

**Registration Form
Southern Christmas Tree Association
2012 Annual Meeting
August 17th – 19th**

**Quality Inn and Conference Center, Hammond, Louisiana
Yawn Station Christmas Tree Farm, Independence, Louisiana**

Name: _____

Spouse: _____

Additional People: _____

Farm / Company Name: _____

Postal Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ E-mail: _____

Members from other state tree associations may attend the conference at our member's rate. Please register early.

Contact the Quality Inn and Conference Center for reservations at 985.345.0556. Reference the association SCTA. Location: 2000 South Morrison Boulevard, Hammond, Louisiana 70403. Web www.choicehotels.com, search Hammond, select hotel.

Category	Member	Non-Member	Exhibitor (includes 1 year membership & exhibit space)
Complete His & Her Package - two people, meetings & meals (<i>circle</i>)	\$115.00	\$165.00	\$185.00
Extra Person - meetings & meals (<i>please enter</i>)	____ x \$75.00 = ____	____ x \$75.00 = ____	
Complete Individual Package - meetings & meals (<i>circle</i>)	\$75.00	\$115.00	
Extra Lunch Ticket(s) (<i>please enter # & \$</i>)	____ x \$11.00 = ____	____ x \$11.00 = ____	____ x \$11.00 = ____
Extra Dinner Ticket(s) (<i>please enter # & \$</i>)	____ x \$18.00 = ____	____ x \$18.00 = ____	____ x \$18.00 = ____
	# x rate = total	# x rate = total	# x rate = total
Check #:	_____ <i>enter total payment</i>	_____ <i>enter total payment</i>	_____ <i>enter total payment</i>

Please make check payable to "SCTA" and mail with registration form to:

SCTA, 12263 Brookshire Avenue, Baton Rouge, LA 70815

SCTA use only – Registration processed by _____; Date _____

Southern Christmas Tree Association (SCTA): 2012 Membership Application/Renewal (20120808)

The SCTA has 3 levels of membership:

- Regular grower dues (Alabama, Louisiana, and Mississippi) are \$120.00 annually.
- New growers, just starting out, may join the association for \$50 annually. The \$50 rate is good for a maximum of 3 years or until the new grower begins selling trees.
- Growers in states other than the SCTA (Alabama, Louisiana, and Mississippi) may join for \$60 annually. These growers will be listed on the SCTA website under "Other States" and will be non-voting members of the SCTA.

Please complete all fields regardless of how long you have been a member. It helps keep our data current and correct.

Farm Name (complete name): _____

Owners: _____

Postal Address: _____, City _____, State _____, Zip Code _____

Farm Physical Address: _____, City _____, State _____, Zip Code _____

County/Parish Farm Located: _____

Primary Telephone: _____ (Check: Cell, ___ Home, ___ Farm, ___ Other: _____)

Secondary Telephone: _____ (Check: Cell, ___ Home, ___ Farm, ___ Other: _____)

Primary E-mail Address: _____; Secondary E-mail Address: _____

Website Address: _____

Acres in Production: _____ Year First Planted Trees: _____

Are you a current member of the National Christmas Tree Association (NCTA)? Please circle: YES / NO

Check off all that apply:

- Basic Membership \$120.00
- New Grower Dues \$50.00
- Other State Members \$60.00

- Optional *Christmas Trees* magazine (www.christmastreesmagazine.com), published quarterly by Tree Publishers, Inc., is offered *through* SCTA at a discounted subscription of \$22.00

Total Enclosed: _____

Check Number: _____

A reduced SCTA membership subscription rate is also available *directly* from the *Christmas Tree News* newsletter (www.thechristmastreenews.com) published by The Maple News. The reduced subscription rate for the first year is \$15; the second and following years are the regular \$20 subscription for seven issues annually with free classifieds. For first time subscribers, identify yourself as a current SCTA member by contacting Kate Ziehm at The Maple News, 106 Main Street, Greenwich, New York 12834; Telephone 518.692.2204; Facsimile 518.692.2205; E-mail info@thechristmastreenews.com.

Please note that *Christmas Tree News* and the *Christmas Trees* magazine are independent of each other.

Have any comments or suggestions for improving SCTA? _____

Please complete this form and return with check payable to SCTA to: 12263 Brookshire Avenue, Baton Rouge, Louisiana 70815. If you have questions, please contact the executive secretary at 225.505.6335 or e-mail sctaes@gmail.com.



www.SouthernChristmasTrees.org

2012 Annual Meeting

of the

Southern Christmas Tree Association

August 17 – 19

Quality Inn and Conference Center

2000 South Morrison Boulevard
Hammond, Louisiana 70403

Farm Hosts

Joe and Kay Gersch Yawn Station Christmas Tree Farm

29400 Ruby Purvis Road
Independence, Louisiana 70443
Livingston Parish



August 17, 2012

Welcome,

We encourage, welcome, and if you have already registered, thank you for your participation during the 2012 Southern Christmas Tree Association's (SCTA) annual meeting held at the Quality Inn and Conference Center in Hammond, Louisiana August 17th through 19th.

As growers, we face all kinds of challenges. If it is not hard enough dealing with the weather and innumerable pests, we still have to be good business operators to be financially sound. A good bit of the 2012 program is directed toward business operation for which we hope you will benefit.

Kay and I look forward to your visit on our Yawn Station Christmas Tree Farm. As you have done, we have invested a great deal of time, money and effort in order that we can provide enjoyable and memorable experiences for families during the Christmas season.

If these are your first years as a grower, understand there are many of us who have walked the path. Members of this association welcome newcomers and enjoy the opportunity to assist you. As you become more experienced and weather the years, this association is here to exchange ideas and facilitate growth. If you are not a grower, we welcome and appreciate your involvement and support whether it be through equipment and supplies, information, education, or whatever, we all stand to benefit and look forward to building relationships.

Thank you for supporting the Southern Christmas Tree Association.

Sincerely,

JOE GERSCH, President 2012
Yawn Station Christmas Tree Farm
29400 Ruby Purvis Road, Independence, Louisiana 70443
Telephone: 985-878-6223; E-mail: joegersch@yahoo.com

and

MICHAEL BUCHART, Executive Secretary
Southern Christmas Tree Association
12263 Brookshire Avenue, Baton Rouge, Louisiana 70815 USA
E-mail: sctaes@gmail.com; Telephone: 225.505.6335



2012 – 2013 SCTA Officers and Board of Directors

President

Joe Gersch
29400 Ruby Purvis Road
Independence, LA 70443
985-878-6223
joegersch@yahoo.com

Senior Vice-President

Robert Foster
008 Love Road
Hernando, MS 38632
662-429-2540
cedarhfarm@yahoo.com

Vice-President

Ray Gilbert
1230 County Road 296
Lanett, AL 36863
334-499-4007
raygilbert@mindspring.com

Executive Secretary

Michael Burchart
12263 Brookshire Avenue
Baton Rouge, LA 70815
225-505-6335
sctaes@gmail.com

National Director

Bentley Curry
548 Robinson Drive
Rayville, LA 71269
318-728-6203
bentleycurry@aol.com

Parliamentarian

Steve Mannhard
13982 Wood Haven Dairy Road E
Summerdale, AL 36580
251-988-8114
fishrivertrees@gulftel.com

Alabama Director 2012

Billy Gandy
18783 Union Rd.
Vance, AL 35490
205-553-6305
gandytreefarm@att.net

Louisiana Director 2012

James Cox
3333 Turner Road
Ethel, LA 70730
225-683-9706
mjcox9@aol.com

Mississippi Director 2012

Wesley Bass
551 Delancey Robbins Rd
Columbia, MS 39429
601-731-7661
basstrees@wildblue.net

Alabama

Extension Director

Vacant
Auburn University
101 Funchess Hall
Auburn University, AL 36849
334-844-3032

Louisiana

Extension Director

Dr. Don Reed, LSU
4419 Idlewild Road
Clinton, LA 70722
225-683-5891
dreed@agctr.lsu.edu

Mississippi

Extension Director

Dr. Stephen Dicke, MSU
1320 Seven Springs Road
Raymond, MS 39154
601-857-2284
steved@ext.msstate.edu

Alabama Director 2013

Michael Duncan
1879 CR 107
Randolph, AL 36792
205-688-1826
neelyfarms@centurytel.net

Louisiana Director 2013

Danna Day
131 Glynn Day Road
Winnsboro, LA 71295
318-805-6106
dmt_day@yahoo.com

Mississippi Director 2013

Larry Massey
5819 Gunter Road
Walnut Grove, MS 39189
601-253-2285
massey_larry@hotmail.com

Past Presidents / Locations:

2011 Steve Mannhard (AL)
Orange Beach

2010 Larry Massey (MS)
Hernando/Nesbit

2009 Clarke Gernon (LA)
Grant

2008 Ray Gilbert (AL)
Lanett

2007 Tommy McDaniel (MS)
Meridian

2006 Bentley Curry (LA)
Monroe

2005 Paul Beavers (AL)
Birmingham

The Southern Christmas Tree Association salutes the following businesses for their support of our association through advertising and providing quality products and service:

Bass Trees and Supply, Inc.

When you shear, shear with a Saje!

*Call us for all of your
Christmas tree supply needs.*

551 Delancey Robbins Road
Columbia, Mississippi 39429
800.530.7218 or 601.736.2231
Facsimile: 601.736.2231.*51
E-mail: BassTrees@wildblue.net

www.basstrees.com

EVANS CHRISTMAS PRODUCTS

A division of Evans & Company, Inc.

*Providing quality grower products and supplies at
competitive prices with fast delivery and
Southern Hospitality!*

Keep the traditions alive!

7930 Zeigler Boulevard
Mobile, Alabama 36608
800.832.4521 or 251.633.6008
Facsimile: 251.633.6840

<http://www.evanschristmas.com>

KEELSON PARTNERS Insurance & Risk Management

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All Insurance Lines Available

707 SW Washington Street, Suite 625
Portland, Oregon 97205
800.469.7844 or 503.226.1422
Facsimile: 503.226.2488
E-mail: christmas@keelson.com

www.keelson.com

Tim Mitchell's Yule Stand System



6437 East Exeter
Scottsdale, Arizona 85251
800.394.6536 or 602.956.9574
Facsimile: 602.778.9899
E-mail: info@timmittellschristmastrees.com

www.timmitchellsyulestand.com

The Southern Christmas Tree Association salutes the following businesses for their support of our association through advertising and providing quality products and service:

Roan Valley Tree Farm

Specializing in Quality Cut Fraser Firs since 1965

*1992 National Tree Contest Winner
3 Time North Carolina Tree Contest Winner
1993 White House Tree Provider*

*Premium Trees from 4'-12'
#2 Grade 6'-10' Fraser Fir
Wreathes, Garland & Tree Stands
Fraser Fir Transplants
Superior Fraser Fir Seed Collected from Our Private Orchard*

379 Okolona Road
Johnson City, Tennessee 37601
828.688.2675 or 828.385.2675
E-mail: roanvalley@hotmail.com

www.roanvalleytrees.com

Veldsma&sons, Inc.
Garden, ~ Halloween, ~ Christmas

From the field to the retail lot, Veldsma & Sons has the items you need.

Handheld & Tractor Mounted Micron Spray Systems
Shearing Tools
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Display Systems
Retail Stands
Snow Flocking and Equipment
Balers and Netting
Wreath Making Supplies
Gloves and Rainsuits

160 Andrew Drive, Suite 100
Stockbridge, Georgia 30281
770.389.8814 or 800.458.7919
E-mail: info@veldsma.com

www.veldsma.com

*Please feel free to inquire for advertising in our quarterly newsletter and web site
www.SouthernChristmasTrees.org.*

Contact: **Southern Christmas Tree Association**
Michael Buchart, Executive Secretary
12263 Brookshire Avenue
Baton Rouge, Louisiana 70815 USA
Telephone: 225.505.6335
E-mail: sctaes@gmail.com

If things are happening in your state worthy of mention in our newsletter, including deaths of past members or serious health issues, inform the executive secretary for inclusion.

Space is always available for you!



Agenda
2012 Annual Meeting of the Southern Christmas Tree Association
Quality Inn and Convention Center, Hammond, Louisiana
Yawn Station Christmas Tree Farm, Independence, Louisiana

Friday August 17, 2012

- 05:00 pm – 08:00 pm **On-Site Registration**
- 05:00 pm – 10:00 pm **Exhibitor & Tree Competition Set-Up**
- 06:30 pm – 10:00 pm **Officers and Directors Dinner Meeting**
Don's Seafood, Hammond, Louisiana

Saturday August 18, 2012

- 06:30 am – 10:00 am **On-Site Registration**
- 06:30 am – 08:00 am **Full Breakfast Buffet** *(included with hotel sleeping room rate; non-room patrons and walk-on conference participants pay hotel cashier upon buffet entry)*
- 08:00 am – 08:15 am **Welcome** by Joe Gersch, President
Southern Christmas Tree Association
Yawn Station Christmas Tree Farm
Independence, Louisiana
- Welcome** by Mayson Foster, Mayor - City of Hammond
- 08:15 am – 08:30 am **Welcome** by Michael Buchart, Executive Secretary
Southern Christmas Tree Association
Baton Rouge, Louisiana
- 08:30 am – 09:00 am **Labor Issues as it Relates to the Southern Christmas Tree Farmer**
Brian Breaux, Associate Commodity Director
Louisiana Farm Bureau Federation
Baton Rouge, Louisiana
- 09:00 am – 09:30 am **General Pesticide & Cercospora Study Update**
Dr. David Ingram, Extension & Research Professor
Central Mississippi Research & Extension Center
Raymond, Mississippi
- 09:30 am – 10:00 am **Risk Management & Exposure on the Christmas Tree Farm**
Randall Whitehead, Underwriting
Louisiana Farm Bureau
Baton Rouge, Louisiana
- 10:00 am – 10:30 am **Coffee Break**

- 10:30 am – 11:00 am **AgriTourism in the South**
Dora Ann Hatch, Agritourism Coordinator
Louisiana Cooperative Extension Service
Homer, Louisiana
- 11:00 am – 11:30 am **Christmas Tree Farm / Business Accounting**
Reggie Pulliam, CPA
Kringewood Christmas Tree Farm & Self-Employed Businessman
Zachary, Louisiana
- 11:30 am – 12:00 pm **On-site, Point-of-Sale, Business-by-Mobile Application Transactions**
Matthew Wiggins, Business Counselor
Louisiana Business & Technology Center
Baton Rouge, Louisiana
- 12:00 pm – 01:30 pm **Buffet Lunch**
- Social Networking: For My Farm?**
Brian Walker, Co-Owner
5 Stone Media
Hammond, Louisiana
- 01:30 pm – 02:00 pm **A Labor Concern**
Clarke Gernon, P.E.
Shady Pond Tree Farm and Futuretech Design
Pearl River, Louisiana
- 02:00 pm – 02:15 pm **NCTA National Director's Report**
Bentley Curry, SCTA-NCTA National Director
Curry Farms, Inc.
Rayville, Louisiana
- 02:15 pm – 03:30 pm **General Membership Business Meeting**
Michael Buchart, Executive Secretary, SCTA
- 07:00 pm **Buffet Dinner**
- 07:30 pm **Southern Agriculture**
Commissioner Mike Strain, DVM
Louisiana Department of Agriculture and Forestry
Baton Rouge, Louisiana
- 08:15 pm **Auction Fundraiser** by Auctioneer Jim King & Sidekick Bentley Curry
King's Christmas Tree Farm (former) / Curry Farms, Inc.
Hammond / Rayville, Louisiana

Sunday August 19, 2012

- 08:30 am – 09:00 am **Worship Service on the Farm**
Yawn Station Christmas Tree Farm
- 09:00 am – 12:00 pm **Christmas Tree Farm Tour and Demonstration**
12:00 pm **Adjourn:** Return Home Safely, Grow Memories and Remember: *Get One!*

SCTA 2012 Annual Meeting Vitae



Brian Breaux
Associate Commodity Director and Public Policy Coordinator
Louisiana Farm Bureau Federation, Incorporated
Baton Rouge, Louisiana

Brian Breaux is the Associate Commodity Director and Public Policy Coordinator for the Louisiana Farm Bureau Federation (LFBF), where he handles commodity, legislative and regulatory issues for sugarcane, cotton, sweet potatoes, pecan, nursery, and market produce crops along with Louisiana agricultural labor and renewable energy issues. He has served as the Associate Commodity Director for the past 20 years and was recently named Public Policy Coordinator for LFBF. He has been on the LFBF staff for the past 32 years where he began his career as an Area Field Services Director for Southwest and Central Louisiana.

On labor, Brian is the primary advisor to the Louisiana Congressional Delegation on agricultural labor issues handling such issues as Child Labor, H-2A and H-2B Foreign Worker Visa Programs, as well as FLSA, MSPA, and OSHA laws and regulations for Louisiana agriculture. Since 1997, he has coordinated the Mid-South Agricultural Labor Seminar, a labor law training seminar for Louisiana farmers. He serves as an advisor to the U.S. Sweet Potato Council and several other commodity organizations and is a member of the AFBF Ag Labor Visa Workgroup. He is a 1980 graduate of the University of Southwestern Louisiana and the LSU Agricultural Leadership Development Program and is the current Chairman of the LSU Agricultural Leadership Development Program Board of Directors and State Coordinator of the 25X25 Renewable Energy Program.

Contact: P.O. Box 95004 or 9516 Airline Highway, Baton Rouge, Louisiana 70815; Telephone 225.922.6210; E-mail brianb@lfbf.org; Website www.lfbf.org.



Michael Buchart
Executive Secretary
Southern Christmas Tree Association
Forest Product Marketing, Utilization and Development (Retired),
Louisiana Department of Agriculture and Forestry
Baton Rouge, Louisiana

Mike is a 1979 Louisiana State University (LSU) graduate having received a Bachelor of Science in Forestry and Wildlife Management. During and immediately after LSU, Mike worked four years offshore for Brown and Root Construction in the Bay of Campeche, Gulf of Mexico and the North Sea until he entered his profession as a forester. July 2011 Mike retired from the Louisiana Department of Agriculture and Forestry after a 30 year career where he was involved in every aspect of Louisiana's forest industries both domestically, nationally and internationally while serving numerous administrative and program management roles. Mike is extremely pleased to have the opportunity to facilitate growth of the Southern Christmas Tree Association.

Contact: 12263 Brookshire Avenue, Baton Rouge, Louisiana 70815; Telephone 225.505.6335; E-mail sctaes@gmail.com; Website www.SouthernChristmasTrees.org.



Dr. David Ingram
Associate Extension / Research Professor - Plant Pathology
Central Mississippi Research and Extension Center
Raymond, Mississippi

Dr. David Ingram is an extension and research professor of plant pathology at Mississippi State University in the Department of Entomology and Plant Pathology. During his 24 years at Mississippi State University, he has become highly recognized and respected in plant pathology. His areas of study include commercial vegetables, greenhouse production, pecans, Christmas trees and urban ornamentals.

Contact: 1320 Seven Springs Road, Raymond, Mississippi 39154; Telephone 601.857.2284; Facsimile 601.857.2358; E-mail davidi@ext.msstate.edu; Website www.msucare.com



Mayor Mayson Foster
City of Hammond
Hammond, Louisiana

Mayson Foster was born and reared in Hammond. He is a graduate of Hammond High School and Southeastern Louisiana University where he has earned a B.A. in Accounting and an MBA. He has attended several graduate schools during his career, including the Harvard Senior Bank Officer School, the National Personnel School, and the Banking School of the South at LSU.

Mayor Foster served as President and Chief Operating Officer of Citizens National Bank and as Division Manager for Hancock Bank of Louisiana and Parish National Bank prior to becoming Mayor in 2003. During his banking career, he was appointed to several prestigious positions, including the Financial Institutions Advisory Committee for the Federal Reserve Bank of Atlanta, the Community Bankers Council's Executive Committee for the American Bankers Association, and the ABA Risk Management Council as vice Chair.

Mayor Foster's volunteer work is known both locally and statewide. He was named to the State Board of Commerce and Industry under two governors and was named as the first President of the Board of Special Olympics Louisiana, Inc. He currently serves on the Louisiana Housing Finance Agency and as Division I Vice President for the Louisiana Municipal Association. He has served Southeastern Louisiana University as Chair of the SLU Development Foundation, Treasurer of the SLU Alumni Association, and always active in campus activities. He is a past President and Lt. Governor of Kiwanis International, and served as Chair of the Tangipahoa United Way, the Downtown Development District, the Fire and Police Civil Service Board, the Hammond Chamber of Commerce, and TARC of Hammond. He is an active member of Holy Ghost Catholic Church where he serves as a lay minister and serves on the Baton Rouge Diocesan Finance Council.

Over the years, Mayor Foster has received several honors including the Hammond Junior Auxiliary Tablet of Honor, the Special Olympics Louisiana Ellen Gillentine Award for Outstanding Service, the Outstanding Citizenship Award from the Hammond Kiwanis Club, the Outstanding Graduate Award from the SLU College of Business, and the International President's Award from Theta Xi Fraternity.

Contact: 310 East Charles Street or P.O. Box 2788, Hammond, Louisiana 70404; Telephone 985.277.5600; Facsimile 985.277.5602; E-mail foster_mh@hammond.org; Website www.hammond.org.



Clarke Gernon, Sr., P.E
Principal, Futuretech Design
Owner, Shady Pond Tree Farm, LLC
Pearl River, Louisiana

Clarke was born in New Orleans, Louisiana where he attended Catholic schools and then Louisiana State University (LSU) in Baton Rouge where he earned a B.S. degree in Mechanical Engineering and a M.S. in Engineering Mechanics. A major portion of Clarke's engineering career was spent in the engineering and construction business both in the corporate world and then as a private consultant. Today he practices forensic mechanical engineering, on a consulting basis, and provides expert testimony on fires, engine fuel systems, automotive systems, agricultural equipment, hand tools and explosions. He provides engineering consultation for chemical processing plants, waste disposal facilities, and helicopter operators.

He is a biographee of record in Marquis' *Who's Who in America*, *Who's Who in Science and Engineering*, *Who's Who in the World*, *Who's Who in the South and Southwest*, and in *The Dictionary of International Biography* (published in Cambridge, England). Clarke is an Alumnus of the International Platform Association, an association of orators.

Clarke is owner of Shady Pond Tree Farm, a 45-acre choose and cut farm near Pearl River where he began growing Christmas trees in 1979. Shady Pond Tree Farm is focused on the production of exotic Christmas trees from around the globe. It has been an information resource for the *American Nurseryman* magazine and *The Washington Post*, as well as local newspapers, magazines and television stations.

Clarke was the founding chairman of the National Christmas Tree Association (NCTA) Internet Task Force, and served on numerous other committees. He has represented NCTA in interviews on the Voice of America radio show, which is broadcast globally from Washington, D.C. and on NBC's Weekend Today show, broadcast nationally from Rockefeller Plaza in New York. Clarke was a contributor and committee chairman for Christmas Tree History and Characteristics – a NCTA Internet-only publication. He has served the Southern Christmas Tree Association as president and in numerous positions and capacities since the beginning and continues to be active to this day.

And finally, Clarke (and his beloved farm) survived Katrina.

Contact: 37226 Pine Street Extension or P.O. Box 896, Pearl River, Louisiana 70452; Telephone 985.863.5569; Facsimile 985.863.3314; E-mail cjg@cgernon.com; Website www.cgernon.com.



Joe Gersch
President, Southern Christmas Tree Association
Co-Owner, Yawn Station Christmas Tree Farm
Independence, Louisiana

Joe Gersch is the 2012 President of the Southern Christmas Tree Association. He and his wife, Kay, own Yawn Station Christmas Farm located in Tangipahoa Parish. They have offered their farm, where they live, for the 2012 meeting tour. During 2006, the Gersch's planted their first 400 trees. Eight acres are presently under tree production with approximately 6,500 trees. They continue to improve their farming operation with the incorporation of tours, parties, new species, and farm animals. The Gersch's intend to expand agritourism ventures into their working farm. Prior to tending their farm full time, Joe

worked in emergency medicine and lawn management while Kay continues a second career as a chemistry and physics teacher at St. Thomas Aquinas Catholic School in Hammond. Joe is fortunate his wife has a Ph.D. in Horticulture. They have three children with grand and great grand children, all of whom have become good farm hands. When not tending to their responsibilities, you just might see them riding a Harley.

Contact: 29400 Ruby Purvis Road, Independence, Louisiana 70443; Telephone 985.507.3236; E-mail joegersch@yahoo.com.



**Dora Ann Hatch, Agritourism Coordinator (Statewide)
Louisiana State University Agricultural Center
Homer, Louisiana**

Dora Ann is the statewide agritourism coordinator for the Louisiana State University (LSU) Agricultural Center stationed at the Hill Farm Research Station near Homer. She plans, implements and evaluates programs in agritourism and value-added agricultural products related to agritourism operations. Dora Ann serves as the Northwest Region Market Maker coordinator for the LSU AgCenter. Dora Ann works closely with the Louisiana Department of Agriculture and Forestry on agritourism policy as it relates to the new agritourism liability law.

In 1972, Dora Ann earned a B.S. in Home Economics Education from Northeast Louisiana University, Monroe followed by a M.S. in Home Economics from Louisiana State University, Baton Rouge in 1974. Since then, Dora Ann has undertaken extensive training in many subjects to strengthen her ability for community development and extension service. She has authored numerous publications, made several presentations and contributed to conference proceedings while engaging her career. Dora Ann has been highly recognized in her field and continues to receive awards for her contributions. She maintains active memberships with Epsilon Sigma Phi, Delta Kappa Gamma, and the National Association of Community Development Extension Professionals.

Contact: Hill Farm Research Station, LSU Ag Center, 11959 Highway 9, Homer, Louisiana 71040; Telephone 318.927.9654; Facsimile 318.927.4139; E-mail DHatch@agcenter.lsu.edu; Website www.lsuagcenter.com/agritourism; Blog site www.louisianaagritourism.blogspot.com.



**Reggie Pulliam, CPA
Self-Employed Accounting Practice – Retired
Co-Owner, Kringlewood Christmas Tree Farm
Zachary, Louisiana**

Reggie was born in Baton Rouge, Louisiana. After high school and his freshman year at Louisiana State University (LSU), he completed three years of service in the U.S. Army Signal Corps. Upon his return to LSU, Reggie earned B.S in Business with an accounting major. After working for a national certified public accounting firm, Reggie began and operated his own successful practice for most of his career. Though he sold his practice, Reggie still serves some of his long time clients and family, especially during the tax season. In 1978, Reggie and his wife, Jo Ann, planted their first Christmas trees on the property where they live near Zachary, Louisiana. The next year, Reggie joined the Louisiana / Mississippi Christmas Tree Association (LA/MSCTA) and shortly after the National Christmas Tree Association (NCTA). Since the beginning, Reggie has unselfishly served both associations in numerous roles and capacities, including LA/MSCTA president and NCTA director. He and Jo Ann

closed the Kringlewood Christmas Tree Farm last year after 32 years of providing memories for thousands of people. They have been married for 58 years with two children and seven grand children.

Contact: 9110 Greenwell Springs – Port Hudson Road, Zachary, Louisiana 70791; Telephone 225.658.4999; Facsimile 225.658.4984; E-mail kringlewood@bellsouth.net.



Commissioner Mike Strain, DVM
Louisiana Department of Agriculture and Forestry
Baton Rouge, Louisiana

Dr. Mike Strain took the oath of office for his second, four-year term as Louisiana's Commissioner of Agriculture and Forestry on January 9, 2012. A native of Covington, Strain earned a Doctorate in Veterinary Medicine from Louisiana State University (LSU) in 1983. In 1999, he was elected to the first of two terms as State Representative, where he served on the Agriculture Committee and chaired the Legislative Rural Caucus. He was twice named Legislator of the Year by the St. Tammany Parish Alliance for Good Government. In 2003, the LSU School of Veterinary Medicine presented Strain its Distinguished Alumni Award. Strain was awarded the Future Farmers of America's highest national award, the Honorary American Degree, in August 2009, and he was inducted into the LSU Alumni Association Hall of Distinction in May 2010. Strain was named Conservationist of the Year in January 2012. He currently serves as president of the Southern United States Trade Association, vice-president of the Southern Association of State Departments of Agriculture, and is chair of the Animal and Plant Industries Committee of the National Association of State Departments of Agriculture. Strain holds a commission from the U. S. Food and Drug Administration and is treasurer of the Interstate Pest Control Compact. Strain is married to the former Susan Searcy of Hot Springs, Arkansas, and they have two adult children.

Contact: P.O. Box 631, Baton Rouge, Louisiana 70821; Telephones 225.922.1234 & 866.927.2476; Facsimile 225.925.6012; E-mail commissioner@ldaf.state.la.us; Website www.ldaf.state.la.us.



Brian Walker, Co-Owner
5 Stones Media
Hammond, Louisiana

5 Stones Media is a multifaceted marketing firm established by Brian Walker and Tim San Fillippo who together have over 15 years of shared experience in the marketing communications field. 5 Stones Media assists organizations and businesses across the southern region and internationally make an impact with effective marketing communications. Their integrated communication strategies convey consistent messages across different forms of marketing media to give clients the most impact.

Contact: 1514 Martens Drive, Suite 4, Hammond, Louisiana 70401; Telephones (985) 662-8419 or (985) 662-8419; E-mail brian@5stonesmedia.com; Website www.5stonesmedia.com.



Eric "Matthew" Wiggins, Business Counselor
Louisiana Business & Technology Center
Baton Rouge, Louisiana

Matthew Wiggins is a Business Consultant and Disaster Program manager at the Louisiana Business & Technology Center. Through his business consultant role Matthew is responsible for consulting with entrepreneurs and business owners in the areas of general business counseling, marketing, management, technology commercialization, and planning. Matthew is also responsible for hosting various workshops and seminars.

As the Disaster Management Program manager Matthew is responsible for creating contingency plans for businesses and insuring that local businesses are prepared for disaster. He is also responsible for presenting several presentations including, but not limited to business basics, writing a business plan, marketing 101, and customer service. His job tasks include working with the LBTC Mobile Classroom and the "Driving Louisiana's Economy" program by following the Mobile Classroom through the hurricane impacted areas and by performing one-on-one counseling and basic business presentations on the Mobile Classroom. Matthew has been employed by the LBTC for 3 years and during that time has counseled over 100 businesses and entrepreneurs in excess of 1500 hours.

Matthew Wiggins graduated with a B.S. in Business Economics from Louisiana Tech University in May of 2007.

His specialties are industry analysis, market analysis, business feasibility, marketing, using technology in business, disaster recovery, contingency planning, financial statements, and technology commercialization.

Contact: LSU South Campus, 8000 GSRI Avenue, LBTC Building 3000, Baton Rouge, Louisiana 70820; Telephone 225.578.8754; Facsimile 225.578.3975; E-mail [mwigg1@lsu.edu](mailto:mwiggi1@lsu.edu); Website <http://business.lsu.edu/Louisiana-Business-Technology-Center/Pages/About.aspx>.



Randall Whitehead, CPCU, Regional Underwriting Manager
Louisiana Farm Bureau Insurance Companies
Baton Rouge, Louisiana

Randall Whitehead is a Regional Underwriting Manager for the Southern Farm Bureau Casualty Insurance Company (SFBCIC), a multi-line regional property and casualty insurance company operating in six states: Arkansas, Colorado, Florida, Louisiana, Mississippi, and South Carolina. SFBCIC was established over fifty years ago to provide quality service and competitive products for our policyholders.

To support this vision today, our conservative leadership maintains a policy of solid growth and investment. The consolidated Southern Farm Bureau Casualty Insurance Company is one of the largest property and casualty insurance companies in the nation. The company has a financial strength of \$2.5 billion in assets and \$1.3 billion in surplus. Also, with over 2.1 million policies and/or vehicles in force, our net written premiums exceed \$1.4 billion annually.

Contact: 9516 Airline Highway, Baton Rouge, Louisiana 70815-5501; Telephone 225.922.6466; E-mail RWhitehead@sfbic.com; Website: www.lfbf.org.

SCTA Annual Tree Contest Rules

The Southern Christmas Tree Association (SCTA) shall hold a tree contest at its annual 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 the National Christmas Tree Association's (NCTA) National Christmas Tree Contest.

Eligibility of Entrants

- All current SCTA members 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 8:00 am of the first day (08/18/2012) 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 feet in height and no more than 8 feet 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 inches.
- 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 (08:00 am 08/18/2012).
- 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 lettered tag to each entry and maintain a log of each entry detailing the entrant and the assigned number of his/her tree.
- The executive 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 1:30 pm of the first day (08/18/2012) 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 during the following year's annual NCTA contest.

SCTA Tree Contest Entry Form

Complete and present this entry form to the Contest Chairperson (to-be-identified) before 08:00 am Saturday August 18, 2012 (also the deadline for setting-up tree). If you enter a tree or trees, please give the courtesy of e-mailing the executive secretary that you are planning to doing so. Thank you.

Are you a current SCTA member? Please check one: yes / no (disqualified).

First and Last Name: _____

Farm Name: _____

Mailing Address: _____ State: _____ Zip Code: _____

County / Parish Farm Located: _____

Entry 1

Type of Tree Entered (species): _____

Was this tree grown on your farm in Alabama, Louisiana or Mississippi?
Please check one: yes / no (disqualified).

Is the tree severed and in a stand or container grown?
Please check one: severed in a stand / container grown.

Height of Tree Entered (bottom of handle/pot to tip of leader): _____ feet _____ inches

For SCTA Contest Chairperson - Letter designation: _____

Placed: _____

Entry 2

Type of Tree Entered (species): _____

Was this tree grown on your farm in Alabama, Louisiana or Mississippi?
Please check one: yes / no (disqualified).

Is the tree severed and in a stand or container grown?
Please check one: severed in a stand / container grown.

Height of Tree Entered (bottom of handle/pot to tip of leader): _____ feet _____ inches

For SCTA Contest Chairperson - Letter designation: _____

Placed: _____



TREE CONTEST

GUIDELINES—CHRISTMAS TREE JUDGING
(Included for reference only. Please make every effort to judge quality in each category below.)

	Percentage
FOLIAGE: (50%)	
Presence of insects and/or diseases	10%
Density (appropriate for species)	10%
Uniformity or balance (gaps, crown thinness, internal structure, weak branches or whorls)	10%
Quality of cultural work (long branches, multiple tops)	10%
Cleanliness	10%
HANDLE: (10%)	
Length (min. = 6"; max. = 12")	
Well trimmed	10%
TAPER: (10%)	
Pines 40-90%, Others 40-70%	10%
TOP: (10%)	
Proper length, proportional to taper, full top, good needle coverage	10%
MARKETABILITY: (20%)	
Consumer acceptance (first impression, color, taper, etc.)	10%
Number of good faces (USDA Standards)	10%

INSTRUCTIONS:

Using NCTA's guidelines for contest tree judging (shown at left), examine each tree for the indicated characteristics.

Rank each tree according to its overall quality and marketability. Place the letter of the tree next to its ranking.

The tree that receives the most #1 votes will be our GRAND CHAMPION, regardless of its state of origin. The next tree receiving the most #1 votes will receive 1ST PLACE from its respective state (AL, LA, or MS). This process will continue until all PLACES are filled.

<u>RANK</u>	<u>TREE LETTER</u>
#1	_____
#2	_____
#3	_____
#4	_____
#5	_____
#6	_____
#7	_____
#8	_____
#9	_____
#10	_____
#11	_____
#12	_____
#13	_____
#14	_____

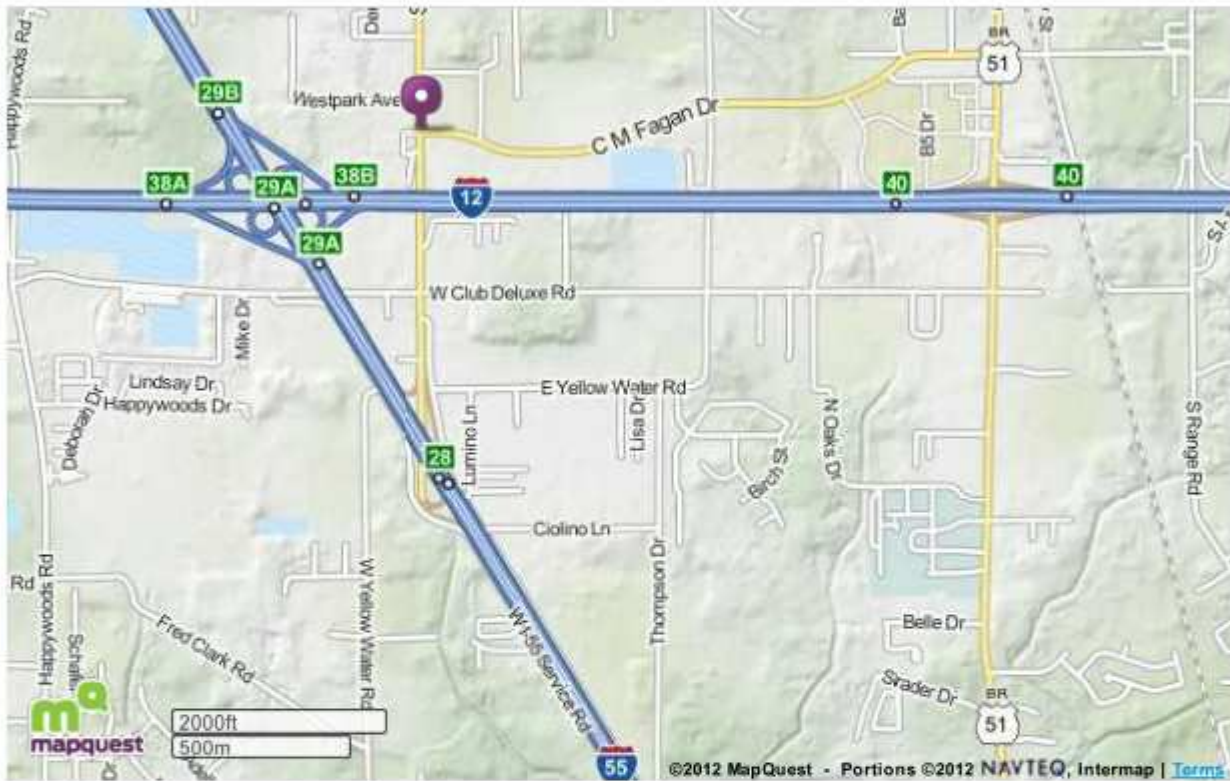


Map of:
2000 S Morrison Blvd
Hammond, LA 70403-5744

Notes

Quality Inn and Conference Center is Northeast of the I-55 & I-12 intersection.

From all directions, go south on I-55, exit at Exit 28, go north on Highway 51, which becomes Morrison Boulevard. Hotel will be on left after cross over I-12.



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Trip to:

29400 Ruby Purvis Rd

Independence, LA 70443-3444

19.15 miles / 23 minutes

Notes

Map & Directions

to

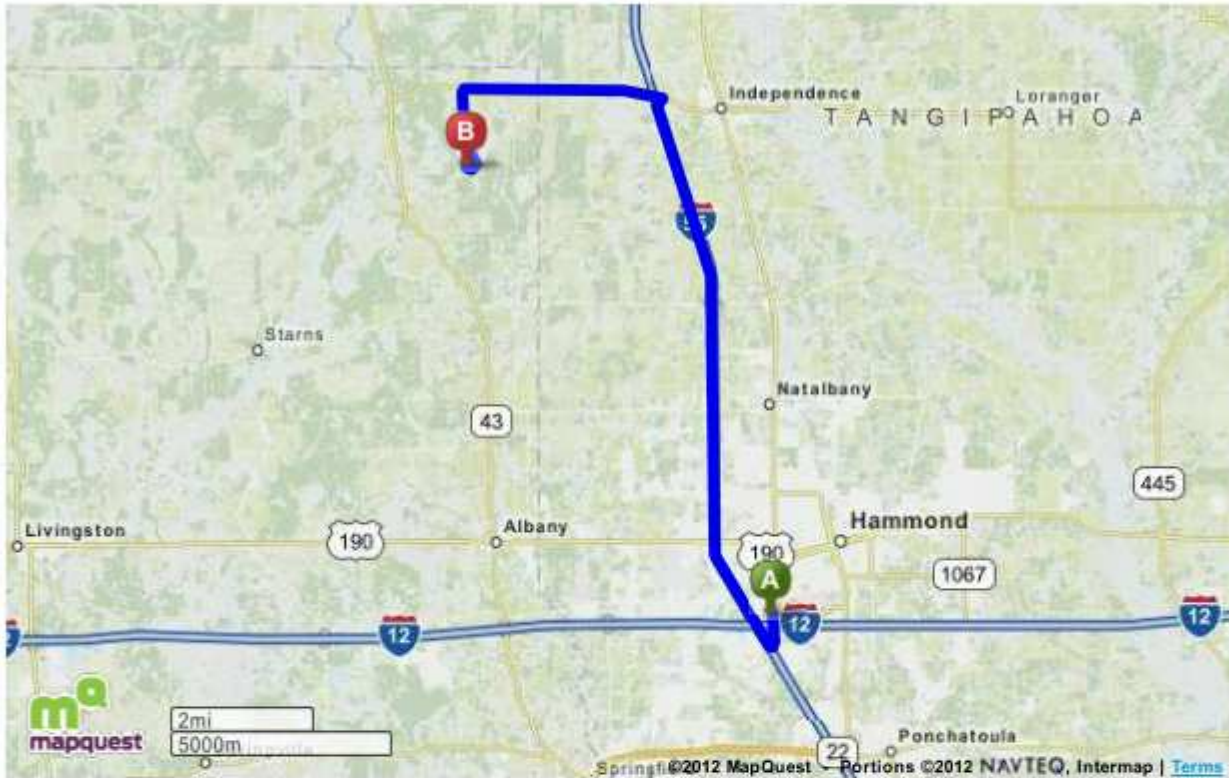
Yawn Station Christmas Tree Farm

from

Quality Inn and Conference Center

**2000 S Morrison Blvd, Hammond, LA 70403-5744**1. Start out going **south** on **S Morrison Blvd / US-51**
toward **Montecino Dr.** [Map](#)**0.6 Mi***0.6 Mi Total*2. Merge onto **I-55 N** toward **I-12 / Jackson.** [Map](#)**12.2 Mi***12.8 Mi Total*3. Take the **LA-40** exit, **EXIT 40**, toward
Independence. [Map](#)**0.2 Mi***13.0 Mi Total*4. Turn **left** onto **LA-40 / Highway 40 W.** Continue to
follow **LA-40.** [Map](#)**4.3 Mi***17.2 Mi Total**If you reach I-55 N you've gone about 0.3 miles too far*5. Turn **left** onto **Horseshoe Rd S.** [Map](#)**1.8 Mi***19.1 Mi Total**Horseshoe Rd S is 0.3 miles past Dick Hodges Rd**If you reach LA-43 you've gone about 1.6 miles too far*6. Turn **right** onto **Ruby Purvis Rd.** [Map](#)**0.09 Mi***19.2 Mi Total**Ruby Purvis Rd is 0.1 miles past George Mashon Rd**If you reach Cliff Baham Rd you've gone about 0.3 miles too far*7. **29400 RUBY PURVIS RD** is on the **right.** [Map](#)*If you reach the end of Ruby Purvis Rd you've gone a little too far***29400 Ruby Purvis Rd, Independence, LA 70443-3444**

Total Travel Estimate: 19.15 miles - about 23 minutes



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Hammond Area Attractions

For an attractions listing of the local area, visit the Tangipahoa Parish Convention and Visitors Bureau calendar of events website www.tangi-cvb.org/site31.php or call (800) 542-7520 to request a Visitors Guide.

Hot August Night - Friday August 17, 2012 – 6 pm – 10 pm. Forty businesses participate in the event where visitors will discover amazing sales, breath-taking art exhibits, street vendors and special activities. Live music can be heard from the various stages located throughout downtown Hammond. A wine tasting averages over 30 participating merchants. Southeastern Louisiana University will perform live music and a pep rally. Hot August Night is one of the most, well-attended events hosted by the Hammond Downtown Development District.

Contact: (985) 542-3471

Address: # 2 Thomas Street, Hammond, Louisiana 70403

Website: www.dddhammond.com/event-calendar/icalrepeat.detail/2012/08/17/1013/-/17th-annual-hot-august-night

Located: 3.05 miles northeast, 6 minute drive from Quality Inn. Go east on CM Fagan Drive, east on West Minnesota Park Road then north on Highway 51.

Map: <http://mapq.st/ldNuqk>

Global Wildlife Center is a 900 acre wildlife refuge where the animals roam freely and the humans are caged inside wagons. Get up close and personal with the giraffes, zebras, antelopes, deer, kangaroo, and thousands of animals who call Global home. Tours run nearly every hour and are sure to please adults and children alike.

Contact: (985) 796-3585

Address: 26389 Hwy 40, Folsom, Louisiana 70437

Website: www.globalwildlife.com

Located: 23.21 miles northeast, 30 minute drive from Quality Inn. Go east on I-12, north onto Highway 445 through Robert, then east on Highway 40.

Map: <http://mapq.st/JfoHfB>

Hammond Square is our newly remodeled, premier shopping center. Big box tenants serve as the anchor to a multitude of smaller chains and local boutiques. New restaurants adjacent to the facility open on a monthly basis. Premier stores include: Dillard's, JC Penny, Target, Best Buy, Charming Charlie, Purse Bag Patty, Merle Norman, Ulta, TJ Maxx, Hallmark, Academy, Sears, and more.

Contact: (985) 246-3790

Address: 411 Palace Drive, Hammond, Louisiana 70403

Website: www.hammond-square.com

Located: 1.41 miles east, 3 minute drive from Quality Inn. Go east on CM Fagan Drive then right on Hammond Square Drive.

Map: <http://mapq.st/lxABlu>

Kliebert's Alligator Farm is the place for alligators! Experience the natural side of Louisiana at Kliebert's Alligator farm. Home of the original swamp people. Kliebert's is the largest and first alligator and turtle farm in Louisiana. Take the hour long tour to learn about the market and the steps the family is making to preserve this unique reptile.

Contact: (985)345-3617

Address: 41083 West Yellow Water Road, Hammond, Louisiana 70403

Website: www.kliebertgatorontours.com/Home.html

Located: 3.76 miles south, 7 minute drive from Quality Inn. Go south on South Morrison Boulevard, right onto West Club Deluxe Road, left onto West I-55 Service Road then right onto West Yellow Water Road.

Map: <http://mapq.st/J0009V>

Southeastern Louisiana University is Louisiana's third largest public university located north 3.5 miles – about a 5 minute drive. Website: www.selu.edu

New Orleans, world re-known, is southeast 55 miles - about a 50 minute drive. Go south I-55 then east on I-10. Website: www.neworleansonline.com

Pontchatoula, a smaller city and known as America's Antique City, is 5 miles southeast – about an 8 minute drive. Go south on Highway 51 or I-55. Website: www.cityofponchatoula.com

Baton Rouge, the state capitol along the Mississippi River, is home of Louisiana State University, Southern University, the USS Kidd and much more. Located west of Hammond, it is 45 miles distant – about a 45 minute drive. Go west on I-12. Website: www.visitbatonrouge.com