

## *~Herbal businesses thinking globally and acting locally~*

### **Welcome to Midland, Michigan**

The International Herb Association's 2011 Conference will be held from July 15 to 19 in Midland, Michigan a mere 15 minutes from the Tri-City Airport (MBS) which is in the middle of Midland, Bay City and Saginaw. Midland was a lumber town until Herbert H. Dow discovered vast quantities of underground brine in the 1890's which lead to the formation of the Dow Chemical Company. Northwood University was constructed in 1971 through the contributions of members of the National Automobile Dealers Association, with whom Northwood has shared a unique and long partnership. The campus of Northwood University has 434 wooded acres with walking trails and lots of birds singing. The NADA houses a hotel at a reasonable cost of \$55 a night and is minutes away from shopping. The conference itself will be in the Sloan Building which is 100 feet away from the NADA. The Sloan Building Auditorium is equipped with a PC, projector, screen, audio, ability to show DVDs, and Internet access both from the teacher's station and wireless for the audience. A great place for a conference. The public is invited to Public Education Day or for the entire conference.

### **Conference Hotel**

The hotel has a large dining area where all of the meals will be served and 30 guest rooms each with:

- 2 Full sized beds
- In-room coffee maker
- Air conditioning
- Mini-refrigerator
- Rates at \$55 a night
- Complimentary Parking
- Free wireless Internet access
- Iron & ironing board
- Cable television
- Microwave
- Beautiful view

**\*\*\*\*Early Lodging Reservations are strongly recommended for there is limited space.**

**To make room reservations call (989) 837-4284 and say you are with the IHA.**

**Back-up Hotel: Fairview Inn (989) 631- 0070 (2200 W. Wackerly) Week-end rate \$79/Weekday rate \$72**

### **HOW DO I GET THERE?**

#### **BY AIR**

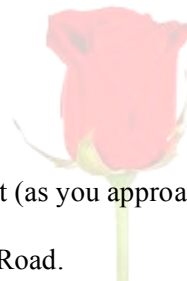
- MBS International Airport, serviced by United, Northwest, and many commuter flights, is 18 miles from the campus. Limousine service is available at the airport. The airport has several car rental agencies.
- Bishop International Airport in Flint, serviced by AirTran, American, Continental Connection, Delta and Frontier. About an hour south of Northwood University. Get onto I-75 (north) and follow the "**By Car from Detroit**" instructions below.

#### **To the NU campus from the airport:**

- Leaving airport grounds, turn right (north) onto Garfield Road.
- Go approximately 4 miles and turn left (west) onto U.S. 10.
- Go northwest on US 10 (toward Clare) approximately 11 miles to the Eastman Road Midland exit (as you approach the exit, Midland Cinemas is on the right).
- Go left (south) on Eastman Road approximately 1 mile to Saginaw Road.
- Turn right (west) on Saginaw Road and travel approximately 1.5 miles to Northwood Drive; it will be on your left; follow Northwood Drive to enter campus.

#### **By Car from Detroit (approximately 135 miles)**

- Follow I-75 (north) beyond Saginaw to the US 10 intersection.
- Go west on US 10 (toward Clare) to the Eastman Road Midland exit (as you approach the exit, Midland Cinemas are on the right).
- Go left (south) on Eastman Road approximately 1 mile to Saginaw Road.
- Turn right (west) on Saginaw Road and travel approximately 1.5 miles to Northwood Drive; it will be on your left; follow Northwood Drive to enter campus.



## By Car from Lansing (approximately 100 miles)

- Follow US 127 (north) to M-20.
- Go (east) on M-20 about 24 miles to Main Street of Midland (traffic light).
- Turn left on Main Street, go approximately 2 miles to North Saginaw Road (2nd traffic light). Please note: You may be going past a sign indicating the former main entrance for campus off Cook Road. Proceed to N. Saginaw Rd.; make a left-hand turn onto N. Saginaw Road and travel approximately .5 mile to Northwood Drive; it will be on your left; follow Northwood Drive to enter campus.

## By Car from Grand Rapids (approximately 125 miles)

- Take US 131 expressway (north) to M-46 East.
- Go east on M-46. Proceed east to US 127.
- Follow US 27 (north) to M-20.
- Go left (east) on M-20 about 24 miles to Main Street of Midland (traffic light).
- Turn left on Main Street, go approximately 2 miles to North Saginaw Road (2nd traffic light). Please note: You may be going past a sign indicating the former main entrance for campus off Cook Road. Proceed to N. Saginaw Rd.; make a left-hand turn onto N. Saginaw Road and travel approximately .5 mile to Northwood Drive; it will be on your left; follow Northwood Drive to enter campus.

**Conference Sponsors** – Chad Capp from the Hantz Group (Beverages), Quick and Reliable Printing (tablets), Hammer Restoration (pens), and Mt. Hope Herb Farm (herbal centerpieces).

## GENERAL SCHEDULE

### Friday July 15, 2011

#### The fun begins with the Pre-Conference Tour

**Grounds for a Better World** – Get your morning coffee, tea or Smoothie and hear the mission of this unique business.

**Eastman Party Store** – Visit this unique gourmet food store for gourmet cheeses and rolls for breakfast.

**Lavender Fleece** – Lavender, sheep, llamas, goats, plus many more. Taste some wonderful goodies as Laurie Ball-Gisch tells you about her business.

**Dow Gardens** – Tour the Dow Home, built in 1899, eat a catered lunch and have a guided tour of the 110 acre gardens, with special attention to the rose garden and the children's garden.

**Midland Rolling Garden Tour** – Tour many of the gardens maintained by volunteers throughout Midland.

### Saturday July 16, 2011

#### Public Education Day and Silent Auction

*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.*

**Herb Growing with Horticultural Minerals -**

Tina Marie Wilcox

**Magical Moons & Seasonal Circles -**

Susan Betz

**How to Eat a Rose -**

Jim Long

**Culinary Herbal Tidbits, Old and New -**

arlene Shannon -

Workshops – **The Creative Herbal Home** with Susan Belsinger and Tina Marie Wilcox

**Making Rose Beads** with Davy Dabney

**Dying Fabric with Herbs** with Nancy Momsen (Current President of IHA)

**Herbal Tipples: Using Herbs in Liqueurs and Wines** with Kay Whitlock and Karen O'Brien

**Making Rose Soap** with Marge Powell

**Chemistry of Roses, Drying Roses and Making Potpourri** with Art Tucker and Matthias Reisen

**SALT – The Herb of the Rock World** with Steven Lee

This is a segment we are calling “**My Favorite Herb Recipe in Less Than 10 minutes.**” Each herb expert will have 10 minutes to show the audience how to make their favorite herb recipe in less than 10 minutes. Presenters are: Susan Belsinger, Kathryn Clayton, Gert Coleman, Pat Crocker, Pat Gould, Jim Long, Nancy Momsen, Marge Powell, Andrea Reisen, Carolee Snyder, Tina Marie Wilcox plus one special guest.

The day will continue with a Hosted Dinner. Have dinner at Villa D' Alessandro, the best Italian restaurant in the Midland area with some of the best herb experts on the continent.

## Sunday July 17, 2011 Professional Program

The fun continues on Sunday and Monday. Sunday the Annual IHA Membership Meeting kicks off the day, followed by a great line-up of speakers.

***Operating a Non-Traditional Retail Nursery, the Good, the Bad, and the Ugly -  
Year-Round Herbs in Unheated Solar Greenhouses -  
Better Living Through Botanical Chemistry-***

We will continue after lunch with some international topics:

***Herbs of the Kasbah  
Chocolate of Jamaica -  
Herbs of Hawaii -  
Herbs of the Andes -***

Jason Powell  
John Biernbaum.  
Dr. Art Tucker

Pat Crocker  
Matthias and Andrea Reisen  
Terry Hollembaek  
Marge Powell.

### Awards Banquet and Live Auction

Our Sunday program will be followed by a Social Half Hour and the Annual Awards Banquet. Good food, the annual IHA awards, entertainment will come from Chuck Voigt and Company, 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.

## Monday July 18, 2011 Professional Program Continues

Monday we continue with topics of interest. We begin the day with the Otto Richter Memorial Lecture by Maggie Oster.

***Otto Richter Memorial Lecture -  
Tough Old Garden Roses -***

***Cooking Under the Influence: Using the Mediterranean Herbs & the Mediterranean Diet Pyramid*** (a cooking demo)

***Check Out the Classes, Culture & Covering of Roses -  
Hosting an Herb Festival -  
Spice Up Your Business with Social Media -  
From Passion to Print -***

***Eight Steps to Taking Care of Yourself***

Dinner will be on your own. (Check out the list and map in your conference materials)

Maggie Oster

Jason Powell

Susan Belsinger

Chuck Martin

Carolee Snyder

Shawn MacDonald

Linda Askey

Michelle Bommarito

## Tuesday July 19, 2011 Post-Conference Tour

The fun never ends. We will leave bright and early at 8:00 a.m. sharp, eating breakfast on the bus as we travel to:

**We would like to leave a little earlier than previously stated. Gather at 7:30 leave by 7:45 a.m.**

***Grand Oak Herb Farm*** – tour and explanation by Beulah Hargrove of the herb farm and shopping.

***Broken Silo Nursery*** – owned by John Hargrove. A place to buy all of those unusual herbs you couldn't find anywhere else and always wanted.

***Heavenly Scent Herb Farm*** - in Fenton is our next stop. We will tour this wonderful herb farm, hear about their business and have a delicious lunch. There will be time for shopping, too.

***Abele Greenhouse*** – This Saginaw greenhouse specializes in roses. They will give us a tour as they tell us about their business.

***Kauer's Garden*** – Crystal Kauer is opening her beautiful garden for us to see over 300 rose bushes plus a lot more. A great place to take photos.

### 2011 Educational Conference Photo Event

This year is the second year for our Photographic Display at our Educational Conference. We are asking members and herb enthusiasts to enter their best photos in our photo competition. It is all for the fun and enjoyment of herbal photo art. There is no entry fee and no expensive photo framing is required. Just fill in the attached form or email (below) and send to Nancy Momsen ([herbalanna@tds.net](mailto:herbalanna@tds.net) or W 5549 Center Road, Monroe, WI 53566) to let her know you will participate. Bring your favorite herbal photo (black and white or color) sizes 8x10, 11x14 or 16x20 in a mounted or matted format. There will be 4 categories: ***Herb Of the Year 2012 (ROSE) enter as Professional or Enthusiasts and All Other Herb photos enter as***

**Professional or Enthusiast.** Participants may enter two photos (one in each category). These will be on display throughout the conference, with attendees voting on their favorites. Awards will be given first thing Monday morning before the Otto Richter Memorial Lecture and winners will be displayed on [www.iherb.org](http://www.iherb.org)

## Quick Checklist of Activities

**\*Friday, July 15: Pre-conference tour to Grounds for a Better Earth, Eastman Party Store, Lavender Fleece, Dow Gardens, and several gardens in Midland.** Breakfast and lunch will be included in the price.

**\*Saturday, July 16, Public Education Day, Marketplace, Silent Auction, Photo Contest, Hosted Dinner.** Featured speakers: Tina Marie Wilcox, Susan Betz, Jim Long, arLene Shannon.

**Workshops** with: Susan Belsinger and Tina Marie Wilcox, Davy Dabney, Nancy Momsen (Current President of IHA), Kay Whitlock and Karen O'Brien, Marge Powell, Art Tucker, Matthias Reisen and Steven Lee.

**My Favorite Herb Recipe in Less Than 10 minutes** with: Susan Belsinger, Kathryn Clayton, Gert Coleman, Pat Crocker, Pat Gould, Jim Long, Nancy Momsen, Marge Powell, Andrea Reisen, Carolee Snyder, Tina Marie Wilcox plus one special guest.

**\*Sunday, July 17, Annual Meeting, Professional Sessions, Marketplace, Awards Banquet, Foundation Auction.**

Featured speakers: Jason Powell, John Biernbaum, Dr. Art, Pat Crocker, Matthias and Andrea Reisen, Terry Hollembaek, and Marge Powell.

**\*Monday, July 18, Professional Sessions**

Featured speakers: Maggie Oster, Jason Powell, Susan Belsinger, Chuck Martin, Carolee Snyder, Shawn MacDonald, and Linda Askey.

**\*Tuesday, July 19: Post-Conference Tour to Grand Oak Herb Farm, Broken Silo Nursery, Heavenly Scent Herb Farm, Abele's Greenhouse, Kauer's Garden.** Breakfast and lunch will be included in the price.

**\*Early Lodging Reservations are strongly recommended for there is limited space. To make room reservations Call (989) 837-4284 and say you are with the IHA.\* For Over-flow we also have a block of rooms at the Fairview Inn (\$79 on weekends, \$72 for weekdays) call (989) 631-0070.**

**A limited number of tables for vendors are available for the herbal marketplace.** The table rental fee is for the two days of the meeting - \$25 (IHA member) or \$50 (non IHA member); To reserve your spot contact Donna Frawley at [frawleyherbs@yahoo.com](mailto:frawleyherbs@yahoo.com)

Please bring your donations for both the silent and public auctions.

### Registration Options:

- Early-bird rates are available until June 24, and after that date, regular rates will apply.
- Public Day only registration is \$65 per person early bird, and \$75 per person after June 24.
- Both Public Day and Professional Conference (Saturday, Sunday, and Monday) will be \$235 (member) and \$275 (non-member) early bird, and \$250 (member) and \$300 (non-member) after June 24.
- Professional Conference (Sunday/Monday) only registration is \$175 (member) and \$200 (non-member) early bird; and \$200 (member) and \$225 (non-member) after June 24
- For Sunday's Professional Program, only, including Awards Banquet, the fee will be \$75 (member) and \$100 (non-member) early bird; and \$100 (member) and \$125 non-member, after June 24.
- For Monday's Professional Program only, the fee will be \$50 (member) and \$75 (non-member) early bird; and \$75 (member) and \$100 (non-member) after June 24.
- 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 the amount, and remit to International Herb Association, PO Box 5667, Jacksonville, FL 32247

### 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 24th</u>
Member full three-day conference registration fee: (3 lunches and banquet included)	\$235 _____	\$250 _____
Non-member full three-day conference registration fee: (3 lunches and banquet included)	\$275 _____	\$300 _____
Saturday Public Education Day only: (lunch included)	\$65 _____	\$75 _____
List your top three choices for workshops:		
1) _____		
2) _____		
3) _____		
Member Sunday/Monday Professional Tracts only: (2 lunches and banquet included)	\$175 _____	\$200 _____
Non-Member Sunday/Monday Professional Tracts only: (2 lunches and banquet included)	\$200 _____	\$225 _____
Member Sunday Only (includes lunch and banquet)	\$75 _____	\$100 _____
Non-Member Sunday Only (includes lunch and banquet)	\$100 _____	\$125 _____
Member Monday Only (includes lunch)	\$ 50 _____	\$75 _____
Non-Member Monday Only (includes lunch)	\$75 _____	\$100 _____
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)	\$65 _____	
Saturday Hosted Dinner: (sign up for host/table assignment at conference)	\$30 _____	\$30 _____
Tuesday, Post-conference tour (snacks and lunch provided)	\$65 _____	
Member Vendor Table (both days)	\$25 _____	
Non Member Vendor table (both days)	\$50 _____	
TOTAL AMOUNT ENCLOSED	\$ _____	

**\*\*REGISTER ON-LINE\*\* AT:**  
[www.iherb.org](http://www.iherb.org)  
 click on "Conference"  
 click on "2011"  
 follow the directions

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 NUMBER: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_ SECURITY NUMBER \_\_\_\_\_  
SIGNATURE: \_\_\_\_\_



cut here and send to Nancy Momsen or email her at: W 5549 Center Road, Monroe, WI 53566 **OR** [herbalanna@tds.net](mailto:herbalanna@tds.net)

I will be participating in the photo contest.

I am a Professional Photographer (name) \_\_\_\_\_

I am an amateur Photographer (name) \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

E-mail address \_\_\_\_\_

Phone number \_\_\_\_\_