2016 Annual Meeting

of the

Southern Christmas Tree Association

August 12th, 13th & 14th

The Gulf Hills Hotel & Conference Center

13701 Paso Road
Ocean Springs, Mississippi 39564
www.GulfHillsHotel.com

Farm Hosts

Larry & Linda Haley
Holly Berry Hills Tree Farm

13493 Martha Redmond Road
Saucier, Mississippi 39574
Harrison County
www.HollyBerryHills.com
2016 Annual Meeting of the Southern Christmas Tree Association
August 12th, 13th & 14th

The Gulf Hills Hotel & Conference Center
13701 Paso Road, Ocean Springs, MS 39564
(228) 875-4211, www.GulfHillsHotel.com

Holly Berry Hills Tree Farm, Larry & Linda Haley
13493 Martha Redmond Road, Saucier, MS 39574, Harrison County
(228) 669-0425, www.HollyBerryHills.com

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P.O. Box 9421
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(302) 656-0276
(800) 523-3500
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www.Ultrastake.com

Friday August 12th
01:00 pm – 02:30 pm

Informal Farm Visit
A&W Christmas Tree Farm, Austin & Wanda Clark, Owners
13001 Forts Lake Road, Moss Point, MS 39562, Jackson County
Austin: (251) 605-0257; Wanda: (251) 751-2596
Facebook: “A&W Christmas Tree Farm”
Located 4.5 miles north of I-10 Exit 75 (Franklin Creek Road). From Exit 75, head north on Franklin Creek Road, east (right) on Independence Road, north (left) on Forks Lake Road. Farm entrance on left (west).
If you start from the hotel, gather at 12:00 pm and depart in a vehicle caravan for a 30-45 minute drive (depending on construction) northeast to A&W Christmas Tree Farm. If it is more convenient to drive directly to the farm, arrive at 1:00 pm.

This is an informal, train-around a very different kind of Christmas tree farm where Austin and Wanda Clark look forward to your visit. In 2010, the Clark’s began planting Christmas trees in a natural setting on trails along contours and ponds to offer ‘the feel of walking through the woods to find’ a tree. A&W Christmas Tree Farm is not your typical Christmas tree farm and has its own, unique challenges where mistakes have been made (sound familiar?). 2016 will be their third year selling and the second for the pumpkin patch. The Clark’s welcome your input.

**Important:** If you are interested in visiting the A&W Christmas Tree Farm, it is very important to telephone or text Larry Haley with your intentions. Larry is coordinating everything and needs to know 1) how many people in your group will attend, and 2) whether you will drive directly to the Clark’s farm for 1:00 pm or if you will depart from the Gulf Hills Hotel at 12:00 pm. Larry’s cell is (228) 669-0425. Thank you.
04:00 pm – 05:30 pm
On-Site Registration

04:00 pm – 11:00 pm
Exhibitor & Tree Competition Set-Up (hall & lobby)

06:00 pm – 07:30 pm
Board of Director’s Dinner - McElroy’s on the Bayou
705 Bienville Boulevard, Ocean Springs, MS
(228) 818-4600, Facebook: “McElroy’s on the Bayou”
McElroy’s is a great, casual seafood restaurant 1.7 miles south of the hotel. Though the board will have a reserved table, there is still plenty of room for y’all to enjoy good food.

08:00 pm – 10:00 pm
SCTA Board Meeting (Gulf Hills Hotel)

Saturday August 13th
07:00 am – 10:30 am
On-Site Registration

09:00 am – 09:30 am
Welcome (Banquet Hall)
Ray Gilbert, President 2016/17, Gilbert Christmas Tree Farm, Lanett, AL
Dr. Stephen Dicke, Central Mississippi Research & Extension Center
Host Larry Haley, Holly Berry Hills Tree Farm
09:30 am – 10:30 am

**Concurrent Session 1A (Banquet Hall)**

**Production on the Farm - Member to Member Sharing**
Facilitator: Larry Massey
Rosebud Christmas Trees, Walnut Grove, MS
Soil Preparation, Planting, Fertilizing, Disease Control, Pruning, etc.
Special guest: Dr. Rebecca Melanson, Assistant Extension Professor, Plant Pathology, Central Mississippi Research & Extension Center (1320 Seven Springs Road, Raymond, MS 39154; (601) 857-2284; Rebecca.Melanson@msstate.edu)

**Concurrent Session 1B (Theater/Media Room)**

**Sweating the Small Stuff - Member to Member Sharing**
Facilitator: Danna Day
Old Days Farm, Winnsboro, LA

10:30 am – 11:00 am

**Break / Visit with Our Vendors and Friends**

11:00 am – 12:00 pm

**Concurrent Session 1A - Production on the Farm, continued**
**Concurrent Session 1B - Sweating the Small Stuff, continued**

12:00 pm – 01:00 pm

**Buffet Lunch (Banquet Hall)**
01:00 pm – 02:00 pm  
Session 2 (Banquet Hall)  
Marketing / Promotion - Member to Member Sharing  
Facilitator: Michael May  
Lazy Acres Plantation, Chunky, MS  
Why agritourism on my farm? How to draw more customers. How to  
cross promote and diversify. Important planning tips.  
Special guest: Bekah Sparks, Extension Instructor, MSU Extension Center  
for Tech Outreach (Box 9662, Mississippi State, MS 39762; (662) 325- 8581; bekahs@ext.msstate.edu) – Marketing Christmas Trees Using Facebook

02:00 pm – 02:30 pm  
Break / Visit with Our Vendors and Friends  
02:30 pm – 03:30 pm  
Session 2 - Marketing / Promotion, continued  
03:30 pm – 04:30 pm  
Deadline to Submit Tree Competition Ballots  
General Membership Business Meeting (Banquet Hall)  
Ray Gilbert, President  
Bentley Curry, NCTA Representative

04:30 pm  
Clear the Conference Room for Hotel Staff Dinner Preparation  
06:00 pm – 10:00 pm  
Buffet Dinner / Tree Competition Awards / Silent & Live Auctions  
Tomorrow’s Farm Tour Brief  
Larry Haley, Holly Berry Hills Tree Farm  
Brice Wiggins (R), Mississippi State Senator, District 52, Jackson County  
(see vita on last page of agenda)  
Jim King, The Auctioneer  
King’s Christmas Tree Farm (former), Hammond, LA  
Bentley Curry, The Barker  
Curry Farms, Rayville, LA
Sunday August 13th
08:30 am    Coffee
09:00 am    Welcome & Devotional
09:45 am – 11:30 am Option 1: Field Tour with Larry Haley
Field Equipment, Nursery Stock, Potted Irrigation, Selling Live Trees,
Dyna-Digger Demonstration, Poor & Productive Soil Comparison,
Fertilization, etc.
Special guest: Tim Ray, MSU Extension County Agent, Harrison County
(P.O. Drawer “Z”, Gulfport, MS 39502; (228) 865-4227;
Tim.Ray@msstate.edu)
We thank Our Exhibitors & Advertising Supporters:

Evans & Company, Inc. (exhibitor)
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Steele’s Saje Shearing Machine (exhibitor)
Swihart Sales Company
Wagoner's Fraser Knoll (exhibitor)
Senator Brice Wiggins (R)
Mississippi State Senate
District 52 – Jackson County

Legislative Experience: 2012-present. Education: Tulane University, Mississippi College School of Law & Pascagoula High School. Occupation: Attorney. Committee Memberships: Medicaid – Chair; Public Health and Welfare - Vice-Chair; Appropriations; Corrections; Education; Environment Protection; Conservation & Water Resources; Judiciary, Division B; and Ports & Marine Resources.

Senator Wiggins is a member of the Rotary Excel By 5-Pascagoula –Chair; Singing River Soccer Club – President; Jackson County Bar Association; Mississippi Bar Association; and EMERGE Pascagoula.

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