

NORTH CAROLINA CHRISTMAS TREE ASSOCIATION

Summer Meeting Conference & Trade Show



FRIDAY, AUGUST 6TH

Shatley Farms, Jefferson

7:30am Registration Opens / Coffee with Exhibitors

8:00am-10:30am NCCTA Tree & Wreath Contest registration and set-up

8:00am-8:50am **Business Meeting**

8:50am-9:00am Welcome / Opening Remarks

9:00am-9:20am Exhibitor Introductions / Sponsor Recognition



9:20am-10:20am Break / Visit with Exhibitors

10:20am-11:05am **Christmas Tree Promotion Board Update** – Marsha Gray

11:05am-11:20pm **Trees For Troops Update** – Rick Dungey

11:20am-11:35 **NCTA Update** – Tim O'Conner

11:35am-1:00pm Lunch / Visit with Exhibitors / Tree & Wreath Contest Voting

1:00pm-2:00pm **Breakout Sessions:** *Choose one to attend*

- A. Major Grower – Rusty Barr, Moderator
- B. Wholesaler/Retailer – Rodney Buchanan, Moderator
- C. Choose & Cut – Buddy Deal, Moderator
- D. Allied Business – Matt Rumfelt, Moderator

2:05pm-2:50pm **Concurrent Sessions:** *Choose one to attend*

- 1. Minimize Taxes & Maximize Profits – Andrew Bosserman, CPA
- 2. Ag Labor: Solutions to the Most Pressing Problems – Brandon Davis & Nathan Huff, Phelps Dunbar LLP

2:50pm-3:35pm Break / Visit with Exhibitors

3:35 pm– 4:40pm **Tree Talk:** *Choose two to attend. Each discussion group is 30 minutes.*

- A. Exotic Fir for production and grafting rootstock
Moderator: Justin Whitehill, NCSU, Genetics
- B. Seedling & transplant supply and planting patterns
Moderators: Evan Van Slooten, Vans Pines Nursery
Karen Temen, Weyerhaeuser
- C. Looking Ahead – Supply, Demand & Market Equilibrium
Moderators: Bob Schaefer, Noble Mountain Tree Farm, Oregon
Cline Church, Cline Church Nursery, NC
Renee Campbell, Wolf Creek Tree Farm & Nursery, NC

4:45pm-5:00pm **NCDA&CS Update** - Sandy Stewart, NCDA&CS, Assistant Commissioner of Ag

5:05pm Closing Remarks

