



**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

## 2010 Officers and Directors

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5819 Gunter Rd., Walnut Grove, MS 39189  
601-253-2285  
email: massey\_larry@hotmail.com

### Executive Secretary—Business Office

Michael May, Lazy Acres Plantation, LLC  
596 Lazy Acres Road, Chunky, MS 39323  
601-655-8263 email: lazyacresfarm@hotmail.com

### Senior Vice President

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13982 Wood Haven Dairy Rd. E., Summerdale, AL 36580  
251-988-8114  
Email: fishrivertrees@gulftel.com

### Parliamentarian

Clarke Gernon, Shady Pond Tree Farm, LLC  
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985-863-5569 email: cjc@cgermon.com

### Vice President

Joe Gersch  
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Independence, LA 70443  
985-878-6223  
joegersch@yahoo.com

### National Director

Bentley Curry, Curry's Christmas Tree Farm  
548 Robinson Drive, Rayville, LA 71269  
318-728-6203 email: bentleycurry@aol.com

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	Ray Gilbert, Gilbert Christmas Tree Farm 1230 County Road 296 Lanett, AL 36863 334-499-4007 raygilbert@mindspring.com	Lisa Peairs 8380 Hwy 963 Ethel, LA 70730 225-683-6828 windyhillsfarm@gmail.com	Larry Haley 13493 Martha Redmond Road Saucier, MS 39574 228-832-0027 larry-haley@att.net
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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

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<b>Membership Report:</b>	<b>2009</b>	<b>2010</b>
<b>Alabama</b>	<b>14</b>	<b>13</b>
<b>Louisiana</b>	<b>23</b>	<b>21</b>
<b>Mississippi</b>	<b>21</b>	<b>25</b>
<b>Other states</b>	<b>02</b>	<b>01</b>
<b>Total</b>	<b>60</b>	<b>60</b>

# 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.

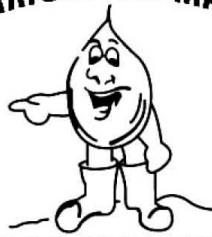
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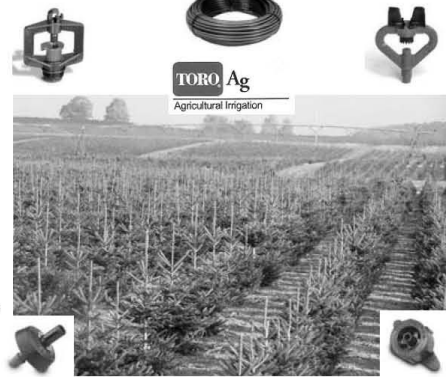
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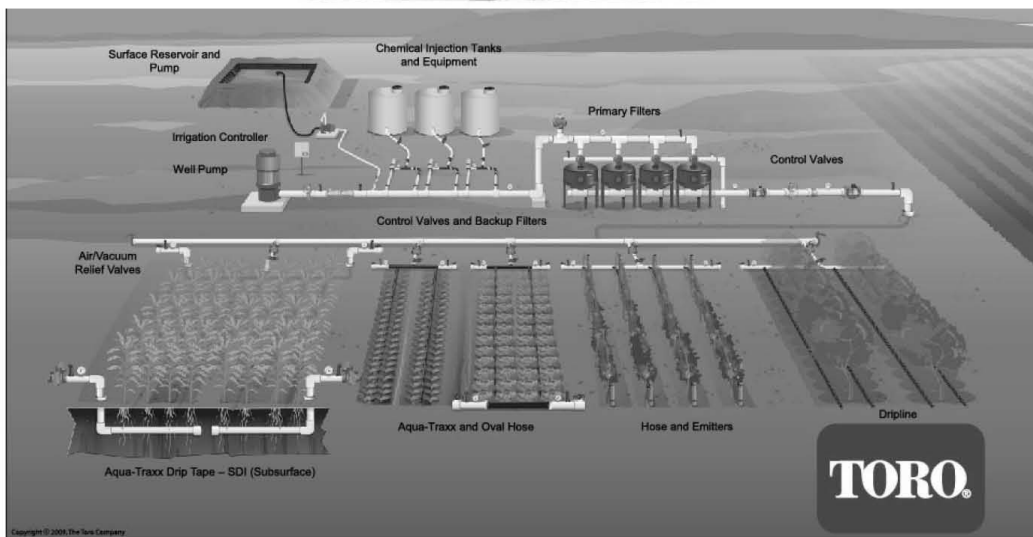
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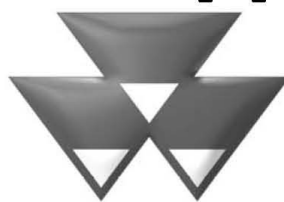
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# 2010 Annual Meeting

## Friday, August 27<sup>th</sup> 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 28<sup>th</sup> 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.**

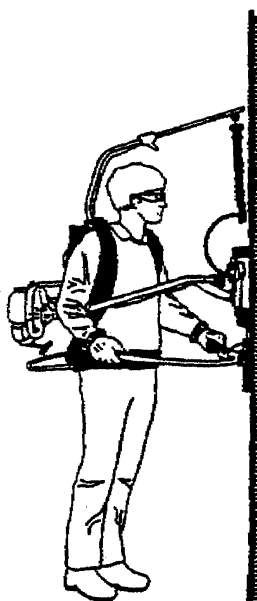


Sunday, August 29th 2010

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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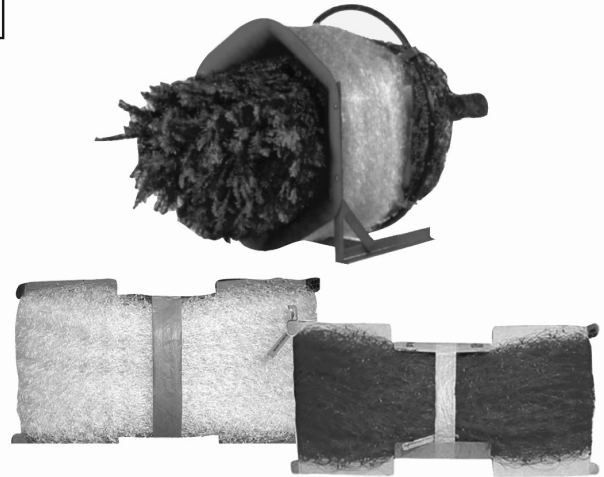
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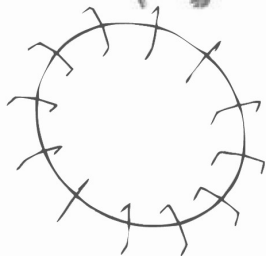
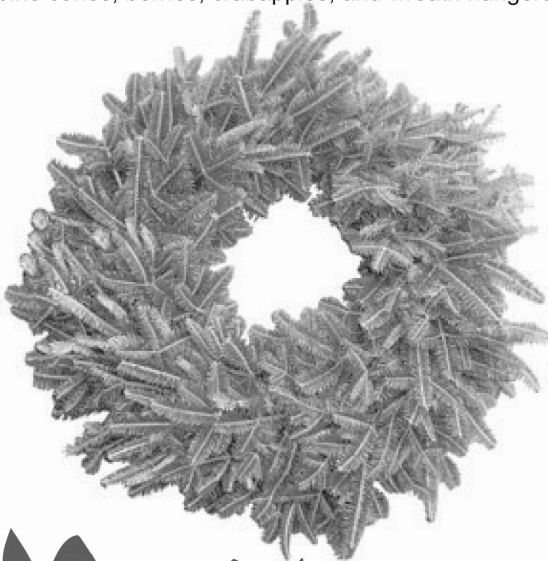
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<b>NAME</b>	<b>ADDRESS</b>	<b>PHONE/FAX</b>	<b>EMAIL/WEBSITE</b>
Ayers, Steve ROAN VALLEY TREE FARM	379 Okolona Rd Johnson City, TN 37601	828-688-2675	roanvalley@hotmail.com roanvalleytrees.com
Sorensen, Craig TIM MITCHELL'S YULE STANDS	6437 E. Exeter Scottsdale, AZ 85251	602-956-9574	

## **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.***