

Thursday Nursery Tours & BBQ



Nursery Tours

4:30 Depart on your own

5:00 Department of Forestry Augusta Nursery Tour

*Welcome State Forester Carl Garrison, III
Commissioner of Agriculture Matt Lohr*

5:45 Depart for next stop

6:00 Shreckhise Nurseries – “Potting and Growing Evergreens” Tour and Demonstrations



*Hosts: Danny & Matt Shreckhise
Grottoes, VA*



Barbeque Dinner at Shreckhise Nurseries

Serving begins at 6:45

BBQ dinner - \$15

Hotel Reservations

Best Western Inn Waynesboro Inn & Suites Conference Center



109 Apple Tree Ln
(I-64 Exit 94)
Waynesboro, VA
22980
540-942-1100

www.bwwaynesboro.com

Ask for VCTGA special rates

Hotel Reservation Deadline: 7/26/10

Deluxe Room (single or double occupancy) \$74.99

Suites (single or double occupancy) \$84.99

Triple or Quad Occupancy @ \$10 per additional guest

Saturday Farm Field Trip

Tour Francisco Farm's

*Bill Francisco, host
Staunton*



8:30 am Depart on your own

9:00 am - Demonstrations and talks

Eric Day, Kyle Peer, & Norm Dart will all be on site to discuss insects, diseases, and pests



Equipment displays and demonstrations

**Noon
Box Lunches** (\$10)
by Mrs. Rowe's
Restaurant

Hotel Directions

Directions - I-64 Exit 94. Coming from the east or west: at the top of the ramp, turn right onto Route 340 (Rosser Avenue). Follow Route 340 to the second stop light; turn left onto Lew Dewitt Boulevard. Follow Lew Dewitt Boulevard to the next stop light; turn left onto Apple Tree Lane. Continue on Apple Tree Lane to the Best Western Waynesboro Inn and Suites Conference Center. (kind of “snakes” around)

Thanks to the Supporters!

The VCTGA wishes to express its thanks to all our Sponsors, Speakers, and Exhibitors!

Program and timetable
are subject to change



Virginia Christmas Tree Growers Association
383 Coal Hollow Rd, Christiansburg, VA 24073-6721

Presorted
Standard
U.S. Postage
Paid
Blacksburg,
VA 24060
Permit No.107



Waynesboro

VCTGA Annual Conference

August 26-28, 2010

Surviving the Present/Predicting the Future
The "Popcorn Effect"!

Product Practices Promotion Profit

Growing a Greener Virginia Grown Christmas Tree

Thursday, August 26

Growing



8:00 Registration opens in the lobby

8:00-12:00 Wreath & Tree Contest
Registration & Entry
Robert O'Keefe & Greg Miller, Coordinators

8:30-9:15 New Grower ABC's - Early

Bird Workshop *Everything from site selection and layout, species selection, to management;*
Kyle Peer, VT Dept. of Forestry

9:15 Official Welcome

Virginia Carroll, VCTGA President
City of Waynesboro Official
Vendor Introductions

9:30-10:30 "A Tale of 3 Farms" - *Hear the stories of 3 growers who have recently opened their gates; Jocelyn Lampert, Steve Rhoades, Tim Williams, & John Ensor, moderator*

10:30-11:00 - Break Welcome new growers and members visit exhibitors

11:00 – 12:00– "Goods from the Woods: Selling everything but the trees! And the trees!!"
Matthew Yancy, Extension Agent, Natural Resources (concurrent session)

11:00 – 12:00 "Introducing Mistletoe Meadows Tree Farm: An Award Winning Operation"
Hear from a successful, experienced Christmas tree grower as he "tells his story", starting with one acre of trees and expanding to multi-site operations extending over two states."
by Joe Freeman (concurrent session)

12:00-1:15 Lunch on your own

Marketing & Managing

1:15-2:15 Marketing in the Virtual World:
Roadside Advertising in a Digital Age
Dr. John McGee, VT

2:15-3:00 Viral Marketing (Social Media)
What Could IT Do for YOU?
Sue Bostic, Joe's Trees

(Bring in 5-10 farm pictures on memory stick or flash drive for use in setting up your farm face book page– Assistance will be available)

3:00– 3:30 Break

3:30– 4:30 Managing the Business through Ups & Downs by *Dr. Alex White, VA Tech*

4:30 Depart for Nursery Tours and BBQ

Friday, August 27

Diseases, Bugs, & Wheels

8:30-9:30 Christmas Tree Pathology Update
Norman Dart, VDACS, Plant Pathologist

9:30-11:00 Participatory Wreath Making
Workshop by *Joe Freeman (concurrent session)*
(bring your own clippers)

9:30-10:30 Pesticides/Insect Pest Updates
Eric Day, VA Tech Entomology Dept.
(concurrent session)

10:30-11:00 Break Visit with Exhibitors

11:00-12:00 Farm Tractors & ATV Safety
Anthony Mills, safety trainer, VA Tech
Fire Extinguisher Simulation–
Hands on training following the session
Set-up in Parking Lot following session
(concurrent session)

11:00-12:00 – Wreath Challenge (concurrent session)

12:00-1:00 Lunch on your own

1:00– 1:45 Canaan Fir: "The Good the Bad, and the Ugly"
John Carroll, presenting information from Dr. Randall Heiligmann, Ohio State University

2:00-2:30 Break Visit with Exhibitors

2:30 - 4:00 Annual Business Session

- National Updates, John Carroll
- Check off & Trees for Troops
- Strategic Plan
- Strategic Marketing Plan
- 2009 VCTGA Survey, John Ensor
- Mount Rogers Update
- Membership Report
- Election of officers
- Scholarship Fund

4:00-5:00 – Refreshments & Auction Benefiting the VCTGA Scholarship Fund

Friday, August 25 Banquet

6:00 pm Annual Meeting Banquet Buffet (\$25)
Waynesboro Country Club
Recognition of Tree & Wreath Contest Winners



The Honorable Todd Haymore, Secretary of Agriculture and Forestry, (Invited)
Jeff Ishee, Host of On The Farm Radio, Guest (Invited)

Speakers Bio and Info

John M. Carroll received a B.S. in Forestry and Wildlife from Virginia Tech. He has worked for the Va Dept of Forestry from 1978-present. His current position is Deputy State Forester. He is co-owner of Claybrooke Farm with his wife, Virginia, growing Christmas trees, timber, nursery stock and pumpkins. They have been in the Christmas tree business for 26 years.

Joe Freeman – owner/operator of Mistletoe Meadows which prides itself on producing high-quality, dense, farm-grown Fraser Fir trees as well as White Pines, Spruce and Leyland Cypress trees.

In 2007, they were selected the Grand Champion Tree Grower by the National Christmas Tree Association (NCTA) and provided the tree for the Blue Room of the White House.

Joe graduated in 1985 from N.C. State University in Raleigh with a B.S. in Fisheries and Wildlife Sciences and worked for several years with the N.C. 4-H Camping Program. He then decided to jump into North Carolina Christmas trees as a full-time occupation by first working as a crew member for a tree grower in Ashe County. In 1988 at age 27, Joe "branched out" on his own, planted his first acre in Ashe County, and began Mistletoe Meadows farm. Today, the farm has grown from a one-man operation into a multifaceted business. Although Mistletoe Meadows remains a small farm by industry standards, it has grown to include 130 acres in Ashe County, a plantation of Fraser Firs in Virginia. For more details go to: www.mistletoemeadows.com

Dr. John McGee serves as the Virginia Geospatial Extension Specialist and state coordinator for VirginiaView in the Department of Forest Resources and Environmental Conservation at Virginia Tech.

Advances in technology are resulting in a revolution in advertising. Location and place-based services, made possible through the use of global positioning system (GPS) devices (including both portable and in-dash car navigation systems) can be used to geographically connect potential consumers with nearby businesses. When accessed over the Internet via Smartphone devices (iPhone, etc.), GPS applications provide a technical bridge, linking potential (and often mobile) customers with nearby businesses and specific products. Likewise, business owners are also able to target and "reach out" to potential customers through the use of virtual coupons and other marketing techniques. This presentation will provide an overview of the power of location-based services and other internet marketing tools.

Kyle Peer – is the Superintendent of the Reynolds Homestead AREC in Southwest Virginia. He received his M.S. in Forestry in 1997 at the University of Maine. He is also the extension specialist for Christmas trees for the state of Virginia. His duties include providing

information to the Christmas tree growers of Virginia in the form of workshops, publications and meetings and he sits on the board of the VCTGA as their educational advisor. Kyle also conducts research on tree production at the AREC.

Matthew Yancey, as an Extension agent, he provides non-biased research-based information related to natural resources. Focus areas include forest landowner education, logger and forester education, and development and sustainability of profitable forestry and agriculture enterprises in northwestern Virginia.

Mr. Yancey will describe different enterprises that can be derived from your woodlot that can add additional saleable products to your Christmas tree operation. Items such as shiitake mushrooms, decorative items, medicinal or edible plants will all be covered. He will also talk about current and future markets for those really tall plants growing in the woodlot!

Norman Dart is a graduate of the Washington State University Plant Pathology Department where he studied root diseases of Christmas trees. He joined the VDACS' Office of Plant & Pest Services as the State Plant Pathologist in June 2009. Prior to this, Norm worked at the State Plant Pathologist for West Virginia. He started his career serving the green industry as a research and extension specialist focusing on Sudden Oak Death (*Phytophthora ramorum*) for Washington State University. In Washington, he became highly involved in conducting research on *Phytophthora* in nursery systems.

Sue Bostic – Past President of the VCTGA, has been operating Joe's Trees since 1988 and has worked to utilize all available resources of information and technology to enhance her father's business including production, BMP's, public relations and marketing to expand her customer base.

Dr. Alex White is an Instructor at VA Tech in the Dept of Agricultural & Applied Economics and has spoken at previous VCTGA events and is returning by popular demand. He works with many agriculture commodity groups to develop marketing plans and financial management techniques to maximize profitability.

Eric Day manages the Insect Identification Laboratory in the Department of Entomology at Virginia Tech. He receives and identifies approximately 1700 insects per year, most of which arrive in the summer. In addition he coordinates exotic pest surveys with APHIS/PPQ and provide input to the NAPIS data base. He also manages Common Insect and Mite Pests of Christmas Trees website – an ongoing project providing scouting, identification, and control information to Christmas tree growers regarding insect and mite pests.

Anthony Mills is the Training Programs Coordinator at Virginia Tech and works with faculty and staff training as well as industry training to extension.