



www.SouthernChristmasTrees.org

2015 Annual Meeting

of the

Southern Christmas Tree Association

August 8th & 9th

The Clarion Inn & Suites Conference Center

501 North Highway 190
Covington, Louisiana 70433
www.ClarionHotel.com

Farm Hosts

Kevin & Beverly Steele Steele's Christmas Tree Farm

56459 Dollar Road
Angie, Louisiana 70426
Washington Parish
www.SteelesChristmasTreeFarm.com



www.SouthernChristmasTrees.org

August 7, 2014

Dear Fellow Growers and Industry Representatives,

My wife, Heather, and I always look forward to the annual meeting. It is so good to see familiar faces and it is always very exciting to welcome new ones to the group.

To all the new growers, take this weekend to ask as many questions as you can. You will not be bothering anyone to ask questions. That is why we are here. We are here to help one another and to grow from each other's successes and mistakes. The amount of knowledge some of the more experienced growers have is priceless and important for the future of the Southern Christmas tree industry. They are more than happy to share knowledge but you must be willing to ask. No one intends to tell you how to run your operation. We all have our unique ways of running our farm. Take all the advice you can get and then mold it into your own.

As we welcome new growers into their first years we will also say goodbye to some longtime growers selling their last trees. As the torch is passed along to the next generation of farmers, know that you have some pretty big boots to fill. Be involved; this is your organization to do so.

To all the "experienced" growers, thank you for your leadership and unselfish willingness to share.

Thanks to our program committee of Kevin Steele, Danna Day, Joe Gersch and others such as Steven Mannhard, Bentley Curry and James Cox for putting together this year's program. Thanks to Danna, there will be a third (concurrent) session "Not Just Trees" to entertain and discuss the many opportunities from our farms. Each of our sessions is an open discussion format led by a facilitator. This enables great interaction. Remember to ask and offer.

I sincerely appreciate Kevin and Beverly Steele inviting us to their farm Sunday. It is hard work planning and preparing a farm tour and even more demanding in this heat. There is already too much to do on the farm, so thank you Kevin and Beverly for your effort.

There are great people in this association; that is why I am here. I wish you all a successful season.

Sincerely,

Robert Foster, President 2014 & 2015
Cedar Hill Farm
008 Love Road, Hernando, Mississippi 38632
Telephone: 662-429-2540; E-mail: cedarhfarm@yahoo.com



2015
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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 8th & 9th, 2015

The Clarion Inn & Suites Conference Center, Covington, Louisiana
Steele's Christmas Tree Farm, Angie, Louisiana

Friday August 7th

- 04:00 pm – 05:30 pm **On-Site Registration** (Grand Ballroom entrance)
- 04:00 pm – 11:00 pm **Exhibitor & Tree Competition Set-Up** (hall & lobby)
- 06:00 pm – 07:30 pm **Board of Director's Dinner** (Friend's Coastal Restaurant, Madisonville)
- 08:00 pm – 10:00 pm **SCTA Board Meeting** (Bogue Falaya Room, Clarion Hotel)

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Saturday August 8th

07:00 am – 10:30 am

On-Site Registration (Grand Ballroom entrance)

09:00 am – 09:30 am

Welcome

Robert Foster, President 2014/2015

Cedar Hill Farm, Hernando, Mississippi

Pledge of Allegiance to the Flag of the United States of America

Opening Prayer, Reverend Waylon Bailey

09:30 am – 10:30 am

Session 1

Marketing the Farm - Member to Member Sharing

Facilitator: Kevin Steele, Steele's Christmas Tree Farm, Angie, Louisiana

Special guest: Dr. Carrie Castille, Associate Commissioner

Public Policy & Governmental Affairs

Louisiana Department of Agriculture & Forestry

In no particular order:

- Agritourism update
- Selling/promoting the farm
- Pre-cut trees or not
- Corporate events, weddings, etc.
- Oversized trees
- Pumpkin patches, petting areas, etc.
- Making your farm attractive, including the front gate
- Whatever else – the session is wide open

10:30 am – 11:00 am

Break: Visit Our Vendors; Chit-n-Chat; Wheel-n-Deal



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11:00 am – 12:00 pm
12:00 pm – 01:00 pm
01:00 pm – 02:00 pm

Session 1, continued

Buffet Lunch (served & dine in Grand Ballroom)

Concurrent Session 2A (Grand Ballroom)

Farming the Farm - Member to Member Sharing

Facilitator: Bentley Curry, Curry Farms, Rayville, Louisiana

In no particular order:

- Pests & pesticides
- Planting stock
- Managing for people traffic
- Fertilization, what & how
- Catastrophic insurance
- Heat management for employees
- Are we over-trimming?
- Sno-tip or frosted trees, are they worth it?
- Whatever else – the session is wide open

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01:00 pm – 02:00 pm

Concurrent Session 2B (Veranda Room - upstairs)

Not Just Trees - Member to Member Sharing

Facilitator: Danna Day, Old Days Farm, Winnsboro, Louisiana

In no particular order:

- New ideas on the farm
- Ornaments & crafts
- Attending markets / shows
- Craft suppliers
- Cooking & recipes
- Whatever else – the session is wide open

02:00 pm – 02:30 pm

Break: Visit Our Vendors; More Chit-n-Chat & Wheeling-n-Dealing

02:30 pm – 03:30 pm

Group Sessions 2A & 2B, continued

03:30 pm

Deadline to Submit Tree Competition Ballots

03:30 pm – 04:00 pm

General Membership Business Meeting

Robert Foster, President

04:30 pm

Clear the Grand Ballroom for Hotel Staff Dinner Preparation



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06:00 pm – 10:00 pm

**Buffet Dinner / Tree Competition Awards / Silent & Live Auctions
Tomorrow's Farm Tour Brief**

Kevin Steele, Steele's Christmas Tree Farm, Angie, Louisiana

Dinner Guest: Dr. Mike Strain

Commissioner, Louisiana Department of Agriculture & Forestry

Jim King, The Auctioneer

King's Christmas Tree Farm (former), Hammond, Louisiana

Bentley Curry, The Barker

Curry Farms, Rayville, Louisiana

Sunday August 9th

Farm Tour: Steele's Christmas Tree Farm

56459 Dollar Road, Angie, Louisiana 70426; Washington Parish

Telephone: 985.848.5133; E-mail: sheridanrn@yahoo.com

www.SteelesChristmasTreeFarm.com

09:00 am – 09:15 am

Welcome & Devotional on the Farm

Kevin Steele

Reverend Arnold Gaddy

09:15 am – 12:30 am

Christmas Tree Farm Tour

12:30 am - 01:30 pm

Lunch with Refreshments Provided by Kevin & Beverly

01:30 pm

Adjourn: *Return home safely; See you next year in Mississippi!*

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