



Ph/FAX 608-742-8663 ☎
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December 2011

Dear Exhibitor:

The Annual WCTPA Winter Convention & Trade Show is coming to Wausau on January 21, 2012. The show will be at the Plaza Hotel. Don't miss this opportunity to network with colleagues, see old friends and make new ones.

At our business meeting, we will be giving out door prizes. We will be asking attendees for a donation of \$5 and in return they will receive 3 tickets for the drawing. If you wish to donate a prize for this drawing, please indicate on the registration form.

Please see the following pages for more details, and if you have any questions, contact us at the association office. We hope to see you there!

Merry Christmas & Happy New Year!

Cheryl Nicholson, Executive Secretary
Elizabeth Washington, Administrative Assistant

~~~~~ 2012 Winter Convention Program ~~~~~

**Friday, Jan. 20**

12:00 pm Board of Directors meeting  
2:00 - 5:00 Exhibit set-up  
5:00 Social time with pizza at 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 Chastanger  
11:00 Wreath Contest opens  
11:00 **"Marketing Trends,"** Jerry Peterson  
12:00 pm Awards Luncheon  
1:30 Update on root rot survey, Anette Phibbs, Plant Industry Laboratory; Dept. of Ag, Trade & Consumer Protection  
**"Strategies to Minimize Losses Caused by Phytophthora Root Rot"** Gary Chastanger  
1:30 **"Being Creative with Fireside & Porch Baskets and Other Decorative Items,"** Jon Schultz  
2:40 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 prizes.

## Exhibitor's Information

Winter Convention - January 21, 2012

Convention Chairperson: Mike Walsh; Exhibit Chairperson: Elizabeth Washington

**Location** The Plaza Hotel, 201 N 17th Ave, Wausau, WI 54401  
Phone: 1-715-845-4341

**Directions** From Hwy 51 coming south take exit 192A. Turn left on WI-52 E, drive about ½ mile. Turn left on 17<sup>th</sup> 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 17<sup>th</sup> Ave. The Plaza is on the right.

**Set-up** **Friday**, January 20, 2:00 - 5:00 p.m. or **Saturday**, January 21, 7:00-8:00 a.m. Each booth space will have a covered 8' table and a chair. We do not use piping or drapes.

**Exhibits Open** Saturday 8:00 a.m. - 3:00 p.m.

**Cost** \$175 for a 10' x 10' booth, \$275 for 10' x 20', \$375 for 10' x 30'.

**Table Space Only** If you cannot be there in person, but want to provide catalogs or brochures that will be given out to each farm, you can pay \$50 or in lieu of payment, send a door prize valued at \$75 or more. Send the payment or door prize and catalogs to WCTPA as soon as possible and we will take them to the convention and distribute them for you. (Approximately 75-100 farms attend.)

**Meals** Meal prices are on the registration form. The hotel offers a complimentary breakfast with your stay.  
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.

**Tear Down** Tear down is on Saturday, beginning at 3:00 p.m. Please do not tear down before this time.

**Deadline** Return the registration page and payment by **January 10** to the association office.

**Handout** We will provide a handout to the attendees with your contact information.

**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.

**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.

Wisconsin Christmas Tree Producers Association  
**Exhibitor's Registration Form**  
 Winter Convention, January 21, 2011; Wausau, WI

**Due:  
January 10**

Mail with payment to: WCTPA, W9833 Hogan Rd, Portage, WI 53901-9279.  
 Fax 608-742-8663

Co. Name & Address:

List names of those attending:

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| phone: | email:   |
| fax:   | website: |

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| <b>Exhibitor space:</b> Table Space Only (no attendance) @ \$50 _____ (Send literature right away with payment)<br>10' x 10' is \$175.00 _____ 10' x 20' is \$275.00 _____ 10' x 30' is \$375.00 _____ | \$                     |
| Electricity needed? <b>Yes or No</b>                                                                                                                                                                   |                        |
| Friday night pizza                                                                                                                                                                                     | #      x \$8.00 = \$   |
| Saturday Luncheon                                                                                                                                                                                      | #      x \$ 20.00 = \$ |
| Note: No refunds or credits after Jan. 15. Overpayments are considered a donation                                                                                                                      | <b>TOTAL</b> \$        |

Write a product description as you want it printed on a take home sheet for attendees.

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office use only

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| Rec: | check # | CC |
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To Pay with VISA, Mastercard, or Discover card, fill out the info and fax to 608-742-8663

**Card #** \_\_\_\_\_

Exp. date: \_\_\_\_/\_\_\_\_/\_\_\_\_ 3 digit code \_\_\_\_\_

Name and address on card:

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