



HORSERADISH, HISTORY, AND HERBS

**The International Herb Association
Educational Conference and Meeting of Members
July 9 to 13, 2010
Friday through Tuesday at the DoubleTree Hotel, Collinsville, Illinois
1000 Eastport Plaza Drive
Collinsville, IL 62234
(618) 345-2800**
Herbal businesses thinking globally and acting locally

Welcome to Illinois Horseradish Country

Horseradish will be the Herb of the Year in 2011, so this year's conference is in Collinsville, Illinois, in the heart of Illinois horseradish country, the tri-county area just across the Mississippi River from St. Louis. The 2010 International Herb Association Annual Conference is meeting here to kick off that celebration a little early. This area was home to a thriving civilization of Mississippian Indian people, eight or more centuries ago, as evidenced by the mounds left as remnants of their city, Cahokia, just south of our hotel. Lewis and Clark readied for their "Voyage of Discovery" a little north of here, and half of the US supply of horseradish is grown within thirty miles of our conference hotel. In fact, forty years ago, the land where our conference hotel stands was itself a horseradish field. With tours, public education, business and marketing sessions, hosted dinners, silent and live auctions, and the annual awards banquet on tap, these five days figure to be exciting, entertaining, exhausting, and most importantly, educational. Herbs are the reason for the gathering, and herb people make the gathering warm and friendly. Come and share all or a part of this herbal extravaganza.

Conference Hotel

The Doubletree Collinsville Hotel is conveniently located in the heart of Collinsville, Illinois, just seconds from major highways and minutes from downtown St. Louis attractions such as the Gateway Arch and St. Louis Riverfront, Forest Park Museum District, Saint Louis Zoo, Busch Stadium (home of the St. Louis Cardinals), Saint Louis America's Center Convention Complex, The Missouri Botanic Garden, "The Hill," famous for it's Italian restaurants, Yogi Berra, and Joe Garagiola, the Edward Jones Dome (home of the St. Louis Rams), and much more. This full-service St. Louis area hotel is perfectly situated adjacent to the Gateway Conference Center, and is about 30 minutes east of Lambert St. Louis International Airport (STL).

Value and Full Service

You'll love our recently updated Collinsville hotel with its modern, well-appointed guest rooms and suites, featuring generous work surfaces with ergonomic chairs and data ports, flat panel TVs, our ultra-comfortable Sweet Dreams® beds, luxurious bath amenities, and Wolfgang Puck® coffee service. For your convenience, complimentary wireless high-speed Internet access is available in all guest rooms and public lobby areas.

Other great Doubletree hotel amenities include:

- * Heated indoor pool
- * State-of-the-art Precor® Fitness Center
- * Gift shop
- * Complimentary parking
- * In-room dining

The conference room rate is \$89, single or double occupancy. Our group code is IHA, which can be referenced when calling (618) 345-2800 or (800) 551-5133 for reservations, or on the hotel Web site at <<http://www.doubletreecollinsville.com>>

Driving Directions

- From I-55/70 East/West- Take Exit #11 and make a left. Travel to the 2nd stoplight and make a left on Eastport Plaza Drive. Proceed 1/4 mile and we are located on the right, next to the Gateway Convention Center.
- From I-64 East/West - Take Exit #9 to Hwy 157 North for about 7 miles. Turn left on Eastport Drive and the hotel is located 1/4 mile down the curving street, on the right.
- From I-255 - Take Exit #26, turn left on Horseshoe Lake Road, then turn right on Eastport Plaza Drive and the hotel is located 1/2 mile down on the left hand side.

Local Airports

Unfortunately, there is not a reasonably-priced shuttle service from Lambert International Airport to the hotel. General information is listed below for Lambert and two regional airports in the area.

Lambert-St. Louis International Airport (STL)

- * Distance from hotel: 20 miles
- * Drive time: 30 minutes

Directions: From Lambert Airport, take I-70 East to Collinsville exit 11. Turn left at the light at the top of the exit ramp and go through two more, closely-spaced stoplights to make a left on Eastport Plaza Drive. The hotel is located 1/2 mile around this curving drive, on right side

Transportation to and from the Airport

Type Typical Minimum Charge

Taxi \$50.00 USD

St. Louis Regional Airport

* Distance from hotel: 10 miles

* Drive time: 20 minutes

Directions: Take SR-255 South to Exit 26, Horseshoe Lake Road, and turn left. Follow this road and turn right on North Bluff. Follow this and turn right on Eastport Plaza Drive. Hotel is located 1/2 mile on right side.

Transportation to and from the Airport

Type Typical Minimum Charge

Subway/Rail \$35.00 USD

Scott Air Force Base/MidAmerica Airport

* Distance from hotel: 10 miles

* Drive time: 20 minutes

Directions: From Scott Air Force Base Airport, take I-64 West to I-255 North to Horseshoe Lake Road. Turn onto Eastport Plaza Drive, and the hotel is located 1/2 mile on right.

General Schedule

Pre-Conference Tour: Missouri Botanic Garden, Lewis and Clark Center, and Biver Farm

On Friday, July 9, we will depart our hotel promptly at 8:15 am for a day of gardens, history, and organic produce. We will arrive at the Missouri Botanic Garden and board the tram for a short ride to the Herb Garden, maintained by the St. Louis Herb Society for over 60 years. There, a Society member will give us the story of the garden. We will re-board the tram to the Kemper Center, where we will see demonstration gardens. Someone from the Center will give us a short presentation about the purpose and activities there. From this point forward, you will have about an hour of free time to shop the gift shop and visit other parts of the garden. Sassafras and Terrace Cafe are two restaurants on the grounds, where you may purchase your lunch on your own. Head for the bus at 12:15 pm, and we will hit the road for the Lewis and Clark Visitors' Center in Hartford, Illinois. This is where the expedition gathered and prepared for their "Voyage of Discovery" up the Missouri River and across the Continental Divide to the Pacific Ocean. From there we'll take a short bus ride to Edwardsville, Illinois, to Biver Farms, producers of a wide range of vegetable, herb, and small fruit crops. We should arrive back at the hotel by about 5 pm, with time to rest before dinner on your own, or the Marketplace set-up.

Public Education Day

IHA has a strong commitment to public education about herbs. To that end, Saturday's program is designed for the non-professional herb enthusiast. The program will include some well-known herbalists from the US and Canada. Betsy Williams will impart some of Mrs. Thrift's Herbal Tips. Sal Gilbertie, long-time commercial herb grower from Easton, Connecticut, will explain how to get started with an herb garden. Pat Crocker will give a presentation on using roots in the kitchen, including the Collinsville favorite, horseradish, Herb of the Year, 2011. An herbal lunch buffet will break up the day's activities. After lunch, the Mighty Herbal Art Players will present their History of Herbs, Part II. Dr. Arthur Tucker and his wife Sherry, Susan Belsinger, Tina Marie Wilcox, and Pat Kenny will lead us on a 90-minute, costumed herbal trip down through the ages. It will be good theater and deliver great information to culminate the program for the day.

Hosted Dinners

Do not rush off after Saturday's program, however. We have booked the Oatman House Tea Room for four separate tables of ten for herbal conversation, and fine food, too. Hosts will include Sal Gilbertie, Betsy Williams, Jim Long, and Pat Crocker. In separate rooms, each will share their herbal knowledge and hopefully stir an active table discussion. Space is severely limited, so do not procrastinate in signing up for your spot at these dinners. Table assignments for the four rooms will be made at the registration table at the conference on Saturday, with a first-come, first served policy on table choices. Every table will be a winner, so sign up now and choose later.

Professional Program

The fun and learning continues on Sunday and Monday, as the professional part of the program begins. Sunday morning, J.W."Bill" Courter, long time extension specialist in Illinois, and a friend of the horseradish growers, will begin the day with an hour of horseradish information laced with humor, abetted by Chuck Voigt. Andrea and Matthias Reisen, from New York State, will follow with a recipe for "Fire Cider" that should get your attention. Next, Pat Crocker, fabulous foodie from Ontario, Canada, will predict some upcoming food trends. Our lunch will be followed by an hour-long panel discussion by some seasoned herbal entrepreneurs,

Sal Gilbertie, Betsy Williams, Jim Long, and Carolee Snyder. We will hear a short synopsis of each person's business history, followed by questions and answers. After a short break, Peppermint Jim Crosby will relate how he has worked to save "America's Oldest Mint Farm" from the ignominy of foreclosure, in part by using some clever vertical integration strategies. The American Botanist, Keith Crotz, will take you through some of the important herbal literature, in search of information that will enhance your business. Betsy Williams will explain how to "Educate Your Customer, to Improve Your Bottom Line," and Gert Coleman will give her "Ten Tips for Successful Teaching".

Awards Banquet and Live Auction

Our Sunday program will be followed by a Cocktail Half Hour and the Annual Awards Banquet. Good food, the annual IHA awards, entertainment, and the annual Foundation Live Auction will fill out the evening. Bring your checkbook and get ready to outbid the competition for the choice items donated to further the IHA Foundation's good works through the year.

Professional Program Continues

Monday, the hits just keep on coming. The Annual IHA Membership Meeting kicks off the day, followed by the Otto Richter Memorial Lecture by Jim Long. Next comes Jonathan Hoffman, "Following the Green Footprints of Lewis and Clark. Terry Hollembaek will time travel with us for a visit with "Goodman Greene: On Sixteenth Century Herbs." After lunch, Deborah Lee, from Quincy, Illinois, will help us to "Explore Nature's Secrets:" Southwest Illinois Extension Specialist, Elizabeth Wahle will give us some timely tips about "Complying with GAP and other Health Requirements". John Pike will explain how to "Grow Your Markets Through Agritourism," and Donna Frawley will cap our program, explaining "How to Get the Most from Your Farmer's Market".

Dinner will be on your own.

Post-Conference Tour

As we enter the final phase of our long weekend, we load the buses, bright and early at 8 am, for a short drive to the horseradish field of Keller Farms, where we'll get the short version of all the work and worry that goes into growing this fiery herb. From the field, it's a short walk to J.R. Kelly, Horseradish, the Co-op that markets the roots from several local farms. We will see how the roots are trimmed, sorted, and stored. There will be an opportunity to purchase some of five different formulations of horseradish sauces here. Back on the bus, around the corner, and down the road a couple of miles is the Cahokia Mounds State Park Visitor's Center. We'll view a short film about the history of the civilization of the Mississippian Indians, visit their largest surviving mound, and take in an archaeological dig, in progress, weather permitting. Then we bus to Belleville, Illinois, to visit Eckert's Farm Market. This is more of a village than a market, with a restaurant (where we will have a limited choice lunch), a garden center, produce market, and more. Fresh Illinois peaches should be in season when we arrive, so plan to stock up. An Illinois graduate, Angie Eckert, will tell us how they market herb plants in season. Our final destination of the day is Looking East Farms, where Joe Javorchik will give us a tour of a one-of-a-kind grower of Asian specialties, which are sold in the St. Louis metro area to a growing number of Asian immigrants and restaurants. After the bus gets us back to the hotel, we're on our own to crash and burn, pack our bags, search for one last dinner, and prepare to go home and digest our five days of intense fun and learning. Next year, the IHA conference will be in Midland, Michigan, so we'll see you there, too.

2010 Educational Conference Photo Event

This year we are adding a Photographic Contest to the Educational Conference. The photos will be on display throughout the conference, with attendees voting on their favorites, Saturday and Sunday. Awards will be presented at our annual meeting, Monday morning, July 12, and winners will be displayed on www.iherb.org There will be two categories: **Professional**, which includes those individuals who have made money through the sale of their photos, and **Hobbyist**, for those who have not been involved in photographic sales. Photo submissions must be either in 8x11 or 11x14 and mounted or matted, but not framed. Each contestant may submit two photos. IHA will then have the right to publish these photos on the iherb.org Web site or any other IHA publication such as the newsletter, calendar, or poster. All other rights will be retained by the contestant. Photo entry deadline is June 18th. Prints may be returned upon request and at contestant's expense. Bring your photos or mail them to: Nancy Momsen, W5549 Center Road, Monroe, WI 53566, for questions contact Nancy at 608-328-4230 or <herbalanna@tds.net>.

Quick Checklist of Activities:

Friday, July 9: Pre-conference tour to Missouri Botanic Garden, Lewis and Clark Center, Biver Farms Organic Produce and Herbs.

Snacks provided; lunch on your own at the St. Louis Botanic Garden (two restaurants).

Saturday, July 10, Public Education Day, Marketplace, Hosted Dinners

Featured speakers: Betsy Williams, Sal Gilbertie, Pat Crocker, Art Tucker, Susan Belsinger, Tina Marie Wilcox, Pat Kenny, and Sherry Tucker.

Sunday, July 11, Professional Sessions, Marketplace, Awards Banquet, Foundation Auction

Featured speakers: J.W. "Bill" Courter, Chuck Voigt, Andrea and Matthias Reisen, Pat Crocker, Betsy Williams, Sal Gilbertie, Carolee Snyder, Jim Long, Peppermint Jim Crosby, Keith Crotz, and Gert Coleman.

Monday, July 12, Annual Meeting and Professional Sessions

Featured speakers: Jim Long, Jonathan Hoffman, Terry Hollembaek, Deborah Lee, John Pike, Elizabeth Wahle, and Donna Frawley

Tuesday, June 13: Post-Conference tour to Keller Farms horseradish field, J.R. Kelly Horseradish Co-Op, Cahokia Mounds, Eckert Farm Market, and Looking East Farm.

Snacks and lunch (at Eckert's) included.

Early lodging reservations are strongly recommended. Call the Doubletree Hotel, Collinsville, Illinois, at (618) 345-2800 and be sure to ask for the International Herb Association rate of \$89 per night for a double room. Room block will be released after June 21, but rate will be honored after that if rooms remain. There are at least 3 other groups in the hotel that weekend, so don't put off booking the room.

A limited number of tables for vendors are available for the herbal marketplace. The table rental fee is \$25 for the two days of the meeting (IHA member) or \$50 (non IHA member). Table rental does not include conference registration. To reserve your spot contact Donna Frawley at <frawleyherbs@yahoo.com>

Registration Options:

- Early-bird rates are available until June 18, and after that date, regular rates will apply.
- Public Day only registration is \$60 per person early bird, and \$70 per person after June 18.
- Both Public Day and Professional Conference (Saturday, Sunday, and Monday) will be \$250 (member) and \$300 (non-member) early bird, and \$275 (member) and \$325 (non-member) after June 18.
- Professional Conference (Sunday/Monday), only, registration is \$200 (member) and \$250 (non-member) early bird; and \$225 (member) and \$275 (non-member) after June 18.
- For Sunday's Professional Program, only, including Awards Banquet, the fee will be \$120 (member) and \$135 (non-member) early bird; and \$145 (member) and \$160 non-member, after June 18.
- For Monday's Professional Program, only, the fee will be \$90 (member) and \$100 (non-member) early bird; and \$100 (member) and \$125 (non-member) after June 18.
- Saturday program includes lunch.
- Sunday and Monday registration includes lunch each day and the Awards Banquet and Foundation Auction on Sunday evening.
- Choose your registration option, add tours, hosted dinner, and guest meals; total amount, and remit to International Herb Association, PO Box 5667, Jacksonville, FL 32247

Weather Alert

The St. Louis area can be very hot and humid in summer, so come prepared with sun block, broad-brimmed hat, water thermos, light colored, loose-fitting clothes, sunglasses, and other summer supplies. Inside the hotel, conditions may be a bit cooler, so bring indoor clothes for the artificially cool climate, too. Most days, we'll be either inside in educational sessions, or outside on tour, so wardrobe changes should be minimal.

International Herb Association Collinsville Program, Tours

<u>Friday, July 9:</u>	Botanic Garden, Discovery, and Organic Produce
8:15 am	Board the bus, DoubleTree Hotel, Collinsville, IL
9:00 - 11:30 noon	Misouri Botanic Garden, St. Louis, MO
9:15 - 9:45	Herb Garden
10:00 - 10:30	Kemper Demonstration Gardens
10:30 - 11:30	On Your Own for additional touring, shopping
11:30 - 12:15	Lunch - Sassafras Café or Terrace Cafe, St. Louis Botanic Garden
12:15 pm	HEAD FOR THE BUS!!!
12:30 - 1:30	Ride to Lewis and Clark Center, Hartford, IL
1:30 - 3:00	Tour Lewis and Clark Visitors Center
3:00 - 3:30	Drive to Biver Farms, Edwardsville, IL
3:30 - 4:30	Tour Biver Farms Organic Herbs and Produce (Brett Palmier)
4:30 - 5:00	Return to hotel, Collinsville, IL
6:00 - 9:00	Marketplace set-up
6:00 - 9:00	Dinner on your own
<u>Saturday, July 10:</u>	Public Education Day/Marketplace/Silent Auction/Hosted Dinners
7:30 - 8:30 am	Registration
8:00 - 3:00	Silent Auction and Marketplace
8:30 - 9:30	<i>Mrs. Thrift Cooks: Secrets of the Herbal Pantry</i> Betsy Williams
9:30 - 10:30	<i>Parsley, Sage, Rosemary, and Thyme: Starting an Herb Garden</i> Sal Gilbertie
10:30 - 11:00	Break
11:00 - 12:00 pm	<i>Delicious, Nutritious Herbal Roots</i> Pat Crocker
12:00 - 1:30	Lunch
1:30 - 3:00	<i>History of Herbs, Part II</i> Arthur Tucker, Tina Marie Wilcox, Susan Belsinger, Pat Kenny, and Sherry Tucker
3:00 - 3:30	Break/pick up silent auction items/pay Marge Powell
3:30 - 4:30	Break
4:30	Gather for Hosted Dinners, Travel to Tea Room
5:00 - 7:00	Hosted Dinners, Oatman House Tea Room
8:00 - morning	R & R
<u>Sunday, July 11:</u>	Day One, Professional Program/Marketplace
8:00 am	Marketplace Opens
8:30 - 9:30	Keynote: <i>Everything You Ever Wanted to Know about Horseradish, But Were Afraid to Ask</i> J. W. "Bill" Courter & Chuck Voigt
9:30 - 10:15	<i>Fire Cider</i> Andrea and Matthias Reisen
10:15 - 10:45	Break
10:45 - 11:45	<i>What's the Next "Big Thing" in Food?</i> Pat Crocker
11:45 - 12:45 pm	Lunch
12:45 - 1:45	<i>Business Panel</i> – Sal Gilbertie, Jim Long, Carolee Snyder. BetsyWilliams, Chuck Voigt, Moderator
1:45 - 2:00	Break
2:00 - 2:45	<i>Preserving America's Oldest Mint Farm</i> Peppermint Jim Crosby
2:45 - 3:30	<i>Herbal Literature, Knowledge as a Sales Tool</i> Keith Crotz

3:30 - 4:00	Break/ Final Chance in the Marketplace	
4:00 - 4:45	<i>Teaching: Educate Your Customer, Improve Your Bottom Line!</i>	Betsy Williams
4:45 - 5:30	<i>Ten Tips for Successful Teaching</i>	Gert Coleman
6:00 - 6:30	Social half hour (Cash bar)	
6:30 - 9:00	Awards Banquet	
	Eat	
	Entertainment	
	Awards	
	Live Auction	

Monday, July 12

Day Two, Professional Program

8:00 - 8:30 am	IHA annual meeting	
8:30 - 8:45	Break	
8:45 - 9:45	<i>Otto Richter Memorial Lecture</i>	Jim Long
9:45 - 10:45	<i>Walking in the Green Footprints of Lewis and Clark</i>	Jonathan Hoffman
10:45 - 11:00	Break	
11:00 - 12:00 pm	<i>Goodman Greene: On Sixteenth Century Herbs</i>	Terry Hollembaek
12:00 - 1:00	Lunch	
1:00 - 1:45	<i>Exploring Nature's Secrets</i>	Deborah Lee
1:45 - 2:30	<i>Complying with GAP and Other Health Rules</i>	Elizabeth Wahle
2:30 - 3:00	Break	
3:00 - 4:00	<i>Growing Your Market with Agritourism</i>	John Pike
4:00 - 4:45	<i>How to Get the Most from Your Farmers Market</i>	Donna Frawley
5:00 - 9:00	Dinner on your own	

Tuesday, July 13

Horseradish, History, Fruit, and Asian Specialties

8:00 am	Load the bus, DoubleTree Hotel, Collinsville, IL	
8:00 - 8:15	Travel to Keller Farms, Collinsville, IL	
8:15 - 8:45	Keller Horseradish Production Field (Bob Keller)	
8:45 - 9:15	J. R. Kelley Horseradish (Dennis Diekemper), next door to Keller	
9:15 - 9:30	Travel to Cahokia Mounds, Collinsville, IL	
9:30 - 11:30	Cahokia Mounds film, tour, archaeological dig	
11:30 - 12:00 pm	Travel to Belleville, IL	
12:00 - 2:00	Eckert's Market: Lunch, tour, produce/plant shopping, Belleville, IL	
2:30 - 4:30	Looking East Farms (Joe Javorchik): tour, plant shopping, Freeburg, IL	
4:30	Return to hotel/dinner/rest up for trip home	

REGISTRATION FORM

Please enter appropriate amounts below, total, and send by check or with credit card information

	<u>Early bird price</u>	<u>After June 18th</u>
Member full three-day conference registration fee: (3 lunches and banquet included)	\$250 _____	\$275 _____
Non-member full three-day conference registration fee: (3 lunches and banquet included)	\$300 _____	\$325 _____
Saturday Public Education Day only: (lunch included)	\$60 _____	\$70 _____
Member Sunday/Monday Professional Tracts only: (2 lunches and banquet included)	\$200 _____	\$225 _____
Non-Member Sunday/Monday Professional Tracts only: (2 lunches and banquet included)	\$250 _____	\$275 _____
Member Sunday Only (includes lunch and banquet)	\$120 _____	\$135 _____
Non-Member Sunday Only (includes lunch and banquet)	\$145 _____	\$160 _____
Member Monday Only (includes lunch)	\$ 90 _____	\$100 _____
Non-Member Monday Only (includes lunch)	\$115 _____	\$125 _____
Additional meals for family/guests:		
Lunch Saturday	\$25 _____	
Lunch Sunday	\$25 _____	
Sunday Awards Banquet	\$35 _____	
Lunch Monday	\$25 _____	
Food choice: Regular menu _____ Vegetarian option _____		
Friday, Pre-conference bus tour (snacks, no lunch included)	\$60 _____	
Saturday Hosted Dinner: (sign up for host/table assignment at conference)	\$25 _____	
Tuesday, Post-conference tour (snacks and lunch provided)	\$60 _____	
Member Vendor Table (both days)	\$25 _____	
Non-Member Vendor table (both days)	\$50 _____	
TOTAL AMOUNT ENCLOSED	\$ _____	

Mail your registration to IHA Conference, PO Box 5667. Jacksonville, FL 32247.
Make checks payable to **International Herb Association**.

NAME: _____

ADDRESS: _____

PHONE: _____ E-MAIL: _____

CREDIT CARD # _____ EXPIRATION DATE: _____ SECURITY # _____

SIGNATURE: _____