

**Agenda (revised 06/29/2018)**  
**2018 Annual Meeting of the Southern Christmas Tree Association**  
**August 3, 4 & 5**

**Hilton Garden Inn**  
**Conference Facility & Hotel**  
400 West Monroe, Louisiana 71291  
(318) 398-0653; [www.WestMonroeHGI.com](http://www.WestMonroeHGI.com)

**Precious Memories Christmas Tree Farm**  
**Don & Barbara Rawls & Family, Sunday Farm Tour Hosts**  
455 Glen Acres Road, Calhoun, Louisiana 71225  
(318) 557-0390; [www.PreciousMemoriesChristmasTreeFarm.com](http://www.PreciousMemoriesChristmasTreeFarm.com)

**Friday August 3**

11:00 AM – 01:00 PM

**Mini Farm Tour 1**

**Curry Farms, Inc.**, Bentley & Sandy Curry  
548 Robinson Drive, Rayville, La. 71269, Richland Parish  
(318) 728-6203; [www.CurryFarms.net](http://www.CurryFarms.net)  
The farm is located 22 miles east of the Hilton Garden Inn, West Monroe. Off I-20, take Exit 132 onto LA-133 toward Columbia, then turn left 0.4 miles onto Magnolia Drive and left again 1.7 miles onto Robinson Drive. Farm will be on left 1.1 miles. *This is a short, informal farm tour offering an opportunity to visit and discuss farm operations. The Currys are longtime, active members of SCTA, the National Christmas Tree Association (NCTA) and other national farming organizations. Bentley has repeatedly served leading positions in SCTA, NCTA and the Christmas Tree Promotion Board (CTPB). They live on their 40 acre Christmas tree farm they established in 1981. Their agritourism farm has grown substantially from a choose & cut operation to offering numerous activities, including a pumpkin patch, corn maze, event hosting, playgrounds, gift shop and a whole lot more.*

02:00 PM – 04:00 PM

**Mini Farm Tour 2**

**Pepper Christmas Tree Farm**, Joe & Grace Pepper  
2181 Highway 557, West Monroe, La. 71292, Ouachita Parish  
(318) 387-5172; [www.Facebook.com/PepperXmasTreeFarm](http://www.Facebook.com/PepperXmasTreeFarm)  
The farm is located 15 miles south of the Hilton Garden Inn, West Monroe and 30 miles west southwest of Curry Farms. From I-20, take Exit 114 south to LA-617 (Thomas Road), continue onto Jonesboro Road, take (~7.7 miles) left onto LA-557. Farm is 2.9 miles on left. *This is a short, informal farm tour offering an opportunity to visit and discuss farm operations. The Peppers are longtime, active members of SCTA living on their beautiful 15 acre, traditional choose & cut Christmas tree farm they established in 1987. Joe has recently started growing and offering containerized seedling stock.*

04:00 PM – 05:30 PM

**On-Site Registration** - Hilton Garden Inn

04:00 PM – 11:00 PM

**Exhibitor & Tree Competition Set-Up** - halls, lobby, side room

06:00 PM – 08:00 PM

**Board of Director's Dinner**

**Warehouse No.1 Restaurant**

One Olive Street, Monroe, La. 71201  
(318) 322-1340; [www.WarehouseNo1.com](http://www.WarehouseNo1.com)

*The board and family members will dine in a reserved, side room. SCTA participants are invited to the restaurant which is known for delicious food and great service. It is located on the east bank of the Ouachita River and has consistently been awarded Best Overall Restaurant by Delta Style Magazine.*

08:30 PM – 10:00 PM

**SCTA Board Meeting** (Hilton Garden Inn)

## **Saturday August 4**

- 07:00 AM – 10:30 AM **On-Site Registration** (Hilton Garden Inn)
- 08:00 AM – 09:00 AM **Visit with Vendors and Friends**
- 09:00 AM – 09:30 AM **Opening Prayer, Pledge of Allegiance & Welcome** (Magnolia Room)  
Danna Day, SCTA President 2018/19, Old Days Farm, Winnsboro, La.  
Bentley Curry, Opening Prayer & Pledge of Allegiance  
Don Rawls, Farm Host
- 09:30 AM – 10:30 AM **Panel Session 1** (Magnolia Room)  
**You Can Fail at This, Member-to-Member Sharing**  
Topics in no particular order and not inclusive: Plant Varieties; Bad Luck Growing Certain Trees; Mechanics of Buying & Selling Pre-cut Trees; Pests & Management; Diseases & Management; Vegetative Competition; etc.  
Facilitator: Bentley Curry, Curry Farms, Rayville, La.  
Joe Gersch, Yawn Station Christmas Tree Farm, Independence, La.  
Bryon Hughes, Hughes Christmas Tree Farm, Benton, La.  
Don Rawls, Precious Memories Christmas Tree Farm, Calhoun, La.
- 10:30 AM – 11:00 AM **Break / Visit with Vendors and Friends**
- 11:00 AM – 12:00 PM **Panel Session 1, continued** (Magnolia Room)  
**You Can Fail at This, Member-to-Member Sharing**
- 12:00 PM – 01:30 PM **Buffet Lunch** (Magnolia Room), Visit with Vendors and Friends
- 01:30 PM – 02:30 PM **Panel Session 2** (Magnolia Room)  
**Your Farm's Future, Member-to-Member Sharing**  
Topics in no particular order and not inclusive: Maintaining the Core Business of Trees; Growing Something Else; You Pick or Specialty Markets; Farmer Markets; Gift Shop; Bees, Lemonade; Handling Purchases on the Farm – ATMs, Cash, Checks, Credit Cards, etc.  
Facilitator: Danna Day, Old Days Farm, Winnsboro, La.  
Gray Anderson, Grant Christmas Tree Farm & Syrup Mill, Grant, La.  
Wendy Ellis, The Eagles Nest (floral shop), Carthage, Miss.  
Don Kazery, Kazery Farm (specialty produce farm), Jackson, Miss.
- 02:30 PM – 03:00 PM **Break / Visit with Our Vendors and Friends**
- 03:00 PM – 04:00 PM **Panel Session 2, continued** (Magnolia Room)  
**Your Farm's Future, Member-to-Member Sharing**
- 04:00 PM – 04:30 PM **General Membership Business Meeting** (Magnolia Room)  
Danna Day, SCTA President 2018/19  
Bentley Curry, NCTA Representative
- 04:15 PM **Deadline to Submit Tree Competition Ballots**
- 04:30 PM – 06:00 PM **Clear the Conference Room for Hotel Staff Dinner Preparation**  
*Everyone please clean up and straighten your area when you leave to make it easier for hotel staff to prepare the evening function. Thank you.*

- 06:00 PM – 07:00 PM **Buffet Dinner**
- 06:45 PM **Close Silent Auction**
- 06:45 PM – 07:15 PM **Speaker** (invited)
- 07:15 PM – 07:45 PM **Tree Competition Awards**
- 07:45 PM **Name Successful Silent Auction Bidders**
- 08:00 PM – 09:00 PM **Sum-Fun Live Auction**  
*SCTA's "other" auction team led by auctioneer, Bentley Curry and his talented barker Michael May of Lazy Acres, Chunky, Miss., will once again entertain our gathering while hustling items so generously donated by membership, exhibitors and friends to the association. Because of their generosity and your willingness to bid against friends for "fun", SCTA can "sum" it up for the association. Thank you. In the interest of preventing a not-too-late evening, the live auction folks will do their best to keep it shorter yet just as fun.*

**Sunday August 5**

**Farm Tour**

**Precious Memories Christmas Tree Farm**

Don & Barbara Rawls, Family & Friends

455 Glen Acres Road, Calhoun, La. 71225; Ouachita Parish

(318) 557-0390

[www.PreciousMemoriesChristmasTreeFarm.com](http://www.PreciousMemoriesChristmasTreeFarm.com)

The farm is located 10 miles northwest of the Hilton Garden Inn.

*From West Monroe, take I-20 West toward Shreveport, take Exit 108 and turn right (north) onto LA-546 (Cheniere Drew Road) toward US-80, turn left (west) onto LA-15, and then right onto Glen Acres Road. The farm entrance will be on the left.*

- 08:00 AM **Coffee & Donuts, Visit**
- 09:00 AM **Opening Prayer by Bentley Curry**  
**Welcome by Farm Host Don & Barbara Rawls**
- 09:30 AM – 12:30 PM **Farm Tour – Back to Basics**
- 12:30 PM – 01:30 PM **Fried Catfish & Fixings for Lunch**
- 01:30 PM **Adjourn & Return Home Safely - Mississippi here we come!**  
*SCTA's officers and directors welcome your suggestions, ideas and considerations for 2019, including constructive criticism. Where shall 2019 be? Previous Mississippi meetings have been in Ocean Springs (2016), Choctaw (2013), and Hernando (2010). How about it? If you know of a non-member grower or someone considering the venture, please encourage their participation. Thank you.*