2014 Annual Meeting

of the

Southern Christmas Tree Association

August 1 - 3

The Holiday Inn Birmingham-Homewood

492 Wildwood Circle North
Homewood, Alabama 35209
www.HolidayInn.com

Farm Hosts

Paul & Carolyn Beavers
Beavers Tree Farm

10093 Bradford Trafford Road
Trafford, Alabama 35172
Jefferson County
www.BeaversChristmasTreeFarm.com
August 1, 2014

Dear Fellow Growers and Industry Representatives,

I hope you are having a good summer. May you get enough rain to water your trees but not too much to drown them. I am pleased you have set time aside to come and join us for our annual meeting. It is always great to get together and discuss our shared passion for growing Christmas trees.

For our new growers, this gathering is such a priceless opportunity to pick the brains of growers with a lifetime of experience and those with a couple of years. Even experienced growers always seem to find and share new information. There are always a lot of good stories and memories to go around. If not for any other reason, make a concerted effort to meet someone new and begin a friendship of sharing.

Thanks to our program committee chair Ray Gilbert and committee members Steven Mannhard and Michael Duncan, along with others on the board, for putting together a great program using an open discussion format. Open discussions facilitated by a moderator allow us to share and brainstorm ideas together as a group. Sharing is what SCTA is all about.

Tomorrow, SCTA will return to Beavers Christmas Tree Farm north of Birmingham near Trafford. I say return because it was during 2005 when Paul Beavers served as president that he and Carolyn offered their farm for the tour. They have worked very hard preparing for your visit which this association greatly appreciates. I am personally looking forward to the tour. We learn so much seeing firsthand how other people run their operations. It saves us lots of headaches and money all the while becoming more efficient when learning onsite from other growers.

It is very important for our own businesses and the Southern Christmas tree industry that you and I continue to make the effort to come together at least once a year for a common cause. Thank you for being here.

Sincerely,

Robert Foster, President 2014 & 2015
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2014 – 2015
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Trail of Presidents
2012-2013 Joe Gersch (LA)
2011 Steve Mannhard (AL)
2010 Larry Massey (MS)
2009 Clarke Gernon (LA)
2008 Ray Gilbert (AL)
2007 Tommy McDaniel (MS)
2006 Bentley Curry (LA)
LA-MSCTA
2005 Paul Beavers (AL)
2004-2002 Reggie Pulliam (LA)
2001-2000 David Gaude
1999-1998 Al Acosta (LA)
1997-1996 Ed Rawls (LA)
1995-1994 Shawn Strobel
1993-1992 T.M. Luster
1991-1990 Clarke Gernon (LA)
1989-1988 Rayburn May (MS)
1987-1986 Barton Bennett (LA)
LA-MSCTGA
1985-1984 James King (LA)
1983-1982 Wallace Swedenburg
1981-1980 Robert Eddy, Jr. (MS)
1979-1978 Edward Blake
1977-1976 Fritz Lindley
ACTA
1999 Ben Graves (AL)
Annual Meeting of the Southern Christmas Tree Association

August 1-3

The Holiday Inn Birmingham-Homewood, Homewood, Alabama
Beavers Christmas Tree Farm, Trafford, Alabama

Friday August 1, 2014

05:00 pm – 08:00 pm  On-Site Registration (conference room foyer)
05:00 pm – 10:00 pm  Exhibitor & Tree Competition Set-Up (conference room foyer)
06:00 pm – 07:30 pm  Board Dinner (restaurant to be determined)
08:00 pm – 10:00 pm  SCTA Board Meeting (conference room)

Saturday August 2, 2014

07:00 am – 10:30 am  On-Site Registration (conference room foyer)
09:00 am – 09:15 am  Welcome
Robert Foster, President 2014 & 2015
Cedar Hill Farm, Hernando, Mississippi

A licensed and admitted insurance program tailored to the needs of the Christmas Tree Industry!

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09:15 am – 10:15 am

**Group Session 1**

Tree Production Strategies - Member to Member Sharing
Moderator: Steven Mannhard, Fish River Trees, Summerdale, Alabama

- Genetic Improvement of Virginia Pine
  George Brown, Valley Christmas Tree Plantation, Huntsville, AL &
  retired Director of the Alabama Center for Forestry, Wildlife &
  Ecology.
- Site Preparation for New and / or Existing Fields
- Tree Planting / Staking
- Tree Irrigation
- Fertilization Strategies
- Tree Colorant: Is It Really Needed?
- New Disease Challenges
- What Are the Better Performing Species? Murray, Leyland,
  Carolina Sapphire, Arizona Cypress, Others?
- And Whatever Else – The Session is Wide Open
10:15 am – 10:45 am  
**Break: Visit Our Vendors, Chit & Chat**

10:45 am – 12:00 pm  
**Group Session 1, continued**

12:00 pm – 01:00 pm  
**Buffet Lunch** (served in foyer; dine in conference room)

01:00 pm – 02:00 pm  
**Group Session 2**  
Marketing & Promotion Strategies - Member to Member Sharing  
Moderator: Robert Foster, Cedar Hill Farm, Hernando, Mississippi

- Facebook  
- Simple Web Site Basics: Set Up, Costs, Maintenance, Exposure, Make Your Site an Easy Target, etc.  
- Mini-Movies for Your Web Site / Facebook  
- Wreaths: Homemade or Resale?  
- Easy to Add Attractions to Enhance the Farm Experience  
- Supplemental Trees: Wholesale Purchasing  
- Gift Shop Basics and Is It Worth the Effort?  
- And Whatever Else – The Session is Wide Open

02:00 pm – 02:30 pm  
**Break: Visit Our Vendors, Chit-and-Chat**

02:30 pm – 03:30 pm  
**Group Session 2, continued**

03:30 pm  
**Deadline to Submit Tree Competition Ballots**

03:30 pm – 04:00 pm  
**General Membership Business Meeting**  
Robert Foster, President

07:00 pm – 10:00 pm  
**Buffet Dinner / Tree Competition Awards**

07:30 pm  
**Tomorrow’s Farm Tour / Demonstration**  
Paul Beavers, Beavers Christmas Tree Farm, Trafford, Alabama
08:00 pm  Auction Fundraiser
Jim King, The Auctioneer
King’s Christmas Tree Farm (former), Hammond, Louisiana
Bentley Curry, The Barker
Curry Farms, Inc., Rayville, Louisiana

Sunday August 3, 2014  Farm Tour: Beavers Christmas Tree Farm
Paul and Carolyn Beavers
10093 Bradford Trafford Road, Trafford, Alabama 35172
Telephone: 205.681.4494; E-mail: beaverstreefarm@gmail.com

09:00 am – 09:15 am  Welcome & Worship Service on the Farm

09:15 am – 12:30 am  Christmas Tree Farm Tour and Demonstrations
Wreath making, fir grafting, drip irrigation, snow flocking & etc.

12:30 am - 01:30 pm  Light Lunch with Refreshments Provided by Paul & Carolyn

01:30 pm  Adjourn: Return home safely. See you next year in Louisiana!