



# Meeting Agenda – Meadowbrook Inn, Blowing Rock

## Thursday, February 21, 2019

8:00am	Registration Opens/Coffee with Exhibitors
8:30am	Welcome and Early Registration Cash Prize (Name Drawn must be present to win)
8:35am	<b>DOL Wage &amp; Hour and Compliance Audits: What you need to know – Nathan Huff, Phelps Dunbar, Raleigh, NC</b>
9:35am	<b>Elongate Hemlock Scale Shipping Update – Joy Goforth, Phil Wilson, Chad Taylor - NCDA&amp;CS, Plant Industry Division</b>
10:05am	Announcements & Exhibitor introduction and sponsor recognition
10:20am	Visit With Exhibitors/Refreshment Break
11:00am	<b>Elongate Hemlock Scale Host Study Evaluation Update – Dr. Jill Sidebottom, NCSU and Dr. Adam Dale, University of Florida</b> <i>*pesticide credits available</i>
12:00pm	Lunch/Visit With Exhibitors
1:00pm	<b>NCCTA Business Meeting - Board of Directors &amp; Fraser Fir Promotional Committee Reports</b>
2:15pm	NCCTA Awards Presentation
2:30pm	<b>Glyphosate Resistant Weed Management – Jeff Owen &amp; Dr. Joe Neal</b> <i>*pesticide credits available</i>
3:30pm	Visit With Exhibitors/Refreshment Break
4:15pm	<b>Break-out Sessions: Major Growers (Highlands Room), Wholesalers/Retailers (Lounge), Choose &amp; Cut (River Room), Allied Businesses (Exhibit Hall/Ballroom)</b>
5:15pm	Adjourn
5:15pm – 6:15pm	Social Hour – Cash bar & live music - @ The Meadowbrook Inn, Lounge & River Room
6:15pm	Dinner served - @ The Meadowbrook Inn, River Room - Live music until about 7:30pm

## Friday, February 22, 2019

8:00am	Registration Opens/Coffee with Exhibitors
8:30am	<b>Christmas Tree Promotion Board (Checkoff) Update</b>
9:30am	<b>Real Tree Vs. Fake Tree Market Share: Why Consumers Learned to Love Fake Trees – A grower prospective based on facts – Presented by Amber Scott</b>
9:45am	<b>White House Christmas Tree Recap – Larry Smith &amp; Jennifer Greene</b>
10:20am	Visit With Exhibitors/Refreshment Break
11:00am	<b>The Role of Soilless Substrates in Containerized Tree Seedling Production - Dr. Brian E. Jackson, Associate Professor, NC State University</b>
11:45pm	Lunch/Visit With Exhibitors – Vendor Raffle drawings - Cash Plus Raffle Drawing
1:00pm	<b>Fraser Fir Somatic Embryogenesis and CRISPR Research - John Frampton &amp; Jack Wang</b>
1:45pm – 2:35pm	<b>Grower Panel: What Lies Ahead, The Future Supply of Christmas Trees - Hear from a major seed distributor, seedling producers and other growers from North Carolina and around the country.</b>
2:35pm	<b>Postharvest Research – Jeff Owen</b>
3:25pm	Adjourn