th, 2024.

**Hope to See You all in January!**

### Event is held at:

Hotel Marshfield  
2700 S Central Ave.  
Marshfield, WI 54449  
855-583-2700  
[www.hotelmarshfield.com](http://www.hotelmarshfield.com)

Block of rooms is saved under:  
Wisconsin Maple Syrup Producers Association  
Please make hotel reservation by  
December 20, 2024 to ensure a space.

# Become a WMSPA Member!

For a fee starting at \$50, you will join the foremost recognized maple community in Wisconsin. Have your name or business added to our member list showing your affiliation that potential customers view as a sign of assurance and confidence in your product.

You'll be informed of meetings, spring and fall events plus receive Wisconsin Maple News twice a year and the national Maple Digest four times. In addition members develop camaraderie with like-minded maple enthusiasts at WMSPA sponsored sessions!

Connection with other members at the Winter Institute, Fall Tour, State Fair, First Tree Tapping & Annual Meetings. Membership is open to Wisconsin maple syrup producers & maple syrup producers of surrounding states (non-voting members).

Since the founding, the WMSPA has represented many commercial and hobbyist sugar makers in Wisconsin. While we do not conduct actual inspections, we expect our members to conform to all State and Federal standards regarding the production and sale of maple products. We disseminate information to our members to help them maintain strong quality control and we stand ready to assist them if problems arise. We also act as your representative to both State and Federal Government on specific legislative issues that affect the maple industry.

Membership and Event Registration  
available at: [www.wismaple.org](http://www.wismaple.org)



## Winter Maple Institute & Maple Trade Show

**January 3rd & 4th, 2025**

**Building Quality in the  
Maple Industry**

### Silent Auction

4:00 p.m. Friday, Jan. 3, 2025 to  
2:30 p.m. Saturday 4, 2025  
in person bidding only

Thank you to our Associate Sponsors for your Support



## 2025 WMSPA

Building Quality in the Maple Industry  
*Schedule Subject to Change*

### FRIDAY, January 3, 2025

**8:00 a.m. – 4:30 p.m. 1-day Maple Quality Control Program**

**11:00 a.m. – 2:00 p.m. Student-day at the Winter Institute**

- Beginner 101, Lunch, How did I get where I am today, and Career opportunities in the Maple Industry.

**2:00 p.m. – 8:00 p.m. Vendor Trade Show**

**4:00 p.m. - 6:00 p.m. Hydrometer Testing**

**5:30 p.m. – 6:45 p.m. Small Scale candy and sugar making**

**4:00 p.m. Silent Auction Begins (Proceeds benefiting Maple Research and WMSPA)**

**5:30 p.m. – 8:00 p.m. Social Hours** – Finger Food and Cash Bar Sponsored by Nasonville Dairy, Hewitt Meats and Hansen's Sugar Shack

### SATURDAY January 4, 2025

**7 a.m. – 9:00 a.m. Registration Sponsored by Roth's Sugar Bush/CDL**

**7:00 a.m. – 12:00 p.m. Hydrometer Testing**

**8:30 a.m. – 10:30 a.m. Crafting with Cricut's**

**8:00 a.m. – 12:00 p.m. Morning Program**

- Welcome – Brenda Hansen, WMSPA President
- NASS Stats – Gregg Bussler
- Avoiding Common Syrup Quality Issues – Jason Lilley, University of Maine Extension
- WI Regulations, and Licensing of your Maple Operation, Stefan Boerboom, WDATCP
- Bracing Your Maple Business Against a Changing Climate, Jason Liley, University of Maine Extension

**9:30 a.m. – 10:00 a.m. Snacks Vendor Area**

**Sponsored by Sippl's Sugar Bush**

**12:00 p.m. – 1:00 p.m. Lunch (Producer of the Year and Lifetime Member Award Presentation)**

**Dessert: Belmark**

**1:00 p.m. – 2:15 p.m. Breakout Session 1**

- Safety in the Sugar Bush, Jason Lilley, University of Maine Extension
- Agri Business Tax Planning- Kelly Hoff, Hoff Financial

- Beginner 101 Jim Adamski, CDL/Roth Sugar Bush
- Sugarbush Maintenance

**2:15 p.m. – 2:45 p.m. Break – Snacks Vendor Area Sponsored by Anderson's Maple Syrup**

**2:45 Silent Auction Ends**

**2:45 p.m. – 4:00 p.m. Breakout Session 2**

- Safety in the Sugar Bush, Jason Liley, University of Maine Extension
- Agri Business Tax Planning- Kelly Hoff, Hoff Financial
- 3/16 Tubing Basics and Maintaining Tubing Yields, Jim Adamski, CDL/Roth Sugar Bush
- Sugarbush Maintenance

Jason Lilley  
Maple Industry Educator



As the Maple Industry Educator with the University of Maine Cooperative Extension, Jason Lilley focuses on building close relationships with folks from all aspects of the maple industry. Jason uses this relationship building to identify the priority educational and resource needs, and to develop relevant research, education, and outreach programming. His work includes consulting with beginning and expanding producers to inform their business planning, marketing, and production design to support the development of sustainable businesses. As the co-director of the International Maple Grading School, he focuses on educating producers, syrup buyers, and inspectors on best practices for ensuring high quality syrup. Additionally, Jason is developing resources to support producers to adapt to a changing climate. He most recently partnered with the Maine Maple Producers Association as a lead organizer for the North American Maple Syrup Conference.

## Notes

We would love to have donated items for our Auction. All types of items welcome, they do not need to be Maple Syrup related, just something attendees would be excited to bid on. All proceeds are split between the Maple Research Fund of the NAMSC and our own WMSPA, please be generous.

Come and Meet our New Maple Intern. As of the printing of this flyer our new intern had not yet been chosen so please come and be among the first to meet him or her.

## Things to Bring

In addition to a note pad to jot down all the amazing things you will learn from our knowledgeable dealers and presenters, you may also choose to bring a sample of your syrup for the Maple 201 class. During this class you will learn to evaluate not just your own, but also compare to other producer's syrup.

Finally, bring your Hydrometer, we will have a testing station to make sure yours is correct. Vendors will have them for sale as well if you need a new one.