



Wisconsin Christmas Tree Producers Association, Inc.  
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## **“From the Ground Up” Winter Convention and Trade Show**

January 25-26, 2019 \* Radisson Hotel, LaCrosse, WI

Join us to meet with fellow Christmas tree growers, listen and learn from seminar speakers and each other, and spend your hard earned money at the vendor booths in the trade show.

- \* Make hotel reservation by Dec. 24
- \* Fill out registration and mail it in by Jan. 5
- \* Call your suppliers and pre-order anything you want them to bring along
- \* Soil properties
- \* Soil and Tissue testing
- \* Chemical use or non-use
- \* Wreath production and decorating
- \* Christmas Tree Promotion Board ad recap
- \* Roundtables to “continue the conversation”

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### **Tentative Program**

#### **Thursday**

1:15- 5:00 pm Board of Directors meeting

1:00- 5:00 Vendor set-up

#### **Friday**

6:30 am Restaurant opens for breakfast

8:00 am Convention Registration opens; Wreath contest set up

8:00 -11 Vendors set up

8:30 Opening remarks and welcome

8:35 Webinar: Bert Cregg on soils

9:45 Seminar: DATCP- EHS and Boxwood blight and other issues

11:00 Vendors open, Wreath Contest judging opens

11:30 Lunch

1:00 Seminar: Steve Rosenthal on chemicals

2:00 Ag Source, Chris Clark, on soil and tissue testing

.....1:00 Concurrent Interactive Wreath Sessions: Tim Zimmerman on History of Wreaths and How to Capitalize Today

.....1:45 Greg Hann on wreath large-scale production issues

.....2:15 Floral Designer Joanne Hosley on custom designs & pricing

3:00- 5:00 Social Hour with vendors; vendor supplied beer/wine

6:00 Banquet and entertainment, 1. Alice in Dairyland, Kaitlyn Riley; 2. How not to do a media interview

#### **Saturday**

6:30 am Restaurant opens, Breakfast on your own

9:00 Vendors open

9:15 Semi-annual business meeting & NCTA report

10:00 CTPB report, Q&A from Marsha Gray

11:00 visit vendors

11:45 Lunch

1:00 Vendors close and tear down

1:00 "Continue the Conversation" at small group discussions with subject experts and multiple topics.

2:00 Continue the conversation with a different topic

2:45 Door prizes, closing remarks

3:00 Convention ends

**“From the Ground Up”  
Winter Convention and Trade Show - Speakers & Presenters  
January 25-26, 2019 \* Radisson Hotel, LaCrosse, WI**

**Hotel Reservations Due by Dec. 24**

Radisson® Hotel La Crosse - radisson.com/lacrossewi; 200 Harborview Plaza, La Crosse, WI, 54601  
Ask for our group (WI Christmas Tre Producers Association) room rate. \$99 for standard King city view, or \$109 for standard 2-Queen river view. **Call (608)784-6680** Mon.-Fri. 9am-5pm; or call Central Reservations line 24 hours a day at **1-800-333-3333**.

**History of Wreaths  
and How to  
Capitalize Today**

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Tim Zimmerman  
President  
Mitchell Metal Products

My presentation is for new or seasoned wreath makers. I will create interest even for those who have been in the wreath industry for a long period by providing some historical background as I work up to what is necessary to start a modern wreath production line.

Tim Zimmerman is president of Mitchell Metal Products (MMP). MMP is comprised of two divisions: Contract Manufacturing and Wreath Rings. Zimmerman started his career at MMP in 1989 when he was hired as the organization’s first outside sales representative for its Contract Manufacturing division. Within a few months he put his childhood experience of making wreaths in his grandparent’s moonlight business to work for the Wreath Ring division. Since 1990 he has been a regular exhibitor at WCTPA trade shows as well as related industry shows across the US, UK and EU. He worked extensively in development of the UK and EU markets for MMP’s wreath ring products. The UK /Europe market is now the company’s second largest export market, trailing only Mexico which is a large market for the company’s Contract Manufacturing division. In 2008 Zimmerman led a successful three-partner buy out of the founding Mitchell family and has served as president since while still heading its business development department. In 2011 MMP was named Merrill Area Chamber of Commerce Business of the Year and also International Supplier of the Year for a large US furniture manufacturer. MMP was the 2017 recipient of the inaugural National Reshoring Award presented by the US-based Reshoring Initiative which recognizes the company with greatest displayed effectiveness at bringing manufacturing contracts back to the United States from off shore sources. Presently the company has been nominated as Wisconsin Manufacturers and Commerce 2018 manufacturer of the year.

Zimmerman is a graduate of Merrill Area High School and holds a BS degree in Quality and Productivity Management. He is active in National Ski Patrol, and moonlights as a brass musician in several area bands.

**Manage and Make a  
Profit on Wreaths**

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Greg Hann  
Hann's Christmas Farm

Greg has owned the business for 20 years and now is producing about 4000 wholesale wreaths a season. He will be discussing how he manages employees and scheduling, how he produces larger quantities of wreaths in a day and how he measures profitability in wreath production.

**Custom Designs and  
Pricing**

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Joanne Hosley  
Floral Designer

Joanne has been in floral design for 45 years. She has owned her own floral shop for many of them. She now works for several different floral shops and enjoys the wide variety of challenges and helping others. She is a vibrant personality combined with knowledge and energy that you will not want to miss . She will speak on custom floral designs and what is trending in the industry. She will also talk about how to price custom pieces so that you are making money.

<p><b>To Weed or Not to Weed – Is That the Question?</b> * Steve Rosenthal T-H Agri-Chemicals</p>	<p>Steve Rosenthal is executive vice-president of TH Agri-chemicals, Plainfield, WI. Steve has been in ag-chemical sales for over 35 years. Steve is familiar with the Christmas tree industry and its unique opportunities. Steve grew Christmas trees and retailed trees in Florida and Chicago for many years. He has been a member of WCTPA since 1981 and has served on the board a number of years. Please feel free to contact him via email at srosenthal@charter.net with any questions.</p>
<p><b>Soil Tips from the Pros at AgSource Laboratories</b> * Christine Clark, CCA AgSource Laboratories</p>	<p>Don't guess, soil test. Come gather tips from AgSource Laboratories staff on how you can easily collect your own soil and tissue samples and then review how to read your recent soil and tissue lab reports and help you meet the nutrient needs of your Christmas trees.</p> <p>Chris Clark is Territory Sales Representative for AgSource Laboratories of Bonduel, WI a soil, plant tissue, water, fertilizer, manure/compost testing lab and an agronomic field staff team providing precision ag and nutrient management planning consulting. Chris is also a Wisconsin Certified Crop Adviser(CCA) and while she travels throughout Wisconsin, Illinois and Michigan she works with a varied group of current and potential customers to take advantage of the variety of services, lab results, and expert AgSource staff to manage and make decisions easier on farm or in Ag business.</p>
<p><b>Understanding soil properties for Christmas trees</b> * Bert Cregg Professor of Horticulture and Forestry Michigan State University</p>	<p>Soil is the ultimate resource that each Christmas tree farm must manage. The better that growers understand the soils on their farm, the better they will be able to choose the appropriate species and optimize fertilization. In this program, Dr. Bert Cregg, Michigan State University, will discuss the key physical and chemical properties of soils and how they impact species choice and nutrition management.</p> <p>Dr. Bert Cregg is a Professor of Horticulture and Forestry at Michigan State University (MSU). Dr. Cregg conducts research and extension programs on physiology and management of trees in nurseries, landscapes and Christmas tree production. He holds a doctorate in Forest Resources from the University of Georgia and was a Research Tree Physiologist for the USDA Forest Service and International Paper before joining the MSU faculty.</p>
<p><b>The Year in Review</b> * Marsha Gray Christmas Tree Promotion Board</p>	<p>This presentation will include a video recap of the 2018 promotion campaign, a brief update on CTPB happenings and time for Q&amp;A.</p>
<p><b>Alice In Dairyland</b> * Kaitlyn Riley</p>	<p>Kaitlyn Riley is serving as the 71st Alice in Dairyland. Riley, from Gays Mills, learned first-hand the passion and work ethic of Wisconsin farmers while growing up on her family's registered Jersey dairy farm. Wanting to share agriculture's story, she studied strategic communications and broadcast journalism at the University of Wisconsin-Madison. Come and enjoy her bubbly personality at our banquet as she tells some stories.</p>
<p><b>What's Bugging You?</b> * Brooke Sanneh Plant Pest and Disease Specialist Christmas Tree Program Manager</p>	<p>Brooke will discuss the recent finds of Elongate Hemlock Scale found on wreath products and what we should do about it (i.e., advice on avoiding the pest / recognizing the pest when they receive it from suppliers; requesting treatment and inspection reports for any material sourced from infested areas; burning, burying or landfilling any out-of-state / suspect material that could be infested with EHS, rather than composting it; encouraging wreath makers to get boughs from local sources). She'll also address any other issues that need attention. Wisconsin Department of Agriculture, Trade and Consumer Protection</p>

<p>Other Notes:</p> <p>Bulletin boards will be available for posting (1) buy &amp; 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.</p> <p>Bring along tree specimens if you want to talk with DATCP Pest Specialists about problems you are having. They can help identify the problem.</p> <p>Please be aware that while attending a WCTPA convention, your picture and/or video may be taken and used in our Quarterly Journal &amp; other media, on our website, or in news media, without your expressed permission or compensation to you.</p>	<p><b>MEALS:</b> Meals included in the registration fee include lunch for 2 days and the Friday banquet.</p> <p>Vendors are allowed to go to the front of the lunch line.</p> <p>FRIDAY lunch: Plated Prosciutto and Mozzarella stuffed Chicken Breast with a roasted red pepper Champagne sauce, Fresh romaine with caesar vinaigrette, Creamy grains with chives, Olive oil glazed broccolini, rolls, milk, coffee, tea.</p> <p>FRIDAY Banquet: <u>Entree choice</u> of Garlic Rubbed Slow Roasted Black Angus Prime Rib with Creamy Horseradish Sauce and Jus OR Toasted Focaccia Encrusted Walleye with a Champagne Beurre Blanc; entree comes with Field greens with apple, red onion, bleu cheese and apple cider vinaigrette, Seasoned Rice Pilaf, Caramelized cauliflower with herbs, rolls, and dessert (Chocolate Tuxedo cake with salted caramel, or Key lime bar in a vanilla pastry crust with sweet mango coulis)</p> <p>SATURDAY lunch: Maple Glazed Smoked Pork Loin with a grain mustard pork jus, Roasted red bliss potatoes, Green beans with pickled red onion, rolls, milk, coffee, tea, Tiramisu with Espresso Anglaise.</p>
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Grand Champion wreath winners should plan on having their pictures taken after winners have been announced. Any wreaths left after the convention will be disposed of. See the contest rules here.

### Wreath Contest Rules - 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. (revised Jan. 2016)

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.
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 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup>

- 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 will be allowed 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 winner of the Grand Champion Decorated wreath will be allowed to provide a similar wreath to the Wisconsin Governor's office in early December and must be a member in good standing in order to represent the WCTPA.
  11. 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.