



Wisconsin Christmas Tree Producers Association, Inc.  
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December 15, 2018

Dear Vendor:

The Annual WCTPA Winter Convention & Trade Show will be held on January 25-26, 2019. We hope that you can join us there and use this opportunity to make some sales and promote your products, network with colleagues, see old friends and make new ones. If you have any questions, contact us at the association office. We hope to see you there!

Cheryl Nicholson, Executive Secretary  
Elizabeth Washington, Administrative Assistant

## 2019 Winter Convention 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

## Vendor Information

Winter Convention - January 25-26, 2019

Convention Chairperson: Greg Hann    Vendor Chairperson: Elizabeth Washington

<b>Location, Hotel</b>	<p><b>Hotel Reservations Due by Dec. 24</b>                  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. <b>Call (608)784-6680</b> Mon.-Fri. 9am-5pm; or call Central Reservations line 24 hours a day at <b>1-800-333-3333</b>.</p>
<b>Booth Cost</b>	<p>\$200 for a 10' x 10' booth, \$325 for 10' x 20', \$450 for 10' x 30'.                  NOTE: Tables are 6' long (not 8'). Each booth space will have a covered table and a chair. We do not use piping or drapes.</p>
<b>Table Space Only</b>	<p>If you cannot be there in person, but want to provide catalogs or brochures that will be given out to each farm, you can do this for a fee of \$60. Send the payment and catalogs/brochures to the WCTPA as soon as possible and we will take them to the convention and distribute them to each member. (Approximately 60-75 needed.)</p>
<b>Deadline</b>	<p><b>Pre-register (in mail) by January 5.</b> We want to get your name on our vendor list to give to attendees and also need to get meals reserved prior to the convention.</p>
<b>Handout</b>	<p>We will provide a handout to the attendees with your contact information.</p>
<b>Sponsor</b>	<p>Sponsorship: Give a Door prize or the following monetary amounts: Gold \$400+; Silver \$300-399; Bronze \$200-299; Friend \$100-199; Wine/beer for social hour _talk to Greg Hann with questions: 608-835-5464; coffee break (\$3 per cup)                  You will be listed in the convention handout, on signs at the event, and in our April Quarterly Journal. We will do "a message from our sponsor" commercials throughout the 2 days.</p>
<b>Set-up</b>	<p><b>Thursday</b> 1:00-5:00 p.m. or <b>Friday</b> 8:30-11 a.m.</p>
<b>Vendors Open</b>	<p><b>Friday, 11 a.m. – 5:00 p.m., Social Hour with Vendors from 3-5 p.m., and open on Saturday, 9a.m. – 1p.m. Tear down can begin at 1.</b></p>
<b>Meals</b>	<p><b>MEALS:</b> Vendors are allowed to go to the front of the lunch line.                  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.                  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)                  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>
<b>Photographs</b>	<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>

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

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<p><b>History of Wreaths and How to Capitalize Today</b>        *        Tim Zimmerman        President        Mitchell Metal Products</p>	<p>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.</p> <p>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.</p> <p>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.</p>
<p><b>Manage and Make a Profit on Wreaths</b>        *        Greg Hann        Hann's Christmas Farm</p>	<p>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.</p>
<p><b>Custom Designs and Pricing</b>        *        Joanne Hosley        Floral Designer</p>	<p>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>

<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>