



You are invited to the...

**2025 BC CHERRY ASSOCIATION'S
Annual General Meeting
and Annual Conference**

Friday February 14th, 2025

At the Trinity Church
1905 Springfield Road, Kelowna BC

Registration: \$35

Members*, Sponsors**, Speakers: **Free**

Check-in starts from 8:00 am to 8:40 am

Coffee and snacks available. Renew your membership in person!

Meeting and Speakers from 8:40 am to 3:40 pm

Networking and Pizza from 3:45 pm to 5:00 pm

A response is required to reserve your spot. We cannot guarantee entry if you have not responded in advance, as we have a limited number of seats. Please make sure you register in advance.

♦♦♦

Please fill out the payment page on page 2 (Sponsors please fill out page 3 instead) and send it back to us at admin@bccherry.com as your **RSVP by Friday February 7th**.

♦♦♦

We look forward to seeing you there!

* Important Note: free attendance for up to 2 people from each member company (in good standing), additional attendees must pay the \$35 fee

** Important Note: free attendance is based on your chosen sponsorship tier as outline on the Sponsorship form (1 for Silver, up to 2 for Gold, up to 4 for Title), additional attendees must pay the \$35 fee

Box 21059, Orchard Park P.O., Kelowna, BC V1Y 9N8

Email: admin@bccherry.com

www.bccherry.com



AGM Registration

Members (in good standing) simply type "yes" for up to 2 attendees, additional attendees will need to pay the \$35 fee. Sponsors, please fill out page 3 instead.

Name of Organization:

Name of Attendee:

Enter payment amount
AGM - \$35 each

Grand Total

\$

☐ **CHEQUE INCLUDED**

Please mail to:

BC Cherry Association
Box 21059 Orchard Park P.O.
Kelowna, BC V1Y 9N8

☐ **CREDIT CARD PAYMENT**

Name on Card _____
Card Number _____
Expiry _____ CVV _____
Postal Code associated with Card _____

Please forward completed form to admin@bccherry.com

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Our Valued Sponsors

We are pleased to announce that there will be tables available for all our sponsors to present their products and services at this year's annual member meeting. If you plan to attend and if you would like to reserve a table at this event, please fill out this form and send it to admin@bccherry.com.

Sponsor Registration

Table: ☐ Yes ☐ No

Attendance is free for 1 attendee for Silver Sponsorship, up to 2 attendees for Gold Sponsorship, and up to 4 attendees for Title Sponsorship, additional attendees must pay the \$35 fee.

Name of Organization:

Name of Attendee:

Enter payment amount
AGM - \$35 each

Totals

\$

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BC Cherry Association 2025 AGM and Conference

Friday, February 14th, 2025

Trinity Church, 1905 Springfield Road, Kelowna

AGENDA

Business Meeting

- 8:00 Registration & Check-In (Membership renewal) - **Coffee and snacks available**
- 8:40 President's Welcome – **Sukhpaul Bal**
- 8:50 Business meeting:
- Approval of Agenda and 2024 Minutes
 - President's Report – **Sukhpaul Bal**
 - Treasurer's Report – **Erin Carlson**
 - Market Access Report – **Richard Isaacs**
 - Research and Extension Committee Report – **Gayle Krahn**
 - Membership Report – **Beth Cavers**
 - Export Programs Report – **Beth Cavers**
 - Vote for 2024/5 Board of Directors – Officiated by **Bill Wolk**, BCCA REC
 - Adjournment

10:00 **Refreshment Break**

Annual Conference Speakers

- 10:30 **Bernardita Sallato-Camona**, Washington State University – *The importance of using diagnostic tools – complementing soil, tissue, sap analysis, and precision tools*
- 11:05 **Katie Goldenhar**, BC Ministry of Agriculture and Food – *“Pathogens, Propagation, and You”*
- 11:25 **Raeanne Anderson**, Export Navigator - *Capitalizing on Exports in Southeast Asia*
- 11:45 **Kirsten Hannam**, Summerland Research and Development Centre - *Out of the frying pan, into the freezer – assembling an extreme weather toolbox for sweet cherry production*
- 12:00 **Jose Urbez-Torres**, Summerland Research and Development Centre – Field control strategies for Little Cherry Virus and Western X
- 12:15 **Lunch and networking break**
- 1:15 Welcome back/Recognizing Valued Cherry Industry Contributors – **Sukhpaul Bal**
- 1:20 **Carolina Torres** (WSU) - discussing harvest timing: *“Climate and weather impacts on fruit quality and maturity indices in cherries”* **via Zoom**
- 1:50 **Tom Forge**, Summerland Research and Development Centre - *“Compost and mow-and-blow mulches in cherry orchards: nitrogen, nematodes and soil health”*
- 2:05 **Kellie Garcia**, Cross-Commodity Leadership Support Program - *Driving action through collaboration: An update on the cross-commodity project*
- 2:20 **Lexis Rader**, BC Ministry of Agriculture and Food - Agristability Update
- 2:45 **Sean Beirnes**, Summerland Varieties Corporation – *“New Varieties – Characteristics and Requirements for Access”*
- 3:15 **Tyrion Miskell**, BC Grapegrowers Association – Starling Control Update
- 3:40 Closing remarks and Adjournment

3:45- 5pm Pizza Party!