

# Big Dreams, Small Towns

## 2020 Alcona Small Farm Conference



Photo credit: John Planck

KEYNOTE SPEAKER **Amy Emberling**

Managing Partner, **Zingerman's Bakehouse**, Ann Arbor

### Workshop: Creating a vision of success for your farm, business and life!

- Create a vision of success, starting from where you want to be
- Integrate your vision of success into all areas of your life
  - Network and share with your peers
  - Learn how to get past roadblocks

**Saturday, February 29, 2020 9 am – 4 pm**

**Lost Lake Woods Club, Lincoln MI**

**PRICE: \$60 – includes both full breakfast & lunch**

**Price break (\$100 for both) if sign up for both Friday & Saturday events**

**For conference schedule or to register, go to: [www.F2FAlcona.org](http://www.F2FAlcona.org)**



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2020 Alcona Small Farm Conference Event

# Milling & Baking with Michigan Grains

Presented by **Amy Emberling**

Managing Partner, **Zingerman's Bakehouse**, Ann Arbor

**Friday, February 28, 2020 6:30 – 8:30 pm**

Doors open at 6 pm Cash bar

Learn about locally sourced grains and how to mill for everyday use.

You will be amazed at the flavor and nutrition that fresh grains can add to many dishes.

Zingerman's will provide some of their finest delectable dishes for you, including their bread and cheese, soup, salad, and desserts, featuring regionally sourced whole grains.

**\$50 per person. Limited seating. Advance registration required.**

**Price break (\$100 for both) if sign up for both Friday & Saturday events**

Lost Lake Woods Club, Lincoln MI

To register: [www.F2FAlcona.org](http://www.F2FAlcona.org)

Hosted by Farm to Fork Alcona & Zingerman's Bakehouse

signing with Amy Emberling following presentation. Books available for purchase



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## 2020 Alcona Small Farm Conference Schedule

- 8am-9am Breakfast**  
Lost Lake Woods Dining Room
- 9am Introductions
- 915am **Amy Emberling**  
Keynote address:  
***Creating a Vision of Greatness***
- 1015am **Doug Paulus**  
Update:  
***What's Happening at Northern Market, Grayling***
- 1100am Break
- 1115am **Amy Emberling;**  
Workshop:  
***Creating a Vision for your Farm, Business & Life***
- 1215pm Lunch**
- 130pm Panel discussion  
***Beyond the vision: Bringing dreams to life***  
Panel members:
- Erin Quaine of Wild Hair Farms LLC, Atlanta
  - James Glazier from Cedarbrook Trout Farms, Harrisville
  - Katherine Wilbur, New Sun Farm/Woodland Confectionary, Rogers City
  - Randy Mellberg, Grace Acres, Alpena
  - Greg Konwinski, Hungry Hippie, Alpena
- 245pm Break
- 300pm **Dan O'Connor**  
update on Alcona School's Agri-education center
- 330pm Open discussion  
Door prizes  
Closing remarks



## **Speaker bios:**

### **Amy Emberling:**

Amy is a Managing Partner at Zingerman's Bakehouse, an artisanal bakery with a retail shop, a baking school and 100 wholesale customers in southeastern Michigan. Before coming to Zingerman's Amy studied social movements at Harvard College, attended L'ecole de Gastronomie Francaise at the Ritz Hotel in Paris, France, and received an MBA from Columbia University. Amy was one of the original bakers at Zingerman's Bakehouse when it opened and became a Zingerman's partner in 2000. She is the co-author of the cookbook Zingerman's Bakehouse. In addition to leading the bakery, Amy teaches seminars with ZingTrain and develops food tours for Zingerman's. She's been combining her interests in organizational design, making delicious food, travel, and business management at Zingerman's since 1992. She believes that business can be the source of positive social change and create value all at the same time.

### **Doug Paulus:**

Doug Paulus has been hired by the City of Grayling to be the Project Director of the Northern Market Food Hub. Doug retired after 40 years as a project developer and manager in the Northern Michigan medical field. Doug has a background in economic development, public safety and health care. He currently runs a small family farm in Onaway, MI, where he is active in the school system serving as coach in football, basketball and softball as well as active in various farming committees.

### **Panel members:**

Erin Quaine of Wild Hair Farms LLC, Atlanta  
James Glazier from Cedarbrook Trout Farms, Harrisville  
Katherine Wilbur, New Sun Farm/Woodland Confectionary, Rogers City  
Randy Mellberg, Grace Acres, Alpena  
Greg Konwinski, Hungry Hippie, Alpena

### **Dan O'Connor:**

Dan is superintendent of Alcona Community Schools. He started with Alcona Schools in 2006 as an English teacher, and advanced to elementary principal, and eventually to his current position since 2017. He received his undergraduate degree from Central Michigan University, Masters in Administration from GVSU, and Educational Specialist from University of Michigan

## **Special thanks to the members of the 2020 Alcona Small Farm Conference**

### **Planning Committee:**

Adam Beckta  
Ilona Breitmeyer  
Boyd Byelich  
Connor Hubbard  
Mary Ellen Jones  
Judy MacNeill  
Will St. John  
Marjorie Tait  
Marisa Tear  
Denise Thompson

And thank you to **Lost Lake Woods Club** for hosting our event!