21st Annual Meeting

Keeping Christmas Traditions Alive in a Changing World

Holiday Inn
Columbus, MS
September 19-21, 1997

Louisiana - Mississippi Christmas Tree Association
YULE STAND SYSTEM

RETAIL LOT DISPLAYS
Stand and display your Christmas Trees in seconds by using the extremely efficient YULE STAND SYSTEM DRILL MACHINE and our tapered pin stands.

CUSTOMER HOME USE
Extra profits to be made - every tree sale is also a profitable stand sale. With our easy-on, easy-off YULE STAND your satisfied customers will return year after year for their straight standing drilled tree.

YULE STANDS
Small • 1/2" spike
Medium • 9/16" spike
Large • 9/16" spike
5 Qt. Water Container (fits all size stands)

#1 SUPER DRILL MACHINE
Uses quick release clamps to center the tapered hole in baled or unbaleed tree.

#2 DRILL MACHINE
Uses a cone to center the tapered hole in the baled or unbaleed tree.

CONTACT:
TIM MITCHELL'S YULE STAND SYSTEM
6437 East Exeter • Scottsdale, Arizona 85251
602-946-2434
602-946-7247 FAX

*Rental available on Drill Machines with option to buy.
Welcome to the 21st Annual Meeting of the LA-MS Christmas Tree Association and the Holiday Inn of Columbus, MS. We are here to celebrate our twenty-first year as an Association providing support to its members from seedling to sale. Our theme for this meeting is “Keeping Christmas Traditions Alive in a Changing World”.

The Association’s “Choose and Cut Farms and Retail Lots” brochure for 1997 has been assembled and is available for you to distribute in your area. Please take several copies and distribute them to your local banks, co-ops, chambers of commerce, welcome centers, and other public places. If we each do our part, this brochure can be a key marketing tool in reaching consumers and informing them of our products. The impact of this brochure is determined primarily by our efforts to make it a success.

The following table summarizes some of the Association’s activities for the past 21 years. If you have an idea that you feel could improve and strengthen your Association, please share it with someone on the Board of Directors. A strong, active Association benefits both growers and consumers.

<table>
<thead>
<tr>
<th>Year</th>
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<th>Budget $</th>
<th>Seedlings</th>
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<td>Ed Rawls</td>
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</tbody>
</table>
21st Annual Meeting Speakers

Ed Rawls  
LA-MS CTA President  
1266 Big Four Road  
Wiggins, MS 39577

Kevin Steele  
LA-MS CTA Director  
56459 Dollar Road  
Angie, LA 70426

Dr. Pat Harris  
Extension Entomologist  
P.O. Box 157  
Decatur, MS 39327

Norman Winter  
Extension Horticulturalist  
Mississippi State University

Dr. Craig McKinley  
Extension Forester  
North Carolina State Univ.

David Gaude  
LA-MS CTA Director  
561 Hwy. 61 S  
Natchez, MS 39120

Dr. Andy Ezell  
Extension Forester  
Mississippi State University

Michael May  
LA-MS CTA Secretary  
448 Lazy Acres Road  
Chunky, MS 39323

Clarke Gerton  
LA-MS CTA Nat. Director  
806 Hermitage Drive  
Denham Springs, LA 70726

Rob Eddy  
LA-MS CTA Director  
P.O. Box 1142  
Hattiesburg, MS 39403

Wally & Carolyn Swedenburg  
Owners of Swedenburg's Farm  
979 S. Lehmburg Rd.  
Columbus, MS 39702

Dr. Joe Fox  
Extension Plant Pathologist  
P.O. Box 157  
Decatur, MS 39327

Dr. Stephen Dicke  
LA-MS CTA Director  
1520 Seven Springs Rd.  
Raymond, MS 39154

---

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- Monterey Pinegreen
- Premium Fir Green
- Needlehold

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Grower Products Division
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Waucoma, WI 54982
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(414) 767-3317
FAX: (414) 767-2224

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Home Office
201 St. Helens Avenue
Tacoma, WA 98402-2519
(800) 426-8482
(253) 627-2133
FAX: (253) 627-8430
21st Annual Meeting Exhibitors

We would like to thank all the exhibitors for attending our annual meeting and for their interest in the LA-MS CTA. Please visit the exhibitors and let them know we appreciate their attendance as well as their support of our quarterly newsletter through advertising. The exhibitors who pre-registered are listed below:

**BASS TREES & SUPPLY, INC.**
Wesley Bass
551 Delancey Robbins Road
Columbia, MS 39429
800-530-7218

**CHRISTMAS FOREST**
Barton Bennett
8313 O'Hara Court
Baton Rouge, LA
504-654-0177

**EVANS CHRISTMAS SUPPLY**
Robley Evans
7970 Zeigler Blvd.
Mobile, AL 36608
800-832-4521

**INTERNATIONAL PAPER**
Elaine Perdue
Rt. 1 Box 314-A
Bullard, TX 75757
903-825-6101

**IRRIGATION MART**
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3303 McDonald
Ruston, LA 71270
318-255-1832

**SHEERLUND PRODUCTS**
Bo Young
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Woodstock, AL 35188
205-938-2562

**SWIHART SALES CO.**
Roger Swihart
Rt. 3 Box 73
Quinter, KS 67752
800-864-4595

**TIM MITCHELL’S**
Tom Richards
3928 Greenfield Lane
Owensboro, KY 42301
502-684-3081

**YULE FOREST**
Spencer Grant
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Stockbridge, GA 30281
770-957-3165

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*Christmas Tree Netting*

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  - Soft knitted—and—strong
  - Fits any baler
  - 1" x 1" mesh on 520' cartridges
  - Made in the U.S.A.
  - Recyclable-level 2

Our Red & White striped netting compels attention and helps sell your trees—just ask any of our satisfied customers. As an added value, we will supply you with an all-weather, point-of-sale sign with every bale of Candy-Cane tree net.

**Tipper Tie-Net also makes:**
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- Red & White Load Dividers

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MANUFACTURING PLANT: 390 Wagner Drive • West Chicago, IL 60185
Phone 708-292-3737 • Fax: 708-231-0353
New Members

During 1997, the Louisiana - Mississippi Christmas Tree Association welcomed twelve new members to its roster. Please make a special effort to recognize the following people during our meeting and welcome them into our association.

LEE ASHMAN
P.O. Box 140
Waveland, MS 39576

DAVID BRIDGforth
3591 Bridgforth Rd.
Olive Branch, MS 38654

EARL & NADINE COUNCIL
76249 Hwy. 51 N
Kentwood, LA 70444

WILLIAM DARDIS
4153 Banks St.
New Orleans, LA 70119

HECTOR DIAZ
57 Ave. Lopategui Box 4
Guaynabo, PR 00969

CHARLIE & ELIZABETH DUNCAN
186 Hester Rd.
Selmer, TN 38375

CHESTER McWHORTER
4366 Good Hope Rd.
Decatur, MS 39327

DAN NANCE
Rt. 3 Box 376
Philadelphia, MS 39350

MARIE POTTS
1010 Doty Rd.
Ferriday, LA 71334

GARY & ROBIN ROGERS
Rt. 2 Box 4
Mt. Olive, MS 39119

VICTOR SANDERS
P.O. Box 328
Hornbeck, LA 71439

SCOTT SMITH
2130 Olvey Drive
Mandeville, LA 70448

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- Balers & Netting
- Lot Supplies
- Tree Stands
- Wreath Supplies
- New Products...

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or write:
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More Salable Trees per Acre
Higher Profits

Large, vigorous plants
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- Naylor's Blue
- Silver Dust
- Castlewellan Gold
- Carolina Sapphire
- Blue Ice

CHRISTMAS FOREST
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Zachary, Louisiana 70791
(504) 927-3500
(504) 654-0144
21st Annual Meeting
The Louisiana-Mississippi Christmas Tree Association
"Keeping Christmas Traditions Alive in a Changing World"

FRIDAY, SEPTEMBER 19

7:30 p.m. Board of Directors Meeting and Exhibitors continue to setup.

SATURDAY, SEPTEMBER 20

7:30 a.m. Registration opens
Complimentary coffee and juice in the Exhibit room

8:45 a.m. Welcome and Opening Remarks - Ed Rawls, President LA-MS CTA
Introduction of Officers, Directors, and Nominees
Morning session moderator: Kevin Steele

9:00 a.m. Improving Insect Control using Integrated Pest Management
Pat Harris, Extension Entomologist, Mississippi State University

9:45 a.m. Unusual Plants Used for Christmas Trees
Norman Winter, Extension Horticulturalist for Commercial Nurseries, MSU

10:15 a.m. BREAK - Visit with exhibitors

10:45 a.m. Opportunities to Market Trees to an Older Population
Dr. Craig McKinley, Extension Forester, North Carolina State University and Editor of
Limbs and Needles Magazine

11:45 a.m. - 1:15 p.m. LUNCH

1:15 p.m. Afternoon session moderator: David Gaude
Pointers to Prevent Error When Applying Herbicides
Dr. Andy Ezell, Extension Forester and Forest Herbicide Researcher, MSU

2:00 p.m. Association Business Meeting
Election of directors - Ed Rawls
Financial reports - Michael May
National directors report - Clarke Gernon
3:30 p.m.  **BREAK** - Visit with exhibitors

4:00 p.m.  **The Value of the Internet to the Association**
Clarke Gernon, LA-MS CTA National Director

4:30 p.m.  Adjourn

6:00 p.m.  **Social hour**

7:00 p.m.  **Banquet** - Moderator: Rob Eddy
Announcement of tree contest winners
Entertainment: Paul Ott
Door Prizes

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**SUNDAY, SEPTEMBER 21**

7:00 a.m.  **Worship Service** (Non-denominational)

9:00 a.m.  **Welcome to Swedenburg's Christmas Tree Farm** - Wally and Caroline Swedenburg

9:15 a.m.  **Belgian Horse Demonstration** - Wally Swedenburg and his horses

9:30 a.m.  **Disease Control Update**
Dr. Joe Fox, Extension Plant Pathology Specialist, Mississippi State University

Techniques to Loosen Soils and Improve Drainage
Dr. Stephen Dicke, Extension Forester, Mississippi State University

10:30 a.m.  **BREAK**

11:00 a.m.  **Digging and Moving Live Christmas Trees** - Wally Swedenburg

12:00 p.m.  **LUNCH** - $8.00 BBQ Chicken/pork, beans, slaw, potato salad, and banana pudding
Entertainment during our awards banquet will be provided by *Paul Ott, "The Voice of the South."* Paul hails from Summit, Mississippi.

To thousands of wildlife conservationists in all fifty states, the name Paul Ott means a single voice singing out a message to conserve a place for wild things and wild places for future generations to enjoy as we have before them.

To industry, his name means a sensible philosophy of conservation - not preservation. He believes in the economic growth of our Country.

Paul is currently hosting his own live, call-in radio show entitled "Listen to the Eagle." The show is also being aired on T.V. weekly. Both shows are growing each week across the South and the country.
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tree bags, etc.

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GREENZIT $13.25 GAL.
SUPER GREENZIT $14.25 GAL.
SUPER GREENZIT C $20.50 GAL.
VIRGINIA PINE $15.35 GAL.
CLEAR SPRAY $12.55 GAL.
2 1/2 gallon container size (2 per case)

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Netting Shipped 5 cartridges/bundle

WHEN YOU SHEAR, SHEAR WITH A SAJE

ATTENTION!!!!

Call about our new model HS500 SAJE shear with 2:1 gear box for a better cut
and increased blade life. Dollar for
dollar, there is no better way to shear
your trees.

72” MODEL $1688
96” MODEL $1799
2’ extension $265

We have Virginia pine
and Leyland cypress
seedlings, bare root or
containerized, and these
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Shearing Knives
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# Officers and Directors - 1997

## President
Ed Rawls  
1266 Big Four Road  
Wiggins, MS 39577  
601-928-9807

## Vice President
Al Acosta  
177 Wind N Oaks Road  
Carriere, MS 39426  
601-798-9388

## Parliamentarian
Shawn Strobel  
912 Delaware St  
Shreveport, LA 71134  
318-861-3710

## Exec. Secretary
Michael May  
448 Lazy Acres Road  
Chunky, MS 39323  
601-655-8716

## National Director
Clarke Gerton  
806 Hermiaje Drive  
Denham Springs, LA  
504-665-6535

<table>
<thead>
<tr>
<th>TERM</th>
<th>LOUISIANA</th>
<th>MISSISSIPPI</th>
</tr>
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| 1995 - 1997 | James King  
26800 James King Rd  
Hammond, LA 70403  
504-567-9670 | Raburn May  
596 Lazy Acres Road  
Chunky, MS 39323  
601-655-8264 |
| 1996 - 1998 | Reginald Pulliam  
8360 W. El Cajon Drv  
Baton Rouge, LA 70806  
504-928-7081 | Roger Smith  
Route 1 Box 621  
Moselle, MS 39456  
601-582-2642 |
| 1997 - 1999 | Barton Bennett  
8313 O'Hara Court  
Baton Rouge, LA 70806  
504-654-0144 | Kevin Steele  
56459 Dollar Road  
Angie, LA 70426 |
|          | Mike Para  
406 Magnolia Lane  
Slidell, LA 70461  
504-643-7518 | David Gaude  
561 Hwy 61 South  
Natchez, MS 39120  
601-445-8166 |
|          | Joe Pepper  
2181 Hwy. 557  
West Monroe, LA 71292  
318-387-5172 | Robert Eddy II  
P.O. Box 1142  
Hattiesburg, MS 36403  
601-582-7418 |

**Directors by Presidential Appointment**

Dr. Alden Mann  
12627 Parnell Ave  
Baton Rouge, LA 70815  
504-275-9781

Dr. Stephen Dicke  
1320 Seven Springs Rd  
Raymond, MS 39154  
601-857-2284

Dr. Bob Mills  
225 Knapp Hall - LSU  
Baton Rouge, LA 70803  
504-388-4087

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Tentatively scheduled for SEPTEMBER 18-20, 1998.

Hosting our meeting will be J.D. and PAT ANTLEY of CHERRY HILL TREE FARM
Directions to Swedenburg's Christmas Tree Farm
from the Holiday Inn

- Go north on Hwy. 45 to Hwy. 82 east (bypass)
- From Hwy. 82 take the Hwy. 50 exit
- After exiting, turn left on Hwy. 50
- At first light turn right on N. Lehmburg
- From the light go 3 miles; farm is on left