

21st Annual Meeting

Keeping Christmas Traditions Alive in a Changing World



Holiday Inn
Columbus, MS
September 19-21, 1997

Louisiana - Mississippi Christmas Tree Association

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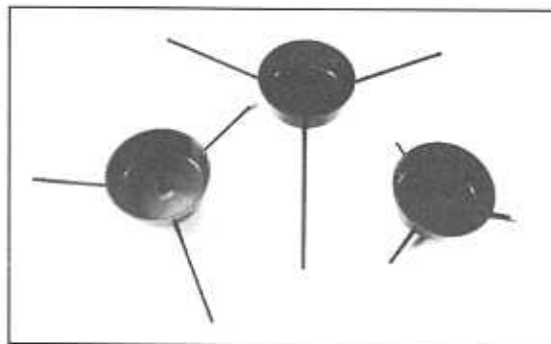
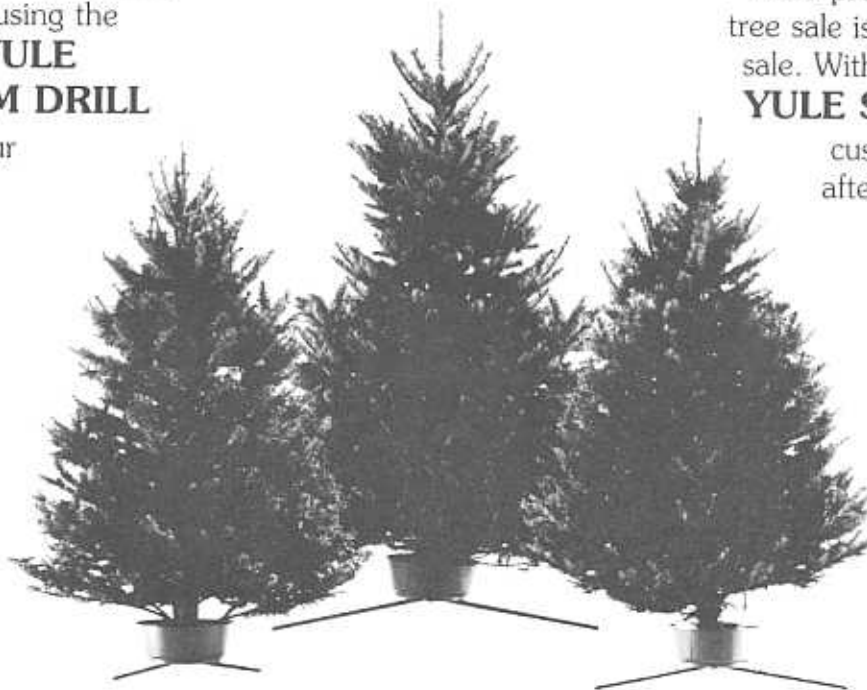


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21st Annual Meeting of the Louisiana - Mississippi Christmas Tree Association

Welcome to the 21st Annual Meeting of the LA-MS Christmas Tree Association and the Holiday Inn of Columbus, MS. We are here to celebrate our twenty-first year as an Association providing support to its members from seedling to sale. Our theme for this meeting is "*Keeping Christmas Traditions Alive in a Changing World*".

The Association's "Choose and Cut Farms and Retail Lots" brochure for 1997 has been assembled and is available for you to distribute in your area. Please take several copies and distribute them to your local banks, co-ops, chambers of commerce, welcome centers, and other public places. If we each do our part, this brochure can be a key marketing tool in reaching consumers and informing them of our products. The impact of this brochure is determined primarily by our efforts to make it a success.

The following table summarizes some of the Association's activities for the past 21 years. If you have an idea that you feel could improve and strengthen your Association, please share it with someone on the Board of Directors. A strong, active Association benefits both growers and consumers.

Year	Members	Budget \$	Seedlings	President
1976	17	0	0	Fritz Lindley
1977	57	570	147,000	Fritz Lindley
1978	114	9,261	174,000	Edward Blake
1979	185	10,778	316,500	Edward Blake
1980	333	15,808	347,000	Robert Eddy, Jr.
1981	481	39,955	528,000	Robert Eddy, Jr.
1982	425	40,650	590,000	Wallace Swedenburg
1983	575	48,700	630,000	Wallace Swedenburg
1984	580	52,400	620,000	James King
1985	560	57,250	560,000	James King
1986	596	60,000	563,000	Barton Bennett
1987	515	75,953	501,480	Barton Bennett
1988	402	76,200	450,000	Raburn May
1989	355	65,200	357,400	Raburn May
1990	287	60,900	276,740	Clarke Gernon
1991	263	50,000	181,000	Clarke Gernon
1992	206	62,700	107,000	T.M. Luster
1993	130	40,342	90,480	T.M. Luster
1994	90	62,134	49,776	Shawn Strobel
1995	100	47,370	48,880	Shawn Strobel
1996	106	46,070	47,726	Ed Rawls
1997	109	42,675		Ed Rawls

21st Annual Meeting Speakers

Ed Rawls
LA-MS CTA President
1266 Big Four Road
Wiggins, MS 39577

Norman Winter
Extension Horticulturalist
Mississippi State University

Dr. Andy Ezell
Extension Forester
Mississippi State University

Rob Eddy
LA-MS CTA Director
P.O. Box 1142
Hattiesburg, MS 39403

Dr. Stephen Dicke
LA-MS CTA Director
1320 Seven Springs Rd.
Raymond, MS 39154

Kevin Steele
LA-MS CTA Director
56459 Dollar Road
Angie, LA 70426

Dr. Craig McKinley
Extension Forester
North Carolina State Univ.

Michael May
LA-MS CTA Secretary
448 Lazy Acres Road
Chunky, MS 39323

Wally & Carolyn Swedenburg
Owners of Swedenburgs Farm
979 S. Lehmberg Rd.
Columbus, MS 39702

Dr. Pat Harris
Extension Entomologist
P.O. Box 157
Decatur, MS 39327

David Gaude
LA-MS CTA Director
561 Hwy. 61 S
Natchez, MS 39120

Clarke Gernon
LA-MS CTA Nat. Director
806 Hermitage Drive
Denham Springs, LA 70726

Dr. Joe Fox
Extension Plant Pathologist
P.O. Box 157
Decatur, MS 39327

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(253) 627-2133
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21st Annual Meeting Exhibitors

We would like to thank all the exhibitors for attending our annual meeting and for their interest in the LA-MS CTA. Please visit the exhibitors and let them know we appreciate their attendance as well as their support of our quarterly newsletter through advertising. The exhibitors who pre-registered are listed below:

BASS TREES & SUPPLY, INC.

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551 Delancey Robbins Road
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New Members

During 1997, the Louisiana - Mississippi Christmas Tree Association welcomed twelve new members to its roster. Please make a special effort to recognize the following people during our meeting and welcome them into our association.

LEE ASHMAN
P.O. Box 140
Waveland, MS 39576

DAVID BRIDGFORTH
3591 Bridgforth Rd.
Olive Branch, MS 38654

EARL & NADINE COUNCIL
76249 Hwy. 51 N
Kentwood, LA 70444

WILLIAM DARDIS
4133 Banks St.
New Orleans, LA 70119

HECTOR DIAZ
57 Ave. Lopategui Box 4
Guaynabo, PR 00969

CHARLIE & ELIZABETH DUNCAN
186 Hester Rd.
Selmer, TN 38375

CHESTER McWHORTER
4366 Good Hope Rd.
Decatur, MS 39327

DAN NANCE
Rt. 3 Box 376
Philadelphia, MS 39350

MARIE POTTS
1010 Doty Rd.
Ferriday, LA 71334

GARY & ROBIN ROGERS
Rt. 2 Box 4
Mt. Olive, MS 39119

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21st Annual Meeting

The Louisiana-Mississippi Christmas Tree Association
"Keeping Christmas Traditions Alive in a Changing World"

FRIDAY, SEPTEMBER 19

7:30 p.m. Board of Directors Meeting and Exhibitors continue to setup.

SATURDAY, SEPTEMBER 20

7:30 a.m. Registration opens
Complimentary coffee and juice in the Exhibit room

8:45 a.m. **Welcome and Opening Remarks** - Ed Rawls, President LA-MS CTA
Introduction of Officers, Directors, and Nominees
Morning session moderator: Kevin Steele

9:00 a.m. **Improving Insect Control using Integrated Pest Management**
Pat Harris, Extension Entomologist, Mississippi State University

9:45 a.m. **Unusual Plants Used for Christmas Trees**
Norman Winter, Extension Horticulturalist for Commercial Nurseries, MSU

10:15 a.m. **BREAK** - Visit with exhibitors

10:45 a.m. **Opportunities to Market Trees to an Older Population**
Dr. Craig McKinley, Extension Forester, North Carolina State University and Editor of
Limbs and Needles Magazine

11:45 a.m. - 1:15 p.m. **LUNCH**

1:15 p.m. Afternoon session moderator: David Gaude
Pointers to Prevent Error When Applying Herbicides
Dr. Andy Ezell, Extension Forester and Forest Herbicide Researcher, MSU

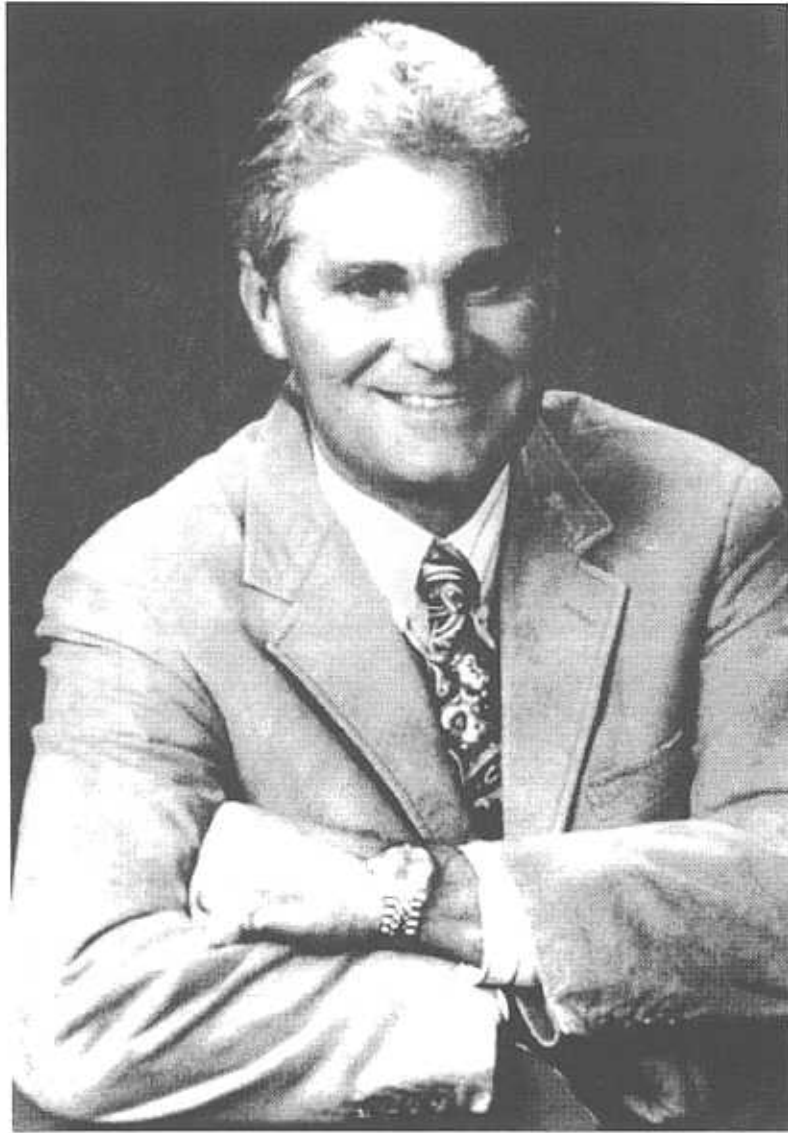
2:00 p.m. **Association Business Meeting**
Election of directors - Ed Rawls
Financial reports - Michael May
National directors report - Clarke Gernon

- 3:30 p.m. **BREAK** - Visit with exhibitors
- 4:00 p.m. **The Value of the Internet to the Association**
Clarke Gernon, LA-MS CTA National Director
- 4:30 p.m. Adjourn
- 6:00 p.m. **Social hour**
- 7:00 p.m. **Banquet** - Moderator: Rob Eddy
Announcement of tree contest winners
Entertainment: Paul Ott
Door Prizes
-

SUNDAY, SEPTEMBER 21

- 7:00 a.m. **Worship Service** (Non-denominational)
- 9:00 a.m. **Welcome to Swedenburg's Christmas Tree Farm** - Wally and Caroline Swedenburg
- 9:15 a.m. **Belgian Horse Demonstration** - Wally Swedenburg and his horses
- 9:30 a.m. **Disease Control Update**
Dr. Joe Fox, Extension Plant Pathology Specialist, Mississippi State University
- Techniques to Loosen Soils and Improve Drainage**
Dr. Stephen Dicke, Extension Forester, Mississippi State University
- 10:30 a.m. **BREAK**
- 11:00 a.m. **Digging and Moving Live Christmas Trees** - Wally Swedenburg
- 12:00 p.m. **LUNCH** - \$8.00 BBQ Chicken/pork, beans, slaw, potato salad, and banana pudding

PAUL OTT



THE VOICE OF THE SOUTH

Entertainment during our awards banquet will be provided by *Paul Ott, "The Voice of the South."* Paul hails from Summit, Mississippi.

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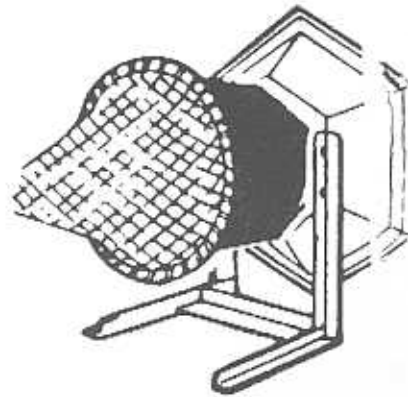
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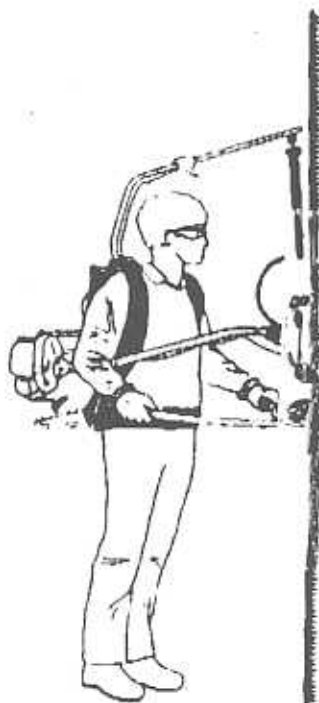
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Ed Rawls
1266 Big Four Road
Wiggins, MS 39577
601-928-9807

Vice President

Al Acosta
177 Wind N Oaks Road
Carriere, MS 39426
601-798-9388

Parliamentarian

Shawn Strobel
912 Delaware St.
Shreveport, LA 38614
318-861-3710

Exec. Secretary

Michael May
448 Lazy Acres Road
Chunky, MS 39323
601-655-8716

National Director

Clarke Gernon
806 Hermitage Drive
Denham Springs, LA
504-665-6535

TERM	LOUISIANA		MISSISSIPPI	
1995 - 1997	James King 26800 James King Rd Hammond, LA 70403 504-567-9670	Reginald Pulliam 8360 W. El Cajon Drv Baton Rouge, LA 70806 504-928-7081	Raburn May 596 Lazy Acres Road Chunky, MS 39323 601-655-8264	Roger Smith Route 1 Box 621 Moselle, MS 39456 601-582-2642
1996 - 1998	Barton Bennett 8313 O'Hara Court Baton Rouge, LA 70806 504-654-0144	Kevin Steele 56459 Dollar Road Angie, LA 70426	David Gaude 561 Hwy 61 South Natchez, MS 39120 601-445-8166	Howard Thomley 50 Hegwood Road Hattiesburg, MS 39402 601-264-2743
1997 - 1999	Mike Para 406 Magnolia Lane Slidell, LA 70461 504-643-7518	Joe Pepper 2181 Hwy. 557 West Monroe, LA 71292 318-387-5172	Robert Eddy III P.O. Box 1142 Hattiesburg, MS 39403 601-582-7418	Wesley Bass 551 Delancey Robbins Columbia, MS 39429 601-731-7661

DIRECTORS BY PRESIDENTIAL APPOINTMENT

Dr. Alden Main
12627 Parnell Ave.
Baton Rouge, LA 70815
504-275-9781

Dr. Stephen Dicke
1320 Seven Springs Rd
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Dr. Bob Mills
225 Knapp Hall -LSU
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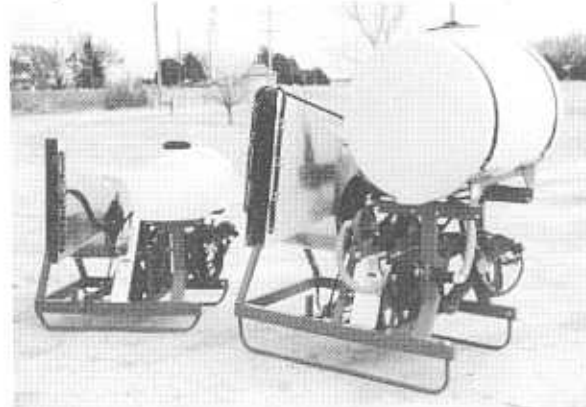
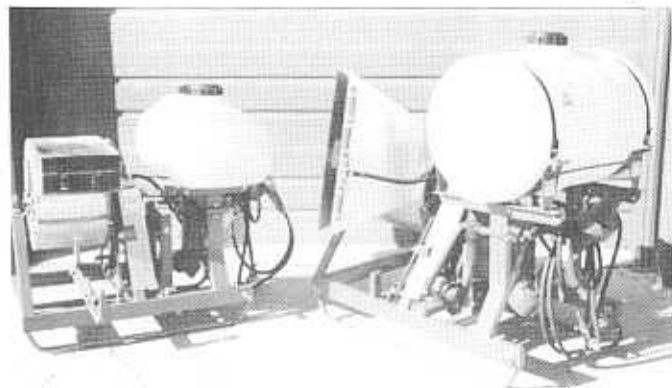
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- ◆ After exiting, turn left on Hwy. 50
- ◆ At first light turn right on N. Lehmberg
- ◆ From the light go 3 miles; farm is on left

