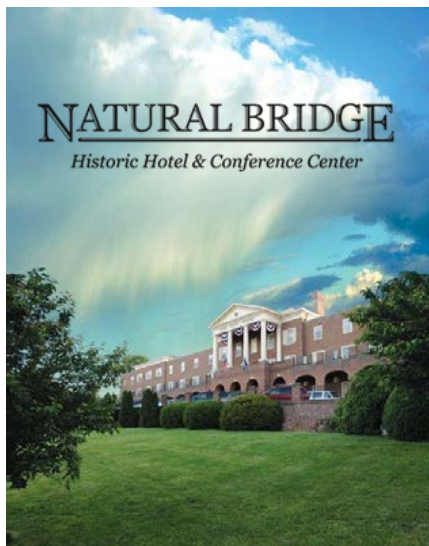


Annual Meeting, Conference & Farm Tour



June 8, 2018

Invitation to Exhibit Your Products and Services and/or Sponsor

The Virginia Christmas Tree Growers Association will hold its Annual Meeting on August 9-11, 2018 at the newly renovated Natural Bridge Historic Hotel and Conference Center. You are cordially invited to participate with an exhibit, and have an optional sponsorship!

An Awards Luncheon will be on Friday August 10, 2018 with keynote speaker Bettina Ring, Virginia Secretary of Agriculture & Forestry. Our auction to fund scholarships is part of the meeting in the afternoon and **we are accepting donations of materials or gift certificates for the auction.** We hope you choose to join us.

The VCTGA Annual Meeting will provide education and social events for everyone. Exhibit space is available for \$75 per location per company. Extra tables are available for \$50 each. Vendors may set up on Wednesday, the 8th after 2:00 pm. All vendor items are left out on display during each day, all day. Vendors will need to have all items packed up by 8 a.m. Saturday morning, August 11.

We want to showcase your products and services! Please join us and exhibit your new and innovative products for the Christmas tree industry!

Please mail in your vendor application and payment promptly. **Also, when making your hotel reservations,** please be sure to tell them you are attending the Virginia Christmas Tree Growers event to receive your discount, **by July 9.**

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Gregson".

Jeff Gregson, President, VCTGA

Enclosure: Exhibitor Registration Program

Program Agenda (subject to change)



383 Coal Hollow Rd, Christiansburg, VA 24073-6721
Ph: 540-382-7310 Fax: 540-382-2716 secretary@VirginiaChristmasTrees.org

Be a Conference Sponsor!

We believe our annual meeting provides an excellent opportunity for your company and its representatives to interact with our members and guests to showcase your products and services.

Your \$250 Spruce Sponsorship with the following benefits:

- A quarter page advertisement in our fall newsletter
- Listing in the annual meeting program
- Sponsors announced during the meeting
- Space at the sponsor's table for your catalog or literature

The \$500 Fir Sponsorships, that include a **full** page advertisement in our fall newsletter, along with the other three benefits mentioned above.

Send us a print quality copy of your logo to use for our signage. We look forward to working with you and hope to hear from you soon. For your convenience, enclosed is a sponsorship form. Please do not hesitate to contact me with any questions.

Please mail your check to:
Jeff Miller, Executive Secretary
Virginia Christmas Tree Growers Association
383 Coal Valley Road
Christiansburg, VA 24073-6721

Sincerely,

Greg Lemmer, Past President
28 Bittersweet Road
Lexington, VA 24450
540-460-1677
lemmergg@gmail.com



Meeting & Hotel Information

Natural Bridge Historic Hotel and Conference Center

15 Appledore Ln
Natural Bridge VA 24578
(I-81 Exit 175 from the South, Exit 180 from the North)

ASK for VCTGA Special Rates
(540) 291-2121

**Hotel Reservation Deadline:
Wednesday, 8/1/2018**



2018 Annual Meeting Vendor/Exhibitor Registration Form

August 9-11, 2018

Name:				
Additional Name(s):				
Business Name:				
Business Address:				
City:	State:	Zip Code:		
Phone Number:				
E-mail:				
Events or Function	How Many?	Fee		Total
Exhibitor Registration Fee (Includes one 6' table, two chairs) <i>meals not included</i>		\$75		
Each extra table		\$50		
Thursday Lunch		\$22		
Thursday Social & Dinner McCormick Farm, Raphine		25		
Friday Luncheon and Awards		\$29		
Farm Tour		\$15		
Late registration fee after July 31, 2018		\$20.00		
GRAND TOTAL				

Please *promptly* mail in your payment and vendor registration form.

Make checks payable to: **VCTGA**

Mail checks to: VCTGA
383 Coal Hollow Rd
Christiansburg, VA 24073-6721

To be a Sponsor of this event, contact:
 Greg Lemmer
lemmergg@gmail.com (540) 460-1677

Donations items for the 2018 Scholarship Fund Auction

Please list item(s) you are donating to our annual auction
or Contact Robert O'Keeffe 540-580-3528 rifton@swva.net



Annual Meeting, Conference and Farm Tour

Wednesday, August 8

4-7 pm. Board Meeting and Dinner
7 pm Auction and Vendor Setup

Thursday, August 9

8-11:30 am – Vendor Set Up
9-11:30 am - Tree and Wreath
Contest Entries

Morning Pre-Conference Workshops

10:00-11:30 am - **Controlling Grass and Weeds in Christmas Tree Plantations**, Kyle Peer, Virginia Tech
10:00-11:30 am - **Wreath Workshop** by Tommy Naylor. Bring your hand clippers. Greenery and wreath rings provided.

Noon Lunch

(provided with registration)

Afternoon Program

1:00 pm - **Welcome** by Jeff Gregson, VCTGA President
1:10 pm – **Introduction of Afternoon Program and Evening Activities**, John Carroll, VCTGA Vice President
1:15-2:00 pm **The Impact of Our Last Sales Season: Adapting to the Tree Shortage and Being Positive with Our Customers and The Media:** Della Deal, Steve Rhoades, Ryan Clouse
2:00-3:00 pm **Species Selection for Virginia Growers, True firs, Spruces and Pines:** Dr. Rick Bates, Penn State
3:00-3:30 pm **Break with Exhibitors**
3:30- 4:30 pm - **VCTGA Business Meeting:** Election of Officers and Board Members, Industry Updates
5:45- 8:00 pm **An Evening at McCormick Farm:** Beautiful Historic Farm, Relaxing Social, Casual Dress Farm Dinner catered by Wades Grocery and Deli of Staunton
(provided with full registration)

Friday, August 10

8:30-9:15 am - **My First Sales Season: Lessons Learned:** Robert and Cecille Mc Dowell, Laura Wolfe, Eddie Seaman
9:15- 10:15 am - **Post-Harvest Needle Retention/Freshness and Why It's Important:** Dr. Rick Bates, Penn

Received by VCTGA ____/____2017, check number _____, TOTAL AMOUNT _____

State

10:15- 10:30 am **Break**

with Exhibitors

10:30 -11:30 am - **Featured Farm Business: Mistletoe Meadows Farm and Nursery:** *Joe Freeman, Laurel Springs, NC*

11:45am -1:15 **Awards Luncheon** (provided with full registration)

The

Honorable Bettina Ring, Secretary of Agriculture and Forestry, Guest Speaker

1:30 -2:15 pm - **Tree Farm Expansion to Multi Season Crops:**

Bill and Mary Apperson, Mill Farm, Williamsburg

2:15- 2:45 pm **Alternative Farm**

Income Panel: - *Cheryl Green,*

Jeff Gregson, Virginia Carroll

2:45- 3:30 pm - **Capital Gains Treatment for Christmas Tree**

Income; Employment Rules and Regs: *Raetz and Hawkins Certified Public Accountants, Lexington*

3:30 -5:30 **Break and Social Followed by Our Annual Scholarship Auction:** *Danny Neel, Auctioneer*

Dinner on your own

(Hotel Seafood

Buffet for \$37.95

Make Your Own Reservations

Directly with the Natural Bridge

Hotel at (540) 291-2121.

(Other local restaurants are available)

Saturday, August 11

Farm Tour

9:00 am-1:00 pm **Tour Hidden Fields Farm, Covington, Virginia** *Robert and Cecille McDowell, Owners*

One of Virginia's Newest Choose and Cut Farms!

(Boxed Lunch provided with full registration)

(Program Subject to Change)

Keynote Speaker - Rick Bates

Dr. Rick Bates is a Professor of Horticulture in Penn State University's Department of Plant Science. He received his Ph.D. in horticulture from Virginia Tech, and his B.S. and M. S. in horticulture from West Virginia University. Rick worked as a county extension agent in Ohio and Virginia and as an Assistant Professor at Montana State University prior to coming to Penn State. Since arriving at Penn State in 2000, his research has focused on developing innovative approaches to plant production systems and development of plant varieties exhibiting improved pest resistance and adaptability.

Rick's extension responsibilities include the development of educational programs in support of Pennsylvania's woody ornamental industry. The primary goal of his research program is to enhance the profitability and competitiveness of the nursery and Christmas tree industry in Pennsylvania, and the U.S. He is currently working on projects relating to Nordmann and Turkish fir evaluation, Douglas-fir resistance to Rhabdochline needle cast, and Canaan fir improvement.

