

**2025 SCTA Annual Meeting General Program**  
(short version, 7/30/2025)

**Friday September 5, 2025**

*Note: The workshop and annual meeting registration table will be staffed by Brenda & Tim Parker of Hillside Potted Christmas Trees, Scottsboro, AL. Exhibitor, tree & wreath competitor setup throughout the day. Competitor judging begins. Place auction items with tags stating item name, retail value & donor on designated tables in conference room. Free parking is available both on a lot between the hotel and Red River levee along Second Street with overflow on surrounding streets. There is a covered service entrance suitable for vans and trailers entering the hotel from Jackson Street.*

***Private Pesticide Applicator Workshop, Louisiana Cooperative Extension Service and Louisiana Department of Agriculture & Forestry***

09:00 AM - 04:30 PM, Hotel Bentley.

Address: 200 DeSoto Street, Alexandria, LA 71301, [www.VisitHotelBentley.com](http://www.VisitHotelBentley.com).

Learn more about safe pesticide use. Open to all, no cost for training without certification. There are minor fees paid on-site directly to the LSU AgCenter (\$15) & Louisiana Department of Agriculture & Forestry (\$25) for Louisiana residents to be recertified. First-time certification will cost \$80 payable to the LSU AgCenter, testing required. Lunch will be included. Out of state residents are welcome. Though Louisiana training will not qualify for out of state certification it will prepare you for your state certification. Contact Dr. Valerie West to register at 318.299.5906 or [VWest@AgCenter.LSU.edu](mailto:VWest@AgCenter.LSU.edu). See the workshop flier at [www.SouthernChristmasTreeS.org](http://www.SouthernChristmasTreeS.org).

***SCTA Board of Directors Meeting***

05:30 PM - 06:30 PM, Hotel Bentley, Boardroom.

***SCTA Board of Directors Dinner***

07:00 PM - 09:00 PM, Spirits & Friends.

Address: 1200 Texas Avenue, Alexandria, LA 71301, 318.445.4491, [www.SpiritsCenLa.com](http://www.SpiritsCenLa.com). Located 2.5 miles southwest of Hotel Bentley traveling on Jackson Street. The restaurant will identify a section for SCTA BoDs & family. Non-board members are invited to the restaurant. Enjoy!

***Fellowship***

Evening, Hotel Bentley Lounge

## Saturday

*Note: A registration table will be on the farm staffed by Brenda & Tim Parker. Vendors, in addition to setting up at the Hotel Bentley, are allowed to exhibit on the farm, included with the hotel exhibit fee, but must coordinate with the executive secretary and the farm host. Place auction items with tags stating item name, retail value & donor on designated tables in the hotel conference room.*

### **Farm Tour & Field Day**

#### **07:00 AM - 04:00 PM, Grant Farms Tour & Field Day.**

Address: 716 Whitaker Road, Grant, LA 70644 in Allen Parish [www.GrantFarmsFun.com](http://www.GrantFarmsFun.com).

07:00 AM - 08:00 AM Farm breakfast & coffee.

08:00 AM - 08:30 AM Opening prayer & pledge. Welcome by President Kevin Steele, [Steele's Christmas Tree Farm](http://www.SteelesChristmasTreeFarm.com), Angie, LA & farm hosts Gray & Mollie Anderson.

08:30 AM - 09:30 AM Diversifying on The Farm, Tyler Froberg, Froberg's Farm, Alvin, TX, [www.FrobergsFarm.com](http://www.FrobergsFarm.com).

09:30 AM - 10:30 AM Concurrent Session 1A, Increasing Productivity, Gray Anderson, Grant Farms.

09:30 AM - 10:30 AM Concurrent Session 1B, Gift Shops, Mollie Anderson, Grant Farms & Debi Capps, Devine Acres Farm, Devine, TX, [www.DevineAcresFarm.com](http://www.DevineAcresFarm.com).

10:30 AM - 11:00 AM Break

11:00 AM - 12:00 PM Concurrent Session 2A, Pruning, Kevin Steele, Steele's Christmas Tree Farm & Steele's SAJE, Angie, LA, [www.SteelesChristmasTreeFarm.com](http://www.SteelesChristmasTreeFarm.com) & [www.SteelesSAJE.com](http://www.SteelesSAJE.com); Larry Massey, Walnut Grove, MS, Facebook "Rosebud Christmas Trees"; and Shane Rawls, Precious Memories Christmas Tree Farm, Calhoun, LA, [www.PreciousMemoriesChristmasTreeFarm.com](http://www.PreciousMemoriesChristmasTreeFarm.com).

11:00 AM - 12:00 PM Concurrent Session 2B, Wreaths & Garlands, Brittany Anderson, Talson Farms, Laurel, MS, [www.TalsonFarms.com](http://www.TalsonFarms.com), and Lucie Wadsworth, Wadsworth Christmas Tree Farm, Wetumpka, AL, [www.WadsworthChristmasTrees.com](http://www.WadsworthChristmasTrees.com).

12:00 PM - 01:00 PM Lunch, The Farm Grill.

01:00 PM - 02:00 PM Grant Farm Tour on Trailers

02:00 PM - 03:00 PM Concurrent Session 3A, Fungicides, Herbicides & Insecticides, Bentley Curry, Curry Farms, Rayville, LA, [www.CurryFarms.net](http://www.CurryFarms.net) and Bryan Gueltig, PSEP Coordinator, LSU Ag Center, Baton Rouge, LA, [www.LSUAgCenter.com](http://www.LSUAgCenter.com).

02:00 PM - 03:00 PM Concurrent Session 3B, Food on The Farm, Cathy May & MiKayla Carey, Lazy Acres Agritainment, Chunky, MS, [www.Lazy-Acres.com](http://www.Lazy-Acres.com).

03:00 PM - 04:00 PM Agritourism, Ken Capps, Devine Acres Farm, Devine, TX, [www.DevineAcresFarm.com](http://www.DevineAcresFarm.com).

04:00 PM Depart for Hotel Bentley, visit exhibitors.

06:00 PM - 09:30 PM Evening dinner & auction in the Hotel Bentley Conference Room.

## Sunday

*Note: Tree and wreath voting until 12:00 PM business meeting. Tree competitors can leave discarded trees and other greenery at the Hotel Bentley for staff fishermen.*

### **Annual & Business Meeting, Concluding Lunch, Awards**

#### **08:00 AM - 02:30 PM Hotel Bentley**

08:00 AM - 08:15 AM Devotion by [Curt Iles](#), Alexandria, LA followed by Pledge of Allegiance to The Flag of The United States of America.

08:15 AM - 08:30 AM Welcome President Kevin Steele, Steele's Christmas Tree Farm, Angie, Louisiana.

08:30 AM - 09:30 AM Marketing, Wayne Mullins, [Ugly Mug Marketing](#), Alexandria, LA.

09:30 AM - 10:15 AM Useful Technology on The Farm, Michael May, Lazy Acres Agritainment, Chunky, MS, [www.Lazy-Acres.com](http://www.Lazy-Acres.com).

10:15 AM - 10:30 AM Chuck Berry, Eastern Board Member, Chairperson, [Real Tree Christmas Tree Board](#), Owner, [Berry's Tree Farm](#), Covington, GA and 2021 NCTA Reserve Grand Champion - Murray Cypress placed in U.S. vice-president's residence.

10:30 AM - 11:00 AM Break, Visit Exhibitors & Vote on Competitors.

11:00 AM - 12:00 PM Concurrent Session A (conference room), Yesterday on The Farm - Farming, Member to Member Sharing, panel of Saturday's session leaders: Gray Anderson (chairperson), Ken Capps, Bentley Curry, Larry Massey, Shane Rawls, Kevin Steele.

11:00 AM - 12:00 PM Concurrent Session B (breakout room), Yesterday on The Farm - Gift Shops, Wreaths, Other Things, Member to Member Sharing, panel of Saturday's session leaders: Brittany Anderson (chairperson), MiKayla Carey, Cathy May, Lucie Wadsworth.

12:00 PM - 12:30 PM Business Meeting. Tree & wreath ballots received.

12:30 PM - 02:30 Lunch & Awards.

02:30 PM Adjourn. Travel safe and have a productive year. Looking forward to the 2026 annual meeting at Lazy Acres Agritainment, Chunky, MS, [www.Lazy-Acres.com](http://www.Lazy-Acres.com).