Welcome to the 6th Annual Meeting of the Southern Christmas Tree Association.

August 28-29, 2010

Hosted by

Cedar Hill Farm—Hernando, MS
Merry Christmas Tree Farm—Nesbit, MS
Southern Christmas Tree Association

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YEAR   PRESIDENT   MEMBERSHIP   ANNUAL MEETING
2005   Paul Beavers (AL)   76   Birmingham, AL
2006   Bentley Curry (LA)   62   Monroe, LA
2007   Tommy McDaniel (MS)   66   Meridian, MS
2008   Ray Gilbert (AL)   70   Lanett, AL
2009   Clarke Gernon (LA)   60   Grant, LA
2010   Larry Massey (MS)   60   Hernando/Nesbit, MS

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## SCTA

Encouraging the production and sale of quality, southern grown Christmas trees.

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SCTA ANNUAL TREE CONTEST RULES

The Southern Christmas Tree Association (SCTA) shall hold an tree contest at its annual Fall meeting for the purpose of promoting and rewarding excellence in the production of Christmas trees in the region and establishing eligibility of the winners for NCTA’s National Christmas Tree Contest.

ELIGIBILITY OF ENTRANTS

- All current members of SCTA are eligible to enter a tree in the contest.
- Members may enter more than one tree in the contest, but only ONE tree per species.
- Each tree entered must be set up in the established display area not later than 9:00 am of the first day of the annual meeting.

REQUIREMENTS OF ENTRIES

- All classes of commercially grown Christmas trees are eligible for entry in the contest, including both cut trees and container-grown trees. There will be no separate classes or categories of trees.
- Eligible trees must be no less than 6 ft. in height and no more than 8 ft. in height measured from the bottom of the handle to the tip of the leader.
- In the case of container trees, it will be measured from the bottom of the pot to the top of the leader. The container can be any size or shape except that the diameter of the top of pot cannot exceed 24 in.
- Entries cannot be artificially colored or flocked.
- Entries cannot have branches or limbs that are wired, tied, or inserted in any fashion within the tree.
- Any tree failing to meet these requirements will be declared ineligible by the contest chairperson.

ENTRY AND BALLOTING PROCEDURES

- Members who enter a tree in the contest will notify the contest chairperson of their entry prior to the entry deadline.
- The President of SCTA will appoint a three-person contest committee with a chairperson to supervise the contest procedures, balloting, and announcement of awards.
- The chairperson will attach a numbered tag to each entry and maintain a log of each entry detailing the entrant and the assigned number of his/her tree.
- The Association Secretary will prepare ballots prior to the beginning of the meeting and include them in the registration packet.
- Balloting for the tree contest must conclude not later than 1:00 pm of the first day of the annual meeting. Ballots will be collected by the contest chairperson and counted by the three-person contest committee.

CONTEST AWARDS AND RECOGNITIONS

- A first, second, and third place award will be presented to the entries from each state that received the most votes.
- A contest Grand Champion and Reserve Champion will also be awarded to the two entrants receiving the most votes from among the winners from the three states.
- The Grand Champion and Reserve Champion will have the honor of representing the SCTA at the National Contest sponsored by NCTA in the following year’s Annual NCTA Contest.
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2010 Annual Meeting

Friday, August 27th 2010

12:00 p.m. Exhibitor setup begins – Grant Christmas Tree Farm
7:00 p.m. Board of Directors Dinner – (Dutch treat at Cedar Hill Farm)
8:30 p.m. Board of Directors Meeting – Cedar Hill Farm

Saturday, August 28th 2010
Cedar Hill Farm—Hernando, MS

8:00 a.m. Registration and Exhibits Open

8:00 a.m. Registration of Christmas Trees for contest

8:45 a.m. Welcome and opening comments
Larry Massey, SCTA President

9:00 a.m. Leyland Cypress Fungal Diseases and Tree Care
Dr. David Ingram, MS State University

9:45 a.m. Farm Newsletters: The Evolution of Shady Pond News from Postcard to E-mail
Clarke Gernon, Shady Pond Tree Farm

10:45 a.m Break – Visit Vendors

11:00 a.m. Tour of Cedar Hill Farm.
Robert Foster, Cedar Hill Farm

12:00 p.m. LUNCH at the farm. VOTE on Christmas trees

1:00 p.m. Customer Communication Strategies: Social Media, Websites, Public Relations
Katy Walterscheidt, Elgin, TX

2:00 p.m. Various Topics and Discussion
PTM Chemical—Bentley Curry
2012 Tax Code Changes—Michael May
Marketing Ideas—Michael May
500th Anniversary of the Christmas Tree—Steve Mannhard

3:00 p.m. Break – Visit Vendors

3:15 p.m. National Director Report -Bentley Curry
SCTA/Arkansas Business Meetings

6:30 p.m. Banquet at Cedar Hill Farm
Note: There will be an auction at the conclusion of the banquet to raise funds for SCTA. Everyone please bring an item that can be included in the auction.
Sunday, August 29th 2010
Merry Christmas Tree Farm—Nesbit, MS

8:30 a.m. Worship Service at Farm—**Wesley Bass**

9:00 a.m. Welcome and Tour of Merry Christmas Tree Farm – **Mullins and Norma Doles**

9:30 a.m. Fertilization of Christmas Trees  
*Dr. John Kushla, MS State University*

10:15 a.m. New Grower Workshop: Planting, staking, trimming—**Larry Massey, Wesley Bass**

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<td>PINE MOUNTAIN TREE FARM</td>
<td>6142 Attala Rd 4116</td>
<td>Sallis, MS</td>
<td>662-289-1081</td>
</tr>
<tr>
<td>May, Michael &amp; Cathy</td>
<td>2139 S. Greensburg Rd</td>
<td>Liberty, MS 39645</td>
<td>601-657-8424</td>
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<tr>
<td>ROSEBUD CMAS TREE PLANTATION</td>
<td>237 CR 413</td>
<td>Houlka, MS</td>
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<tr>
<td>PINE MOUNTAIN TREE FARM</td>
<td>4140 Hwy 346</td>
<td>Pontotoc, MS 38863</td>
<td>662-489-5477</td>
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<tr>
<td>Pounce, Terry &amp; Jeannie</td>
<td>1098 Northwood Dr.</td>
<td>Summit, MS 39666</td>
<td>601 276-3300</td>
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<tr>
<td>MCDOUGAL CMAS TREE FARM</td>
<td>50 Hegwood Rd</td>
<td>Hattiesburg, MS 39402</td>
<td>601 684-1925</td>
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<tr>
<td>McDaniel, Tommy &amp; Jo Nell</td>
<td>Box 183</td>
<td>Oyoka, MS</td>
<td>601-542-5708</td>
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<tr>
<td>MORGAN HILLS</td>
<td>32 CR 413</td>
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<td>Pannell, David</td>
<td>216 McMahon Road</td>
<td>Purvis, MS</td>
<td>601-264-3445</td>
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<td>SHEARER’S TREES</td>
<td>216 McMahon Road</td>
<td>Purvis, MS</td>
<td>601-264-3445</td>
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<tr>
<td>Smith, Roger</td>
<td>793 Sanford Rd.</td>
<td>Moselle, MS 39459</td>
<td>601-582-2642</td>
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<td>SMITH’S CHRISTMAS TREES</td>
<td>50 Hegwood Rd</td>
<td>Hattiesburg, MS 39402</td>
<td>601-264-2743</td>
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<td>Thomley, Howard &amp; Mamie</td>
<td>1098 Northwood Dr.</td>
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<td>THOMLEY’S SANTA FOREST</td>
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<td>601-264-3445</td>
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<tr>
<td>Worthey, Lowell</td>
<td>60025 Worthey Ln</td>
<td>Amory, MS</td>
<td>662-256-1171</td>
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<td>WORTHIEY TREE FARM</td>
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SOUTHERN CHRISTMAS TREE ASSOCIATION PAGE 14
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<thead>
<tr>
<th>NAME</th>
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<tr>
<td>Ayers, Steve</td>
<td>379 Okolona Rd</td>
<td>828-688-2675</td>
<td><a href="mailto:roanvalley@hotmail.com">roanvalley@hotmail.com</a></td>
</tr>
<tr>
<td>ROAN VALLEY TREE FARM</td>
<td>Johnson City, TN 37601</td>
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<td>roanvalleytrees.com</td>
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<tr>
<td>Sorensen, Craig</td>
<td>6437 E. Exeter</td>
<td>602-956-9574</td>
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<tr>
<td>TIM MITCHELL’S YULE STANDS</td>
<td>Scottsdale, AZ 85251</td>
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</table>
Directions to Cedar Hill Farm from Days Inn

Turn left heading West onto Commerce Street.

Go under the Interstate to the 3rd light. Take a left (South) at the 3rd light onto Hwy. 51. (*The DeSoto County Courthouse will be right in front of you*).

Go approx. 5 miles South on Hwy. 51 then turn Left onto Love Road. (*If you pass the Love Fire Dept on Hwy. 51 on your right hand side you have just passed Love Rd.*).

Cedar Hill Farm is the second drive on the right (South side) of Love Rd. *There is a small sign at Hwy. 51 and Love and a big sign right before the driveway on Love Rd.*.

Proceed up the driveway and follow the signs to the big barn and pavilion. Park in the grassy parking lot in front of the big barn and pavilion.

Directions to Merry Christmas Tree Farm—Nesbit, MS

From Hernando take I-55 North to exit 284. At exit turn right (East), go 3 miles to first 4 way stop, then left for little over 1/4 mile. Farm is on right.

If anyone gets lost call 662-429-9462 or 901-212-3402

GOT QUESTIONS OR NEED ASSISTANCE DURING THE MEETING?

PLEASE CALL MICHAEL MAY AT 601-917-4196.