



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

## **2016 Annual Meeting**

of the

## **Southern Christmas Tree Association**

**August 12<sup>th</sup>, 13<sup>th</sup> & 14<sup>th</sup>**

## **The Gulf Hills Hotel & Conference Center**

13701 Paso Road  
Ocean Springs, Mississippi 39564  
[www.GulfHillsHotel.com](http://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](http://www.HollyBerryHills.com)

## 2016 Annual Meeting of the Southern Christmas Tree Association August 12<sup>th</sup>, 13<sup>th</sup> & 14<sup>th</sup>

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

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**Friday August 12<sup>th</sup>**  
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).



- ▲ Cut Shearing time 80%
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- ▲ One cut perfection
- ▲ Perform 3 jobs at once

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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.

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**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.

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04:00 pm – 05:30 pm  
04:00 pm – 11:00 pm  
06:00 pm – 07:30 pm

**On-Site Registration**

**Exhibitor & Tree Competition Set-Up** (hall & lobby)

**Board of Director's Dinner - McElroy's on the Bayou**

705 Bienville Boulevard, Ocean Springs, MS

(228) 818-4600, Facebook: "McElroys on the Bayou"

McElroys 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 13<sup>th</sup>**

07:00 am – 10:30 am  
09:00 am – 09:30 am

**On-Site Registration**

**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

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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](mailto:Rebecca.Melanson@msstate.edu))



09:30 am – 10:30 am

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

**Sweating the Small Stuff - Member to Member Sharing**

Facilitator: Danna Day

Old Days Farm, Winnsboro, LA

Tagging, flagging and bagging. Propagation: The Good, Bad and Ugly.

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)**

Chris Soldo, [www.SimpleSeafoodandCatering.com](http://www.SimpleSeafoodandCatering.com)

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

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02:00 pm – 02:30 pm

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

02:30 pm – 03:30 pm

**Session 2 - Marketing / Promotion**, continued

03:45 pm

**Deadline to Submit Tree Competition Ballots**

03:30 pm – 04:30 pm

**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**

Chris Soldo, [www.SimplelySeafoodandCatering.com](http://www.SimplelySeafoodandCatering.com)

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 13<sup>th</sup>**

08:30 am

09:00 am

09:45 am – 11:30 am

**Farm Tour - Holly Berry Hills Tree Farm**

Coffee

**Welcome & Devotional**

**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)

# Everything But the Trees For the Successful Christmas Tree Lot

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Wreath Rings and Embellishments		

  
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10:00 am – 11:30 am	<b>Option 2: Wreath &amp; Garland Making with Danna Day</b>
11:30 am - 12:30 pm	<b>Lunch</b>
12:30 pm – 01:00 pm	<b>Equipment Demonstration</b> Fertilizer Spreader, Mist Blower for Fungicides, Herbicide Sprayer
01:00 pm – 01:30 pm	<b>20 Minute Walk Along the Haunted Trail</b> (if anyone is interested)
01:30 pm	<b>Adjourn &amp; Return Home Safely. Alabama, here we come!</b>

***We thank Our Exhibitors & Advertising Supporters:***

**Evans & Company, Inc. (exhibitor)**

**Fraser Knoll Farms (exhibitor)**

**Grant Christmas Tree Farm (exhibitor)**

**Keelson Partners**

**Tim Mitchell's Yule Stand System**

**Peak Seasons \ Veldsma & Sons**

**The Round Top Collection**

**H. Schwartz and Sons, Inc.**

**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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