

Wisconsin Christmas Tree Producers Association
Summer Convention Information for Attendees- Aug. 24-26, 2023

<i>Deadline</i>	Please register (mail postmark or last minute email!) by August 1 so that we can get the meal count in. Late fee will apply after August 1.
<i>Hotels</i>	See information on another page of this mailing
<i>Convention Site</i>	All events will be at Swanson's Evergreen Nursery/Christmas Big Red Barn, W7484 Valerio Road, Niagara, WI 54151.
<i>Tree Contest Setup</i>	We are having the tree contest on Friday. The contest rules are enclosed here. Register for the contests at the main registration table on Friday morning. Wahmhoff Farms from Gobles, Michigan is providing equipment to drill the tree stumps. Thank you to the Wahmhoffs for providing this service for us!
<i>Registration</i>	Please fill out the registration page and mail it back to us with your payment. We will provide you with a name tag and meal tickets.
<i>For The Things That Bug You</i>	Bring in your diseased tree specimens and consult with the experts. Brooke Sanneh or others from WI Dept. of Agriculture, Trade and Consumer Protection and USDA may be available in the vendor area on Friday. USDA will plan to be there for USDA compliance agreements for interstate shipping.
<i>Buy & Sell Boards</i>	Bulletin boards will be available for you, the growers, to post notices of trees or equipment for sale or wanted. Pictures are welcome.
<i>Pre-order your chemicals and supplies</i>	Vendors are open on Thursday and Friday. Call your supplier and place an order so they can bring it with them to the convention for you to pick up.
<i>Questions & Payment Type</i>	If you have questions about any of the convention events, please contact Cheryl at the association office, 608-742-8663. WCTPA accepts cash and checks only. Vendors - some accept credit/debit cards along with checks.
<i>Refreshments</i>	Coffee and treats on Friday & Saturday morning. Water and a variety of cold drinks will be provided each day. Cash bar.
<i>Thursday Night Bean Bag Tournament</i>	It's game time! Enjoy the time to catch up with other growers and vendors. Join the bean bag tournament and enjoy free homemade pizza compliments of Swansons and Pizza Pete. Cash (or sponsored) drinks on site. Prizes for 1st, 2nd, & 3rd winners.
<i>Friday Meals</i>	In the morning, enjoy homemade cinnamon rolls from Storheims Restaurant along with donuts, coffee, & juice. Lunch will be a variety of sub sandwiches, chips, cookies, & beverages while enjoying conversations amongst friends.
<i>Friday Banquet</i>	Social hour starts early. At the banquet, we'll announce the tree contest winners, give out awards, and enjoy a delicious meal catered by Shane Larson BBQ with smoked brisket and chicken, Smashed Baby Red Potatoes, with Roasted Garlic, Macaroni and Cheese, Drunken Bourbon Carrots, Green Bean Almondine, Southwestern Corn, & Fresh Fruit. Cash (or sponsored) bar for beer & soda pop.
<i>Saturday</i>	Donuts and cinnamon rolls with coffee & juice in the morning. Grilling out for lunch.
<i>Photos and Video</i>	Please be aware that photos and/or video may be taken at the convention. The pictures may be used in publications, on social media or websites.

Thursday, August 24

- 12:00 Board Meeting
- 12:00-4:00 Vendors Set Up
- 3:00 Registration Opens
- 3:00-5:30 Vendors Open
- 5:30 Bean Bag Tournament, homemade pizza, & fun

Friday, August 25

- 8:00 Registration Opens
- 8:00-11:30 Tree Contest Entries Register & Set Up
- 8:00 Homemade Cinnamons from Storheims Restaurant
- 8:15 Vendors Open
- 9:00 DATCP Update
- 9:30 CT Promotion Board Update
- 10:00 Break
- 10:15-11:00 Jim Rockis - Genetics 101
- 11:00 - 11:30 Jeff & Joe NRCS - Irrigation
- 11:30-12:00 Jeremy Irish - Fence Programs
- 12:00 Lunch/Visit Vendors - Sub Sandwiches
- 12:00- 2:00 Tree Judging
- 1:30-2:15 Jim Rockis Genetics 102
- 2:15-2:30 Snacks/Drinks for Nursery Tour
- 2:30-4:30 Nursery Tour/ Demos/ Speakers
- 4:30 Annual Meeting
- 4:30-7:30 Boujee Bar Serving Drinks/ visit vendors
- 5:30 Vendors Close
- 6:00-7:30 Banquet - BBQ /Enjoy Boujee Bar/Visiting

Saturday, August 26

- 7:30-8:30 Donut and Cinnamon Rolls and Juice/Coffee
- 8:30-10:00 Seed Orchard Tour/ Wholesale Field/Pumpkin Patch
- 10:00-10:30 Kissing Ball and Wreath Overview - Q&A
- 10:30-11:00 Scott Reuss - Crops and Soils Educator UW - Madison
- 11:00-12:00 Grab Lunch- Grill Out
- 11:30-12:45 Christmas Tree Field Demos- Scott Reuss, Jutek, Planting, Managing
- 1:00-3:30 Agritainment Tours -Gift Shop, Sweet Shop, Barn, Activities Q&A

Speakers – Demos – Tour

Jim Rockis – Reliable Source:
Morgantown, WV

- Genetics 101 & 102
- Recognizing Seed Source, Choosing the Proper Seed, Consistency in Collection and Tracking Seed
- Swanson Balsam Fir Orchard (Tour)

Scott Reuss – Regional Crops/
Soils Educator: Marinette,
Oconto, Langlade & Shawano
Counties

- Nutrition Management Practices
- Weed Control Options
- Chemical Options/ Comparisons – In Field

Jeremy Irish – USDA Deer
Management Program (Fence
Program)

- Program Details
- Requirements, Program Terms, Etc.

Jeff Maroszek / Joe Vanhulle –
NRCS Irrigation Management
Programs

- Cost Sharing Program
- Requirements, Program Terms, Etc.

Nursery Tour- Friday after
Lunch -Wagons to Back Field

Seeds/Plugs (Weyerhaeuser/
IFA)--Frozen (Thaw plants)
to Ground

Mechanical Transplanter 6
row

Bed Preparation

Irrigation Set up

Pre - Emergent Weed
Application --Chemicals
Used- Herbicide/Pesticides

Irrigation Control

- Ranch Systems – Pump Control, Soil Moisture, Rain Gauge, Frost Protection Temperatures, OverHeat Temperatures

Fertilizing

Winterizing

Spring Harvest

- Number of Crew Members
- Wagons, Bin, Tractors, Digger
- Sorting, Root Pruning,

Sizing, Packaging, Cooler
Storage, Shipping

Saturday Tours/Demos

Seed Orchard Talk

- Jim Rockis
- Purpose of the Orchard
- Process to start it
- Layout, grafting, premium selections, time frame

Wholesale Field

Pumpkin Patch

Wreath and Kissing Ball

Overview Q&A

- Explain our process, what works for us
- Pricing of kissing balls, wreaths
- Fraser or Balsam Boughs

Home Farm Field Demos

- Scott Reuss
- Chemical Observations

Jutek 3point sprayer/mower
Demo – Joey

Our Farm Layout

- How it started, lack of inventory, where we are going today

Agri-tainment

Swanson's Big Red Barn
– Christmas Events and
Pumpkin Fest

How we got to where it is
today

Established, Different
Buildings, Additions,
Reindeer, What works and
what doesn't

Sweet Shop, Gift Shop, Barn

Gift Shop- where we get
merchandise, local vendors

Sweet Shop- Menu

Barn – Menu, Santa in Loft
Christmas, Seating for
Pumpkin Fest

Rides, Game Zone, Pedal
Cars, Corn Maze, Jumping
Pillow, Wagon, Other
Activities