

Perspectives

On Producing Great Trees

*Michigan Christmas Tree Association's
2008 Winter Meeting
March 7-8, Comfort Inn, Mt. Pleasant, MI*

Every Christmas tree grower has a unique perspective on the industry based on personal experience. Join us for the MCTA Winter Meeting and hear from industry experts as they share their perspectives on all areas of Christmas tree production.

Also, plan to attend the Friday Evening Banquet when we honor the newest members of the MCTA's Growers Hall of Fame!

Program Schedule

Friday, March 7

1:00 pm **Registration opens**

2-3 pm **“Shearing to Meet Growers’ Needs”** with Larry Downey, Downey Nursery. Larry will look at the history of trimming and today's trends. He will address simplifying the trimming of Frasers and Balsams as well as the importance of the seed source and how it impacts trimming.

3-4 pm **“Strategic Futuring”** Mary Robb, MSU Extension Director from Muskegon County will review the outcomes from MCTA's January Strategic Futuring event and explore future directions for the association and Michigan's Christmas tree industry.

4-6 pm **Exhibitor Reception**

6pm **Banquet and Awards**—Presentation of 2008 Hall of Fame Awards and 2007 Holiday

Media Overview.

7:30 pm **Wholesale Grower Meeting and Choose & Cut Grower Meeting**—Each meeting will give growers an opportunity to share their experiences of the past harvest season and discuss industry issues.

Saturday, March 8

7:30 am **Exhibits open, coffee and morning refreshments**—*sponsored by Helena Chemical Company*

9:00 am **“Exotics and Hybrids as Christmas Trees”** with Larry Downey, Downey Nursery. Larry will present an overview of today's exotics and hybrids and his perspective on their potential, as well as their drawbacks, as Christmas trees.

10 am **Morning Break**

Program Schedule Continued

10:30 am **“Tax Abatement Opportunities for Agricultural Land”** with Brad Neumann, Land Policy Educator, MSU Extension. Programs for agricultural landowners will be detailed, including Farmland Development Rights Agreements, Agricultural “Pop-up Tax” Exemption, and tax benefits of conservation easements. Learn about each program’s particular type of tax relief, required forms and contacts and resources for assisting with enrollment.

11:15 am **MCTA Annual Meeting and National Update** General business and announcement of new MCTA board members, as well as NCTA updates.

11:45 am - 1:00 pm **Lunch in Exhibit Hall**

1 pm **“Research Updates”** MSU researchers report on on-going Christmas tree research.

Dr. Bert Cregg: Pot-in-Pot Christmas tree production; Dr. David Rothstein: Tree needle biomass components; Dr. Pascal Nzokou: Fraser Fir Irrigation Study

2:00—2:30 pm **Afternoon Refreshment Break in Exhibit Hall**

2:30 - 3:30 pm **“How Soil Life Impacts Plant Growth”** with Dr. George W. Bird, Dept. of Entomology, MSU. Dr. Bird’s presentation includes a brief video illustrating the types of organisms that live in the soil and how they interact with each other. He will then describe how these interactions impact plant growth and soil quality, and conclude with tips on how to obtain and maintain the high quality soil necessary for successful plant growth.

Auxiliary Programming

Saturday, March 8

10:30-11:15 am **“Digital Photography Tips for Everyone”** Do you ever get frustrated by poor quality photos or get that “in over your head” feeling when trying to get good photo results? MCTA member and photographer, Lou Waldock, will share practical tips for taking great digital photos and how these photos can be successfully imported to your website.

1-2 pm **“Santa’s Secrets”** Tom and Holly Valent, owners of the Charles W. Howard Santa School, the country’s oldest Santa school, will share information and stories about their school as well as present success tips for your farm’s Santa! (speakers not confirmed at time of printing)

2:30-3:30 pm **“Success with Add-On Sales”** Many choose & cut Christmas tree farms are finding success with add on sales. Wreaths are the most common “add-on,” however creative farm owners are also capitalizing on the demand for other Christmas decoratives, such as basket arrangements, greens bundles, kissing balls and more. This is an interactive session, so bring photos or examples of your best “add-ons.”

Michigan Christmas Tree Association

P.O. Box 377

Howell, MI 48844-0377

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MCTA 2008 Winter Meeting Registration

The conference registration fee admits you to all sessions, lunch on Saturday and the exhibit area.
 The Trade Show Only registration admits you to the exhibit area only – **lunch is not included.**

Farm/Business Name _____

Address, Phone _____

Name Please print as you wish to appear on name tag(s)	Full 2-Day Reg. \$60	Trade Show Only \$15	Friday Dinner \$25 Please make selection: Chicken Salmon	Late Reg. After 3/1 Add \$10	Non-MCTA Member Add \$20	Total
Total					Grand	

Return this registration form with payment to:
 MCTA, PO Box 377, Howell, MI 48844-0377



Friday Reception and Banquet

Convention attendees will join exhibitors for light refreshments at a reception from 4 to 6 pm, followed by the Annual Banquet.

Banquet Menu

*Tuscan Chicken with Wild Mushrooms and Marsala Demi-Glace
or
Baked Salmon*

Hotel Reservations

*Hotel Accommodations Available at:
The Comfort Inn*

Room Reservations: (989) 772-4000
\$99 single/double

Early reservations are recommended to insure room availability.