

# *22nd Annual Meeting*

Holiday Inn Atrium, Monroe, LA.  
Sept. 18-20, 1998



Featuring the Debut of

## *A Southern Christmas Tale*

a video production of Earthwalkers Entertainment  
in conjunction with the LA-MS Christmas Tree Association

*The Louisiana-Mississippi Christmas Tree Association*

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**LOUISIANA-MISSISSIPPI CHRISTMAS TREE ASSOCIATION:**

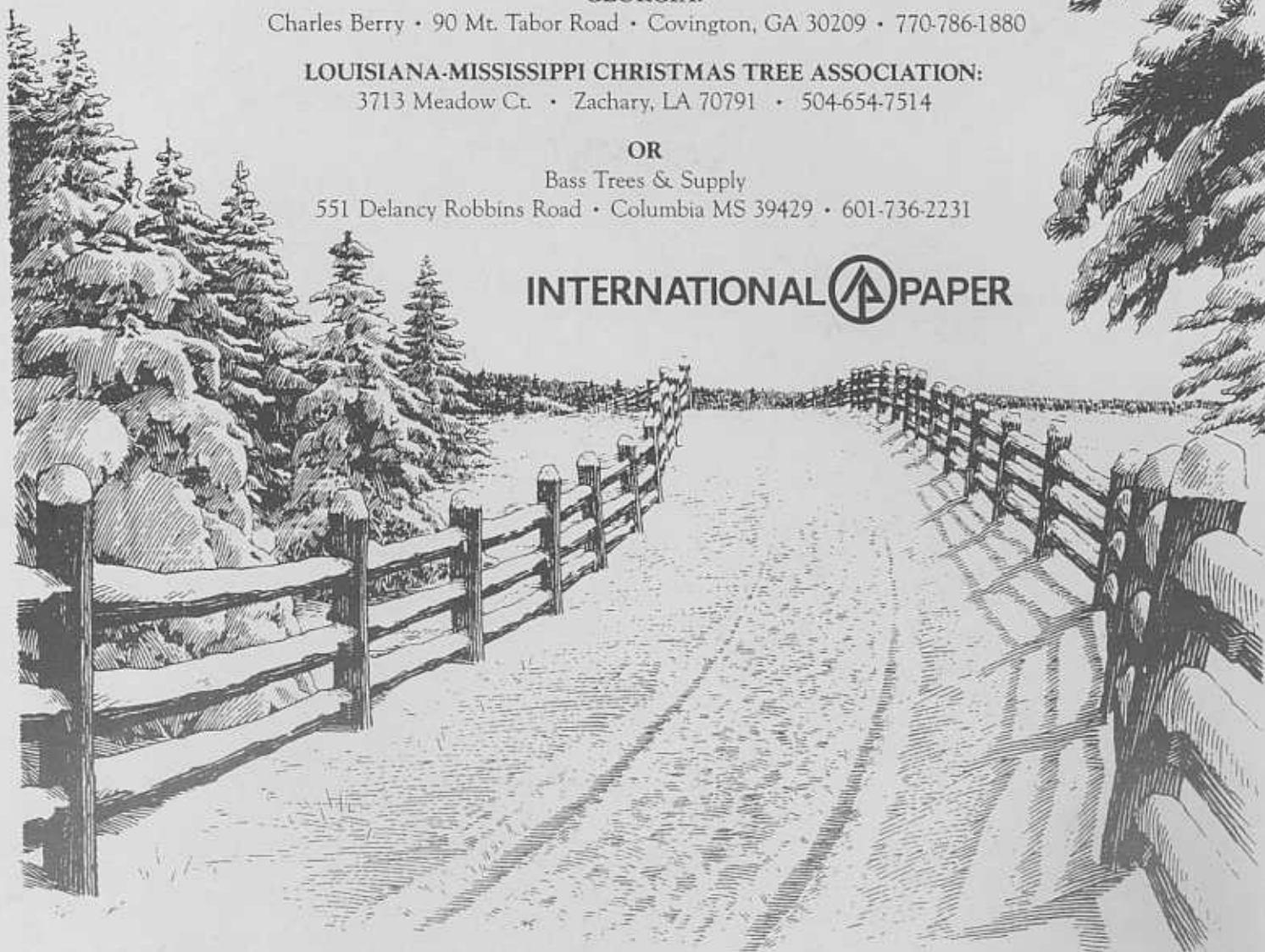
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# LOUISIANA - MISSISSIPPI CHRISTMAS TREE ASSOCIATION

## OFFICERS

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601-445-9388  
email: aacosta@datastar.net

**Vice President**    **David Gaude**  
561 Hwy. 61 South  
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601-445-8166

**Parliamentarian**   **Ed Rawls**  
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**National Director**    **Clarke Gernon**  
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504-665-6535

**Executive Secretary**   **David and Mimi Bennett**  
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email: lamsoffice@aol.com

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## *Welcome to Our 1998 New Members*

We have added a number of new and returning members to our association. We now stand at 106 members paid for the 1998 year. If you know of someone who has decided to drop out of the association, make a special effort to talk to them about rejoining. Please introduce yourself to the following new members and make them feel welcome:

**Jerry S. Huddleston**

988 Windsor Rd.  
Grenada, MS 38901  
601-226-6545

**Kirk Maestri**

8903 Jefferson Hwy  
New Orleans, LA 70123  
601-249-2868

**Lamar Shaw**

7075 Boy Scout  
Ida, LA 71044

**Bob Holloway**

266 Crowell Rd.  
Eros, LA 71238

**Michael Jones**

P.O. Box 2514  
Wayside, MS 38780  
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**John Green**

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## Visit Our 1998 Annual Meeting Exhibitors

We would like to thank all the exhibitors for attending our annual meeting and for their interest in the Louisiana – Mississippi Christmas Tree Association. Please stop by the exhibitors' booths and support those companies that help support our association through advertising in our quarterly newsletter. The following is a list of exhibitors scheduled to be at our annual meeting:

Evans Christmas Supply Company

Tim Mitchell's Yule Stand System

Irrigation Mart

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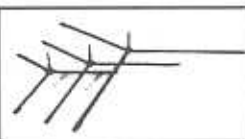
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15" (1/4" steel)	2-6 ft.	30 lbs.
20" (3/8" steel)	6-8 ft.	60 lbs.
24" (3/8" steel)	8-10 ft.	100 lbs.
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48" (1" steel)	15-20 ft.	300 lbs.

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"The Davis Lifetime FASTANDS are the world's greatest stand. They are quick and easy to use. The customer only needs to see the stand put on and, boom, they will buy it. I sell more trees with the Davis Lifetime FASTANDS. I use them to display all my trees on all four of my lots."  
- Beau Leach, Beau's Trees, Springfield, OR

"It's so easy to stand crooked trees using the Davis Lifetime FASTANDS that it puts the joy back into Christmas. With its high water capacity, stability and ease, this should replace every other stand out there."  
- Ray Finch, Finch Forest Tree Farms, Bally, NC

"Over the years I have seen and tried every stand made. The Davis Lifetime FASTANDS are by far the simplest, most fool-proof, most durable stands I have ever seen. They are especially great for large trees."  
- Steve Ramano, Austin's Emerald Forest, Austin, TX

"We have distributed the Davis Lifetime FASTANDS for over ten years and they are the best. Our sales of stands have increased every year. I know we sell more trees because of the Davis Lifetime FASTANDS."  
- Greg Reid, Alpine Evergreen, Port Orchard, WA

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LEWIS LIFETIME TOOLS



LEWIS STANDS FOR TREES

***1998 Annual Christmas Tree Meeting***  
*The Louisiana – Mississippi Christmas Tree Association*

**Friday, September 18**

6:30 p.m. Board of Directors Meeting and Exhibitors continue to setup.

**Saturday, September 19**

8:00 a.m. Registration opens

Morning Session Moderator – Dr. Bob Mills

9:00 a.m. **Welcome and Introduction**  
Al Acosta, President LA-MS Christmas Tree Association

9:15 a.m. **Record Keeping and Tax Information**  
Reggie Pulliam, CPA, Baton Rouge, LA

10:00 a.m. **Break** – Visit with exhibitors

10:15 a.m. **Home Based Business Management**  
Dr. Evva Wilson, Extension Specialist, LA Cooperative Extension Service

11:00 a.m. **Working with the Media**  
Kathy Politz, Extension Specialist, LA Cooperative Extension Service

11:45 a.m. – 1:00 p.m. **Lunch**

Afternoon Session Moderator – Bart Bennett

1:00 p.m. **Species of Trees and Environment Needed**  
Dr. Steve Dicke – MS State Extension Forester

1:45 p.m. **Special Presentation of *A Southern Christmas Tale***  
By: Earthwalker Entertainment – Blodgett, Oregon

2:30 p.m. **Break** – Visit with exhibitors



- 2:45 p.m.     **Update from the National Christmas Tree Association and  
Around the Country**  
Clark Gernon, LA-MS Christmas Tree Association National  
Director
- 3:30 p.m.     **Business Meeting**
- 5:00 p.m.     Adjourn
- 6:00 p.m.     **Happy Hour**
- 7:00 p.m.     **Dinner and Entertainment**  
Master of Ceremony – Rob Eddy
- 

**Sunday, September 20**

- 9:00 a.m.     **Tour of Farm and Management Techniques**  
J.D. and Pat Antley
- 10:00 a.m.    **Break**
- 10:30 a.m.    **Demonstration of Equipment and Chemicals**
- 11:30 a.m.    **Lunch (Catered)**

## *A Southern Christmas Story*

An educational video produced by Earthwalker Entertainment  
in conjunction with the LA-MS Christmas Tree Association

Through contacts with the National Christmas Tree Association, Clarke Gernon and Barton Bennett (LA-MS directors) met the Walkers, a family of entertainers who had recently produced (in cooperation with the Northwest Christmas Tree Association) an educational video entitled *The Christmas Tree Story*. This heartwarming tale won five national awards, including the coveted Parent's Choice Award in 1995. Now considered a Christmas classic, this warm and wonderful production is seen each year on television by millions across America.

The Walkers have traveled all over America for many years performing their own brand of folk music and comedy. Morris and Lynn (the mother and father) have been together for over thirty years working in the entertainment business and video business. When their two children were old enough to become part of their act, the family became the *Earthwalkers* and hit the road entertaining schools and community concerts across the nation. An impressive track record follows the Walkers and their children Amoris ("Amye") and Skye Walker. Although Skye was ten and his sister Amye was only eight when they began traveling and performing, they were already well-trained for their jobs.

After viewing *The Christmas Tree Story*, your Board of Directors was so impressed that the video was shown to our Annual Meeting last year. The members present voted unanimously to pursue the idea of producing a similar show about southern Christmas trees. The Walkers had already developed some ideas in regards to such a production, and prior to Christmas 1997, we signed an agreement with *Earthwalkers* to produce *A Southern Christmas Tree Story*.

The premise was to create a highly entertaining and intriguing show for children that would, at the same time, convey an abundance of information about southern Christmas trees, how they are grown and marketed, how they are recycled and more. Although the show is a subliminal promotion for southern Christmas trees, it was necessary to make sure that it did not smack of commercialism. So during the 1997 sales season, the Walkers, their daughter Amye and their cameraman spent seven intense days taping sequences in Mississippi and Louisiana, principally on member-farms in each state.

We believe *A Southern Christmas Tree Story* is destined to become another classic both on video and television and will be a solid promotional tool for Southern Christmas trees for years to come. In less than two crop rotations the kids that will love this show will be the parents that will be developing a family tradition picking their trees out at a southern choose and cut Christmas tree farms. Currently the show is scheduled to air on Mississippi Educational Television and on Louisiana Public television prior to Christmas 1998. It will also air on Familynet and the American Christian Network this year.

All of us who met and worked with the Walkers were very impressed with them both professionally and personally. So, it is with great pleasure that we can

announce that Morris, Lynn and Amye will be at our Annual Meeting this year to debut our new video and provide evening entertainment at our banquet on Saturday night.

We hope everyone will be pleased with the final production. The Walkers have worked very hard to make it informational, heartwarming and entertaining. It's hard to please everybody, but ultimately our most important critiques will come from children and their parents. With that in mind, the Walkers have requested that if there are children at the meeting they should be guaranteed front row seats.

So, please, bring the kids!



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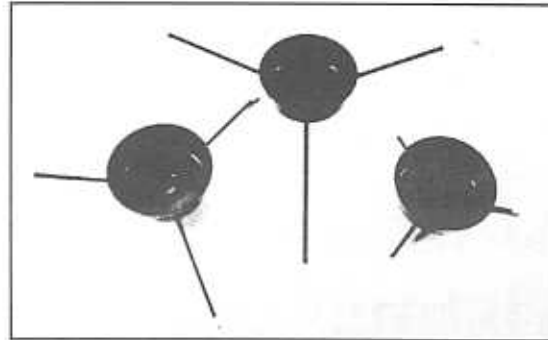


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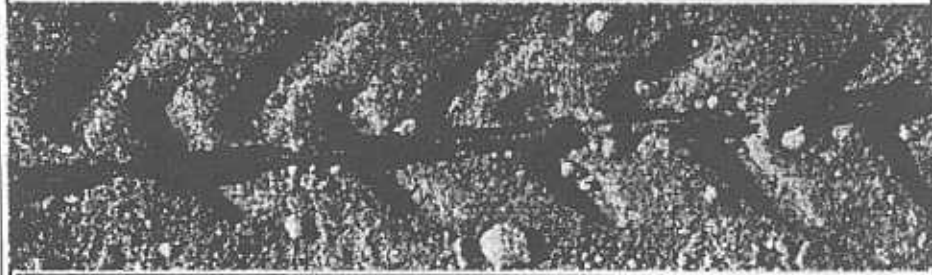


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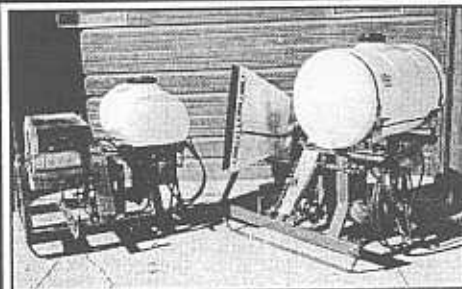


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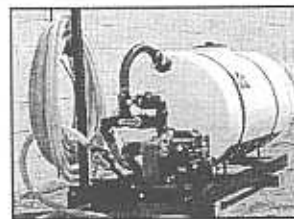


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### Directions to Holiday Inn - Atrium

Either exit Louisville Ave. off I-20, or exit Highway 80 off Highway 165. The Holiday Inn - Atrium is located on Highway 80 between the Ouachita River and Highway 165.

