

Wisconsin Christmas Tree Producers Association

## Vendor Information - Summer Convention, August 24-26, 2023

Deadline	Please register right away. You will be listed on the association website and vendor handout.
Hotels	List of hotels is on another page in this mailing, or search online
Convention Site & Farm Tour	Vendor setup along with all events will be at Swanson's Evergreen Nursery/ Christmas Big Red Barn, W7484 Valerio Road, Niagara, WI 54151. If you would like to demonstrate anything, contact Joey Swanson at 920-883-7267.
Booth Space	Inside Swanson's shed and in tents: includes 1 chair and 8' table (with table covering) for each space (9' x 10' or larger as space allows). 9' x 10' is \$250      18' x 10' is \$375      27' x 10' is \$500 Outdoor: provide your own set-up (shelter, table, chair, etc.) Cost: \$250 Please note: we don't have a "walk the floor" option, vendors must pay for a booth space in order to attend.
Bring a brochure or catalog for swag bag	We will help you promote your products by distributing your catalog/flyer or promotional item to each farm. It will be included in a swag bag that the attendees will get. We are planning for 80 farms. Bring it along with you to convention, the promotion committee will assemble bags at that time.
Literature Only Option	For those unable to attend in person we have an option for you. For \$75, you may mail us your catalog/flyer and we will give one to each farm in a swag bag. Send literature to the association office with your registration form & payment. We are planning for 80 farms, but you may check with us in late July for the number of handouts needed.
Booth Electricity	There is electricity available. You must bring your own extension cords.
Sponsorship	Anyone who donates \$100 or more will be designated as a sponsor. Please indicate your donation on the registration form. We will recognize you as such on the convention program, on signs, in the WCTPA Quarterly Journal and on our website.
Set-Up	Thursday 12:00 - 3:00 P.M.
Vendors Open	Thursday, 3:00 P.M. - 5:30 P.M. Friday, 8:15 A.M. - 5:30 P.M.
Registration & Meals	Please fill out all applicable lines on the registration form. We will provide you with a name tag & meal tickets. Thursday Night: cash (or sponsored) bar, and free homemade pizza compliments of Swansons and Pizza Pete. Friday Lunch: sub sandwiches, chips, cookies, beverages Friday Evening Banquet 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 bar for beer & soda pop.
All Attendees Pay	When you do mailings to your customers, please remember that anyone who comes to pick up supplies must be registered to attend the convention. This also includes growers who come to sign compliance agreements with DATCP/USDA. We want to be fair to all so please point them to the WCTPA registration desk. Thank you for your cooperation on this.
Questions?	If you have questions about any of the convention events, please contact Cheryl Nicholson at the association office, 608-742-8663.

**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