

Massachusetts Christmas Tree Association www.christmas-trees.org

50th Anniversary Meeting

In Association with the New England Christmas Tree Alliance Biennial Conference

Hosted by Ioka Valley Farm, Hancock, MA

June 26-28, 2008

Thursday, June 26

- 1:00 p.m. - 5:00 p.m. Complete setup; exhibitors arrive and setup
4:00 p.m. - 7:00 p.m. Registration for early arrivals; information tent opens
5:00 p.m. - 7:00 p.m. Visit with exhibitors, bull session, and pizza in exhibitor's tent

Friday, June 27

(Day 1)

- 8:00 a.m. - 10:00 a.m. **Check in/Registration**
Enjoy the Leab Farm (by either an optional tour group or self-guided excursion)
View Uncle Don's Barnyard, the sugaring operation, the strawberry fields, the blueberry bushes, and the Christmas trees. Take in the views and gardens
Juice, coffee, muffins, donuts, fruit
Visit with exhibitors
- 10:00 a.m. - 10:10 a.m. **Welcome** – Introduction of Leab family – Preview of today's program and location of activities
- 10:10 a.m. - 10:50 a.m. **The Leab Family** – Their history and their transition in agriculture from dairy to the present Four Season Agribusiness of Ioka farm
- 10:50 a.m. - 11:50 a.m. **A. Eric Sundback, Renowned WVA Christmas Tree Grower, 3 Time National Grand Champion** – Christmas tree genetics and shearing techniques
B. Gloria Ellsworth, MCTA member, Workshop – Should I buy it or make it?
- 11.50 a.m. - 12:00 p.m. **Announcements** including afternoon speakers and locations
- 12:00 p.m. - 1:00 p.m. **Lunch & Trade Show** - Buffet with a choice of roast beef, turkey, chicken or veggie sandwich or wrap with chips, apple or banana, cookie. **(On site cash sale - \$10.00)**
- 1:05 p.m. - 2:15 p.m. **Dr. Richard Cowles, Associate Agricultural Scientist, Entomology Dept, CT Experiment Station** – problems and controls of insects (Power point presentation on new research)
- 2:15 p.m. - 3:15 p.m. **A. Howard Boyden, OESCO, INC representative** – Calibration, maintenance and trouble shooting of spray equipment
B. Larry Eckhardt, Capital Area AG Consulting Service – Fertilizer and foliage testing trials
C. Gloria Ellsworth, Workshop – Wreath decorating: It is not just Red anymore.
- 3:15 p.m. - 3:45 p.m. **Snack break** in exhibitor tent
- 3:45 p.m. - 4:45 p.m. **A. Larry Eckhardt** – Fertilizer and foliage testing trials
B. Howard Boyden – Calibration, maintenance, and trouble shooting of spray Equipment
C. Gloria Ellsworth – Accessory Sales: Making it simple, interesting, saleable
- 4:45 p.m. - 5:30 p.m. **Exhibitor demonstrations**, field demonstrations, shearing demonstrations, personal consultations by the experts, show and tell including use of tools. Various locations.

5:30 p.m. - 6:30 p.m. **Cheese and crackers** in exhibitor tent

6:30 p.m. **Banquet Dinner – Samuel’s Deli and Catering (Tickets required)**
Locally grown and raised food featuring Ioka grass-fed beef
Socialize. Recognize some key people in MCTA

Saturday, June 28

(Day 2)

7:30 a.m. -8:30 a.m. **Ioka Valley Farm’s Pancake Breakfast** – This is their signature breakfast served family style featuring all you can eat homemade pancakes, waffles, French toast with their own pure maple syrup, applesauce, bacon, sausage. **(Tickets required)**

8:30 a.m. - 9:30 a.m. **Second seating for Ioka Valley Farm’s Pancake Breakfast**

8:00 a.m. - 9:30 a.m. **Trade show opposite breakfast**

8:30 a.m. - 9:30 a.m. **State meetings NH/VT and MCTA**

9:30 a.m. - 9:40 a.m. **Announcements**, Today’s schedule

9:40 a.m. - 11:00a.m. **A. Duane Berkey, Berkey’s Nursery, Spartansburg, PA** – Genetics, nursery business, cultural practices of Christmas trees

B. Gloria Ellsworth, Workshop – S.W.A.G.S. – Simple Ways At Gaining Sales

11:00 a.m. - 12:00 p.m. **A. Dr. John Ahrens, Emeritus Plant Scientist, CT Experiment Station** – Current herbicide practices

B. Ken Warchol, 6th generation beekeeper, apiary inspector, educational expert from Massachusetts – Bees – the life cycle of yellow jackets, hornets, wasps - nesting preference, procedures for control, clothing colors to wear to avoid their contact, and remedies for stings.

C. Gloria Ellsworth, "Shop Talk": Round Table Open Forum to exchange ideas, successes and failures of accessory sales

Water, drinks, & fruit available in Exhibitor Tent

12:00 p.m. - 1:30 p.m. **Exhibitors – Last call**
Lunch (Choice of grinders, pickles, chips, fruit, cookies) **(On site cash sale-\$10.00)**

1:30 p.m. - 2:30 p.m. **A. Laura McDermott, Berry Extension Support Specialist in Eastern NY** - Growing Berry Crops, a Christmas Tree Primer
B. Dr. Cheryl Smith, UNH Extension Professor and Plant Health Specialist - Diseases in Christmas trees which include topics on needle casts, diplodia, root rots, needle rusts, etc. and how to scout, diagnosis, and manage each disease.

2:30 p.m. - 3:30 p.m. **Gregory Ward and Donna Saedi - Ward’s Nursery and Garden Shop** founded in 1957 and located in Great Barrington, MA is a horticultural nursery featuring a huge retail Christmas center.

3:30 p.m. - 4:00 p.m. **Wrap up**, evaluations, 50/50 raffle, door prizes

Pesticide Credits (4 or 5 anticipated)

Agenda subject to minor alterations