

**North Carolina Christmas Tree Association  
Winter Meeting and Trade Show 2010  
Boone United Methodist Church  
Boone, NC**

**Friday, March 5, 2010**

- 8:00 am - Registration Opens  
8:40 am - Welcome and Early Registration Cash Prize (Name Drawn must be present to win),  
Jack Wiseman, Jr. Presiding  
8:50 am - NCCTA Business Meeting and Board of Directors/Fraser Fir Promotional  
Committee Report - President Charles Fowler Presiding  
10:15 am - Exhibitor Introductions and Sponsor Recognition – Jack Wiseman, Jr.  
Trade Show Opens / Refreshment Break with Exhibitors  
11:10 am - International Christmas Tree Research and Extension Conference - Jeff Owen,  
NCSU, Brian Davis, NCSU  
11:40 am – Controlled Release Nitrogen Fertilizer – BJ Bilas, Crop Protection Services  
12:00 pm - Lunch in Exhibit Hall  
1:00 pm - Soil Science - Dr. Ron Gehl, NCSU Fletcher  
1:30 pm - 2010 NCTA Convention - Ellen Church & Pam Helmsing  
2:00 pm - 2009 Round Up Trial - Jeff Owen, NCSU, Brian Davis NCSU  
2:30 pm - GIC – Dennis Niemeyer, NC GIC President  
2:45 pm - Visit With Exhibitors  
3:30-4:30 pm – Break-out Sessions: Major Growers, Choose & Cut, and Wholesale Growers/Retailer  
Meeting, Allied Business Meeting
- 6:00 – 7:00 pm - Social Hour and Wine Tasting – Boone Moose Lodge on Deerfield Road in Boone  
7:00 pm – Catered Dinner with Live Entertainment Immediately following – Crossroads

**Saturday, March 6, 2010**

- 8:00am - Registration Opens  
8:00am to 8:45 AM – Coffee with Exhibitors  
8:30am - How Green Are Your Trees? - Jill Sidebottom, NCSU  
9:00 pm - Marketing Report - Bill Glenn, Marketing Specialist, NCDA&CS  
9:30am - Break & Visit with Exhibitors  
10:15 am – Regional Marketing Panel – Bill Glenn, Marketing Specialist, NCDA&CS, Panel Moderator  
11:00 am – Understanding Highway Regulations - State Highway Patrol  
12:00 pm - Lunch & Visit with Exhibitors  
1:30 pm – Introduction To Social Media – Julie Hayes  
1:45 pm - Choose One to attend:  
    A: Sales Tax – Johnson Price and Sprinkle  
    B: Collections – Gary Kester, VeriCore, LLC  
2:15 pm - Choose One to attend:  
    A: Implications of the Recession for Farmers - Brett Crosby  
    B: Top Ten Tips for Growing Your Choose and Cut Business - Stacy Thomas,  
    Tourism Extension, NCSU  
3:00 pm – Closing Comments  
Adjourn