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Winter Convention and Trade Show

January 21, 2012

The Plaza Hotel, Wausau

Meet up with other Christmas tree growers and industry suppliers at this year's one day convention. We'll have a social time with pizza on Friday night, and then will have all seminars on Saturday. We hope this will give you an opportunity to be there for the "important stuff". Read through this mailing to find out more.

- Chairpersons** Convention: Mike Walsh
Exhibits: Elizabeth Washington
Wreath Contest: TBD
- Location** The Plaza Hotel, 201 N 17th Ave, Wausau, WI 54401 Phone: 1-715-845-4341
Directions to The Plaza:
- Directions** From Hwy 51 coming south take exit 192A. Turn left on WI-52 E, drive about ½ mile. Turn left on 17th Ave. The Plaza is on the right. From Hwy 51 coming north, take exit 192. Merge onto WI-52 E, drive about ¾ mile, Turn left on 17th Ave. The Plaza is on the right.
- Wreath Contest** The wreath contest is open to Full active members. Show what you can do with your skills. Win the Grand Champion ribbon and take a wreath to the Governor and First Lady in December, 2012. Grand Champion winners should plan on having their pictures taken after winners have been announced. Any wreaths left after the convention is over will be disposed of. See the contest rules included with this mailing.
- Buy & Sell Boards** Bulletin boards will be available for posting by WCTPA members only: (1) buy & sell items, (2) trees for sale, (3) nursery stock for sale. Pictures are welcome, but please remove them by the end of the meeting if you want to keep them.
- Tree Injury Problems?** Bring along tree specimens if you want to talk with DATCP Pest Specialists about problems you are having. They can help identify the problem.
- Photographs** Please be aware that while attending a WCTPA convention, your picture and/or video may be taken and used in our Quarterly Journal, on our website, or in news media, without your expressed permission or compensation to you.
- Meals** The hotel offers a complimentary breakfast buffet with your stay which includes a variety of breakfast items.

Saturday Luncheon: Roast beef, Roast pork, whipped potatoes, gravy, chef's choice seasonal vegetable, mixed baby greens salad and a roll basket, coffee, milk, iced tea.

2012 Winter Convention Program and Speakers

Friday, Jan. 20

12:00 pm Board of Directors meeting
 2:00 - 5:00 Exhibit set-up
 5:00 Social time with pizza, Pool area

Saturday, Jan. 21

7:00 am Exhibit Set-up
 8:00 Convention Registration opens; Enter wreaths into contest; Exhibits open
 10:00 “Reducing Needle Loss - A Key to Improving the Quality of Cut Christmas Trees”, Gary Chastagner
 11:00 “Marketing Trends in the Christmas Tree Industry”, Jerry Peterson
 11:00 Wreath Contest opens
 12:00 pm Luncheon

1:30 Root rot survey update, Anette Phibbs; WI DATCP
 “Strategies to Minimize Losses Caused by Phytophthora Root Rot”, Gary Chastagner
 1:30 “Being Creative with Fireside & Porch Baskets and Other Decorative Items”, Jon Schultz
 2:30 Last chance to visit exhibits.
 3:00 Wreath contest closes, turn in ballots.
 3:00 Semi-annual business meeting; NCTA report, other committee reports, announce wreath contest winners, draw door prize winners.

SPEAKERS

Gary Chastagner, Plant Pathologist & Extension Specialist, Washington State University

“Reducing Needle Loss - A Key to Improving the Quality of Cut Christmas Trees” and “Strategies to Minimize Losses Caused by Phytophthora Root Rot”

Dr. Gary Chastagner is a professor of plant pathology at Washington State University, where he has worked since 1978. He received his Ph.D. in plant pathology from the University of California-Davis in 1976. He works at Washington State University Research and Extension Center, near Puyallup, WA where he leads an internationally recognized research and extension program dealing with the management of diseases on ornamental bulb crops and Christmas trees, management of sudden oak death, and factors that affect the postharvest quality and safety of cut Christmas Trees. He is a frequent speaker at regional, national, and international Christmas tree conferences. Dr. Chastagner is the editor of an award winning Christmas Tree Disease, Insect, & Disorder Identification and Management manual, he co-founded the International Christmas Tree Research and Extension Conference, serves on the National Christmas Tree Association (NCTA) Research Advisory Committee and is a technical representative relating to disease and pest issues on exported Christmas trees to the North American Plant Protection Organization. He has been awarded the Pacific Northwest Christmas Tree Association (PNWCTA)

President’s Appreciation Award (2003), the PNWCTA’s Barney Douglass Research Award (2005), the NCTA’s Outstanding Service Award (2010), and the American Phytopathological Society’s Excellence in Extension Award (2011).

Jerry Peterson, Peterson’s Riverview Nursery, Allegan MI

“Marketing Trends in the Christmas Tree Industry”

Peterson’s Riverview Nursery, LLC is owned and operated by Jerry Peterson and his son Josh Peterson. Jerry founded the nursery in 1993 after years of working in the nursery business with different companies. With his agricultural degree from Purdue University, Jerry has worked with and grown nursery stock for over 30 years. Jerry will discuss what he has observed about trends in the Christmas tree industry.

Jon Schultz, Northwoods Evergreen & Wire Company, Merrill WI

“Being Creative with Fireside & Porch Baskets and Other Decorative Items”

Northwoods Evergreen and Wire Co. was founded in 1971. Jon has won numerous state wreath contests, most recently in 2011. He has also entered the National contest. Come learn some fun information about creating fireside & porch baskets as well as other decorative items from him at the seminar.

Wreath Contest Rules - 2012

Wisconsin Christmas Tree Producers Association, Inc.

By action of the WCTPA Board of Directors, the following rules will govern the operation of the wreath contest.

- 1) Contest open only to full active members of WCTPA. (Full active members are those members who are in good standing with their dues paid for the current fiscal year.)
- 2) Judging will be by membership only, with each full active membership entitled to one (1) vote for the wreath of their choice in each class and one (1) vote for Grand Champion wreath in the undecorated class and one (1) vote for the Grand Champion wreath in the decorated class.
- 3) No names will be visible on the wreaths.
- 4) All wreaths must be made on a 12 inch ring of natural conifer greens grown in Wisconsin.
- 5) Wreaths must be in place by 11:00 a.m. on the first day of the convention. Wreaths brought in after 11:00 a.m. will be displayed. However, judging will not be delayed to accommodate these wreaths.
- 6) Members may enter as many classes as they wish but not more than one (1) wreath per class.
- 7) The classes of wreaths are: 1) Balsam fir, 2) Fraser fir, 3) Spruce, 4) Pine, 5) Other Species, 6) Mixed Greens, 7) Decorated. (Two other classes, which are 8) Douglas Fir and 9) Noble Fir, are also allowed if you get your boughs from a Wisconsin grown tree.)
- 8) There will be a 1st, 2nd, and 3rd place in each class. There will be a Grand Champion of undecorated wreaths and a Grand Champion of decorated wreaths. The Grand Champion winners along with 1st, 2nd and 3rd place finishers will receive a ribbon. All other entries (4th place and after) will not receive a ribbon.
- 9) The winners of the Grand Champion wreaths must also agree to represent WCTPA in the NCTA wreath contest.

In the event the WCTPA Grand Champion winner is not a member of the NCTA or if NCTA rules otherwise would make such a winner ineligible for competing in the NCTA contest, the WCTPA member with the next highest vote who is a member of NCTA in compliance with the NCTA rules will represent the WCTPA in the NCTA wreath contest.

In the event the same grower wins the same WCTPA Grand Champion award both years, the second place winner of the Grand Champion wreath for the second year, will be eligible to enter a wreath in the National contest.

- 10) The wreath contest chairperson(s) and the WCTPA Executive Committee will have the final decision if there is any doubt to the species and/or variety of greens used in the wreath and to solve any other problem that may arise.