

2025 SCTA Annual Meeting General Program

(short version, updated 8/27/2025)

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.

SCTA PRE-MEETING PESTICIDE APPLICATOR WORKSHOP, Louisiana Cooperative Extension Service and Louisiana Department of Agriculture & Forestry

01:00 PM - 04:00 PM, Hotel Bentley.

Address: 200 DeSoto Street, Alexandria, LA 71301, www.VisitHotelBentley.com.

Private Pesticide Applicators: Safe from the Start! This is a free workshop to learn more about the safe handling and use of pesticides. The workshop is a joint effort of the Louisiana Department of Agriculture and Forestry and the Louisiana State Cooperative Extension Service. Anyone can participate in the workshop. Louisiana residents needing to recertify their private pesticide applicator license with the state of Louisiana will need to bring two checks or money orders for recertification fees (\$15 made out to the LSU AgCenter and \$25 made out to the Louisiana Department of Agriculture and Forestry). Please contact Dr. Valerie West at vwest@agcenter.lsu.edu or (318) 299-5906 or the executive secretary at (225) 505-6335, if you have any questions. See the updated workshop flier at 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. 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.

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.

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.

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 & 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.

11:00 AM - 12:00 PM Concurrent Session 2B, Wreaths & Garlands, Brittany Anderson, Talson Farms, Laurel, MS, www.TalsonFarms.com, and Lucie Wadsworth, Wadsworth Christmas Tree Farm, Wetumpka, AL, 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 and Bryan Gueltig, PSEP Coordinator, LSU Ag Center, Baton Rouge, LA, 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.

03:00 PM - 04:00 PM Agritourism, Ken Capps, Devine Acres Farm, Devine, TX, 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.

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.

Exhibitors Confirmed as of 08/25/2025:

[Evans Christmas Products \(Farm and Lot Supplies, 251.633.6008\)](#)

[Grant Farms \(Planting Stock, 337.789.3072\)](#)

[Irrigation-Mart \(Irrigation Systems, 318.255.1832\)](#)

Mills Gourmet (Mulling Spices, Jellies, Condiments, 903.592.7321)

[Nets & More \(Recreation Nets, 800.256.5256\)](#)

[Pursell Manufacturing \(Tree Lot Supplies, 719.530.9096\)](#)

[Steele's SAJE \(Shearing Machines, 985.966.1041\)](#)

[Taylor Leigh's Christmas Trees \(Wholesale, 901.292.6929\)](#)

Partners

[Alexandria / Pineville Area Convention & Visitors Bureau](#)

[Louisiana Seafood Promotion and Marketing Board](#)