

**NATIONAL CONVENTION OF  
THE U.S. SWEET POTATO COUNCIL**  
**62ND ANNUAL | NEW ORLEANS, LA 2024**



Convention Agenda – Current as of 12.20.23 (Subject to change)

<b>Saturday, January 20</b>	<b>LOCATION</b>
3:00 – 5:00 PM <i>Hospitality Suite Open</i>	Bourbon Balcony Suite
<b>Sunday, January 21</b>	
8:00 – 10:00 AM <i>United States Sweet Potato Council Board of Directors</i>	Bacchus
10:30 AM – 1:00 PM <i>American Sweet Potato Marketing Institute Meeting</i>	Royal Conti
11:00 AM – 4:00 PM <i>Registration Open</i>	Arcade
12:00 – 2:00 PM <i>Exhibitor Set-Up</i>	Evangeline Suite & Foyer
1:30 – 3:00 PM <ul style="list-style-type: none"> <li>• NCPN Tier 2 and Industry Stakeholder</li> <li>• CleanSEED Project and Industry Stakeholder</li> <li>• SweetARMOR and Industry Stakeholder</li> </ul>	Royal Conti
2:00 – 7:00 PM <i>Exhibition Open</i>	Evangeline Suite & Foyer
3:00 – 5:30 PM <i>Hospitality Suite Open</i>	Bourbon Balcony Suite
6:00 – 8:00 PM <i>President's Reception</i>	Grand Ballroom
8:00 – 10:00 PM <i>Hospitality Suite Open</i>	Bourbon Balcony Suite
<b>Monday, January 22</b>	
7:00 – 11:30 AM <i>Registration Open</i>	Arcade
7:00 – 8:15 AM <i>Breakfast</i>	Grand Ballroom
8:15 AM <i>Announcement, National Anthem, and Presentation of Colors</i>	Grand Ballroom
8:30 – 11:00 AM <i>Exhibition Open</i>	Evangeline Suite & Foyer
8:30 – 9:00 AM <i>Keynote Address</i> <b>Dr. Mike Strain, DVM</b>	Grand Ballroom
9:00 – 11:15 AM <i>General Session</i> <ul style="list-style-type: none"> <li>• 9:00 – 9:30 AM <b>Dr. Arthur Villordon</b></li> <li>• 9:30 – 10:00 AM <b>Dr. Imana Power, PhD</b></li> <li>• 10:00 – 10:15 AM <i>BREAK</i></li> <li>• 10:15 – 10:45 AM <b>State Reports</b></li> <li>• 10:45 – 11:15 AM <b>Bob Farmer</b></li> </ul>	Grand Ballroom

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9:00 – 11:15 AM <i>Chapeaux (Hat) Party for Spouses</i>	Fleur de Lis Suite
12:00 – 12:30 PM <i>Boarding the Riverboat "City of New Orleans"</i>	Riverboat
12:30 – 2:30 PM <i>Lunch and Mississippi River Cruise</i>	Riverboat
3:30 – 6:00 PM <i>Hospitality Suite Open</i>	Bourbon Balcony Suite
<b>Tuesday, January 23</b>	
7:00 – 8:30 AM <i>Breakfast</i>	Grand Ballroom
7:00 AM – 12:00 PM <i>Registration Open</i>	Arcade
8:15 – 8:30 AM <i>Welcome &amp; Announcements</i>	Grand Ballroom
8:30 AM – 12:00 PM <i>Exhibition Open</i>	Evangeline Suite & Foyer
8:30 – 9:00 AM <i>Keynote Speaker</i> <b>Dr. Tara P. Smith, PhD</b>	Grand Ballroom
9:00 – 11:15 AM <i>General Session</i> <ul style="list-style-type: none"> <li>• 9:00 – 9:30 AM <b>Dr. Don R. La Bonte, PhD</b></li> <li>• 9:30 – 10:00 AM <b>Dr. Achyut Adhikari, PhD</b></li> <li>• 10:00 – 10:15 AM <i>BREAK</i></li> <li>• 10:15 – 10:45 AM <b>State Reports</b></li> <li>• 10:45 – 11:15 AM <b>Chris Purdy</b></li> </ul>	Grand Ballroom
11:15 AM – 12:00 PM <b>Kay Rentzel</b> <i>USSPC General Membership Meeting</i>	Grand Ballroom
12:00 PM <i>Bourbon Street Stroll Cards Due</i>	Evangeline Suite & Foyer
2:00 – 5:00 PM <i>Hospitality Suite Open</i>	Bourbon Balcony Suite
5:30 – 6:30 PM <i>Happy Hour and Social</i>	Fleur de Lis Courtyard & Jazz Playhouse
6:30 – 7:00 PM <i>Second Line Parade</i>	Fleur de Lis Courtyard
7:00 – 11:00 PM <i>Banquet, Dining and Dancing</i>	Fleur de Lis Suite, Courtyard & Jazz Playhouse