



[www.SouthernChristmasTrees.org](http://www.SouthernChristmasTrees.org)

## **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](http://www.HolidayInn.com)

### **Farm Hosts**

### **Paul & Carolyn Beavers Beavers Tree Farm**

10093 Bradford Trafford Road  
Trafford, Alabama 35172  
Jefferson County  
[www.BeaversChristmasTreeFarm.com](http://www.BeaversChristmasTreeFarm.com)



www.SouthernChristmasTrees.org

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  
Cedar Hill Farm  
008 Love Road, Hernando Mississippi 38632  
Telephone: 662-429-2540; E-mail: [cedarhfarm@yahoo.com](mailto:cedarhfarm@yahoo.com)



**2014 – 2015**  
**SCTA Officers and Board of Directors**

**President 2014/15**

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Parliamentarian 2014/15**

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*Larry Massey*  
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5819 Gunter Road  
Walnut Grove, MS 39189  
601-253-2285  
massey\_larry@hotmail.com

**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

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*We Manufacture and Repair Saje Machines*

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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

**EVANS**  
**CHRISTMAS PRODUCTS**  
*a division of Evans & Company Inc.*

*Providing quality Grower products and supplies at competitive prices with fast delivery and Southern Hospitality!*

*Keep the traditions alive!*



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251-633-6008 • 251-633-6840 fax

[www.evanschristmas.com](http://www.evanschristmas.com)

- 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

**SWIHART Sales Company**  
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Low Maintenance High Performance

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785-754-3513 or  
**800-864-4595**  
[www.swihart-sales.com](http://www.swihart-sales.com)

- 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!



The advertisement features a central logo for "WAGNER'S fraser knoll" with a green tree icon. Below the logo is the text "SUPPLIES + EQUIPMENT". Surrounding the logo are images of various products: shearing equipment (left), clamp-type wreath frames and machines (top left), shakers and other equipment (top center), stands (top right), polyurethane balers and netting (right), and colorants (bottom right). A red banner at the top of the ad reads "We select and offer the best-working products!". Below the banner, a list of products is provided: "BALERS • NETTING • WREATH-MAKING SUPPLIES • SHAKERS • TREE STANDS TAGS • COLORANTS • BANNERS • SHEARING MACHINES • REMOVAL BAGS & MORE". At the bottom, the contact information is displayed: "1-877-352-7355 • www.fraserknoll.com" and "384 BURNT HILL ROAD • LAUREL SPRINGS, NC 28644 • PHONE/FAX: 336-982-3517".

Shedding Equipment

Clamp-Type Wreath Frames & Machines

Shakers & Other Equipment

Stands – Cinco, Yule Tree, Gunnard and More

Polyurethane Balers & Netting

Colorants

**WAGNER'S**  
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SUPPLIES + EQUIPMENT

**We select and offer the best-working products!**

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