



2012 North Carolina Christmas Tree Association Winter Meeting & Trade Show
Boone United Methodist Church, Boone, NC

Thursday, March 1, 2012

8:00am – NCCTA BOD/FFPC meeting

10:30am – Registration Opens, Trade Show opens

11:00am - Early Registration Cash Prize (Name Drawn must be present to win)

12:00pm - Lunch in Exhibit Hall

1:00pm – Welcome – Rodney Buchanan, First Vice President

1:05pm – NCCTA Business Meeting and Board of Directors/Fraser Fir Promotional Committee Report - Jack Wiseman Jr., President

1:40pm – The Beginning of a Plan: IPM Certification – Jill Sidebottom & Charles Fowler

2:10pm – Recap: Creating Stable & Sustainable Markets for NC Fraser Fir – Jennifer Greene, Executive Director

2:25pm - Getting the Most Bang for Your Insecticide Buck: controlling post-harvest pests, changes to pesticide labels, latest pest control results, and different scenarios for pest control – Jill Sidebottom, Doug Hundley, & Brad Edwards

1 hour of pesticide credit in categories GLNODX

3:10pm – Exhibitor Introductions and Sponsor Recognition – Jack Wiseman, Jr.

3:20pm - Visit With Exhibitors/Refreshment Break/Raffle Drawing

4:00-5:00pm – Break-out Sessions:

Major Growers

Choose & Cut

Wholesale Growers/Retailer

Allied Business Meeting

6:00-7:00pm - Social Hour and hors d'oeuvres – Appalachian Ski Mountain, Blowing Rock

7:00pm - Dinner, Live Entertainment - Appalachian Ski Mountain, Blowing Rock

Soul Benefactor will provide live entertainment

Friday, March 2, 2012

8:00am - Registration Opens, Coffee with Exhibitors

8:30am – Scion Age Effects on the Marketability of Fraser Fir Grafts as Christmas Trees – Dr. John Frampton, Dr. Eric Hinesley and Buddy Deal

9:15pm – Regional Marketing Panel – Bill Glenn, Marketing Specialist, NCDA&CS, Panel Moderator

9:55am – Visit With Exhibitors/Refreshment Break/Raffle Drawing

10:40am – Managing Your “Other” Trees: Timber Prices, Markets, & Forest Products – Jim Hamilton

11:15am – Your Non-profit Association – Linda Slade, Executive Director, High Country United Way & Todd Mortenson, Appalachian & the Community Together

12:00pm - Lunch & Visit with Exhibitors

1:00pm – Choose One to attend:

A: The title would be: Business Succession and Estate Planning: Ensuring the Security of Your Family – Dan Klinedinst, Boone Lawyer

B: Quickbooks for your Business – Rhea Hollars, CPA

1:45pm - Choose One to attend:

A: Trade Shows: Maximizing Your Investment - Jerry Moody

B: Social Media for Small Business: Start Up Strategies for Success - Dr. Thomas Mueller, Appalachian State University

C. Chainsaw Marketing – Jeff Owen, Area Forestry Extension Specialist, Christmas Trees, NCSU

2:00pm - Visit With Exhibitors/Refreshment Break/ Grand Prize Raffle Winner Announced

2:45pm – Fraser Fir Tissue Analysis - Ca and P Assessment – Brenda Cleveland, NCDA&CS Agronomic Division

3:05pm - Tough Weeds: Alternative suppression strategies – Jeff Owen, Area Forestry Extension Specialist, Christmas Trees, NCSU

1 hour of pesticide credit in categories GLNODX

4:00pm – Final Comments - Rodney Buchanan, First Vice President