

NORTH CAROLINA CHRISTMAS TREE ASSOCIATION

Summer Meeting, Trade Show & Farm Tours

NCCTA is pleased to host the 2021 National Christmas Tree Association tree & wreath contests



OVERVIEW OF MEETING EVENTS:

WEDNESDAY, AUGUST 4th

Grandfather Mountain and Blowing Rock via the Blue Ridge Parkway

- Travel the Blue Ridge Parkway to visit the scenic beauty of Grandfather Mountain that towers 5,946 feet above northwest North Carolina. Then stroll through the charming town of Blowing Rock for shopping, local sweets, or a visit to the Blowing Rock Arts & History Museum.



THURSDAY, AUGUST 5th

New River adventure or Appalachian crafting

- Explore the historic and scenic New River with Zaloo's Canoes on a fun and relaxing kayak or canoe adventure
- Experience the fun of making an Appalachian craft at the Florence Thomas School of Art
- NCTA board of director's meeting
- CTPB meeting



FRIDAY, AUGUST 6th

NCCTA Summer Meeting and Trade Show

- NCCTA Summer Meeting and Trade Show at Shatley Farms, Jefferson, NC, featuring speakers, networking, vendors, and trade show
- North Carolina CTA Tree and Wreath Contest at Shatley Farms
- NCTA National Tree and Wreath Contest at Shatley Farms
- Evening social, dinner and awards banquet at Frosty's Choose & Cut, West Jefferson, NC



SATURDAY, AUGUST 7th

Farm Tours

- Choose from 3 scenic tours stopping at Christmas tree farms throughout North Carolina Fraser Fir Country

Special thanks to our meeting hosts:



Visit NCchristmastrees.com for meeting updates

NORTH CAROLINA CHRISTMAS TREE ASSOCIATION

SUMMER MEETING PRE-TOURS



WEDNESDAY, AUGUST 4th

Grandfather Mountain Pre-tour

Tour will depart at 8:00am from Shatley Farms and travel the scenic Blue Ridge Parkway to Grandfather Mountain. Upon arrival, guests will enjoy a guided tour and learn the history of Grandfather Mountain. Lunch is provided and opportunities to visit the wildlife habitats, the famous mile high swinging bridge and the gift shop will be available. Guests will then travel to the charming town of Blowing Rock, a quaint storybook mountain village, truly deserving of the title: "Crown of the Blue Ridge." Tour guests will have one hour and a half to freely stroll the village. There are many unique local shopping venues, delicious restaurants and bars featuring local craft beers, the Blowing Rock Art & History Museum has regional artwork, and the park on Main Street is the perfect place to people-watch and relax. After visiting the town of Blowing Rock guests will travel the Blue Ridge Parkway back to Shatley Farms for an anticipated arrival of 5:00pm. \$65 per person



THURSDAY, AUGUST 5th

New River Kayak/Canoe Adventure

Explore the New River - Go it alone in a sit-on-top kayak or team up with an adventure buddy in a tandem kayak for two or a canoe. This trip will begin at 10:00am and feature a 2-hour adventure on the New River. Book your discounted adventure from this private booking link:

<https://fareharbor.com/embeds/book/zaloos/items/302115/?full-items=yes>

\$41.25 Canoes (2 Passengers) *price reflects discount

\$26.25 Single Kayak (1 Passenger) *price reflects discount

\$33.75 Tandem Kayak (2 Passengers) *price reflects discount

Create an Appalachian Craft

Join the Carolina Star Basket weaving class at the Florence Thomas Art School. The class is 2.5 to 3 hours and the cost is \$45. Signup details will be available soon!



Visit NCchristmastrees.com for meeting updates

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

NORTH CAROLINA CHRISTMAS TREE ASSOCIATION AWARDS BANQUET, SOCIAL & DINNER



FRIDAY, AUGUST 6TH - EVENING

Frosty's Choose & Cut, West Jefferson

Join us for dinner, music, good food, and a relaxing time with friends at Frosty's Choose & Cut Farm as the National Christmas Tree Association and the North Carolina Christmas Tree Association present their annual awards and announce the winners of the tree & wreath contests!



ABOUT FROSTY'S

Frosty's Choose and Cut is the childhood dream of three brothers. Founded when Andrew, Matthew, and Thomas Sexton were all still in school, the business gives the brothers a sense of purpose and accomplishment. The love of Christmas Trees is instilled in the blood of the brothers. They have taken the fourth generation of Sexton's Christmas Tree Farms and the beautiful Fraser Fir into the 21st Century. Frosty's was founded in 2002, Forty-two years after their Great Grandfather planted the first Fraser Fir Christmas Trees.



ABOUT SHATLEY FARMS



We are a high-volume Fraser Fir Christmas Tree and evergreen product supplier located in North Carolina and Virginia. We have been a proven reliable supplier of top-quality Christmas trees and evergreen products, which are shipped fresh, on schedule, and to grade for over 35 years.

With farmland in production in North Carolina and Virginia, Shatley Farms is one of the largest producers of Fraser Fir Christmas Trees in the U.S.



NORTH CAROLINA CHRISTMAS TREE ASSOCIATION

FARM TOURS



Choose one farm tour to attend

SATURDAY, AUGUST 7TH

Farm Tour 1

7:30am-4:30pm

This tour will visit **Bottomley Evergreens** headquarters and greenery manufacturing facility, the largest operation of its kind in NC, a wholesale Christmas tree and pumpkin farm operated by **Wishon Evergreens**, the **NCD&CS Upper Mountain Research Station** which produces the greatest concentration of Christmas tree research at one location on the East Coast, and a tour of Mistletoe Meadows, provider of the 2007 White House Christmas tree.

- At Bottomley Evergreens, we will tour cold storage, manufacturing, and shipping facilities as well as greenery waste utilization and state-of-the-art labor housing.
- At Wishon Evergreens Duncan farm, we will see one of the first installations of permanent deer fencing on an NC Christmas tree farm, a Christmas tree loading yard designed for efficient movement of tractor trailers, a demonstration of unmanned aerial vehicles (drones) used to inventory Christmas trees, and pumpkins grown as an alternative crop.
- At the Upper Mountain Research Station, tour stops will include Fraser fir progeny tests, the next generation Fraser fir seed orchard, glyphosate (Roundup) resistant weed control research, Fraser fir substrate and container seedling research, and a demonstration of an agricultural spray drone.
- The tour will end at Mistletoe Meadows wholesale and choose & cut farm owned and operated by Joe Freeman where Fraser fir production can be seen from sown seed to wholesale shipment.



NORTH CAROLINA CHRISTMAS TREE ASSOCIATION

FARM TOURS



SATURDAY, AUGUST 7TH

Farm Tour 2

7:30am-4:30pm

The tour will begin at **Frosty's Choose & Cut**, one of the largest Choose & Cut farms in NC, owned and operated by brothers who are fourth generation Christmas tree growers. Next stop is **Appalachian Christmas Mountain Farms**, a 100+ acre wholesale Fraser fir farm that has recently added choose & cut to the farm's operations, all while learning to adapt to changing conditions of the land. The tour will progress to **Circle C Choose & Cut farm**, a family farm covering 30+ acres, with a 150 year-old restored farmhouse and a newly restored barn that serves as a wedding and event venue. The tour will then travel to Avery County to visit **Avery Farms**, a 200 year-old farm featuring a variety of U-pick crops, where the Avery family and their friends will treat tour guests to a pig pickin'. Last stop will be a short tour of the **NC Forest Service Linville River Nursery** Fraser fir container seedling nursery in Crossnore.

- At Frosty's Choose & Cut farm, we will see facilities used for a fall pumpkin festival and winter Christmas tree sales. Just one part of a larger wholesale operation, we will hear about the vital and important role that direct marketing can play.
- At Appalachian Christmas Mountain farms we will see a scenic wholesale/choose & cut farm located in Watauga County on the Eastern Continental Divide, owned by large-scale Christmas tree growers. With a prime location just off the main highway, this farm is set perfectly for choose & cut traffic, but the farmers continue to face changing land and climate conditions including phytophthora.
- The Circle C Choose & Cut Farm operated by Dennis Cook and Jim Henson is inside the Boone City limits. They are a linchpin of the local Choose & Cut promotional effort that has created "Choose & Cut Season" between "Leaf" and "Ski" seasons for the booming local tourism industry. Listen to their story and the grower collaboration with the tourism industry.
- Avery Farms has been an industry innovator for a generation and has diversified across multiple crops and different market niches. Learn from one of our industry's giants as Waightstill Avery and his family discuss history of the farm, developing a mail order Christmas tree market, and their version of a Choose & Cut venture.
- NC Forest Service Linville River Nursery has supplied Fraser fir seedlings to NC growers since 1970 -- as bare root seedlings for most of its history, but more recently as container-grown plugs. Recently, local growers and the NCCTA rallied together to save this important industry resource. We will tour their seedling production greenhouse and learn about their tree improvement program.



Trinity Tree Company - Avery Farms



NORTH CAROLINA CHRISTMAS TREE ASSOCIATION

FARM TOURS



SATURDAY, AUGUST 7TH

Farm Tour 3

7:30am-4:30pm

This tour will highlight several farms representing the greatest concentration of Christmas tree farms in any county east of the Rocky Mountains. The first stop will be at **Peak Farms** loading yard owned and operated by Rusty and Beau Estes, suppliers of the 2008 White House Christmas Tree. The next stop will be the largest Christmas tree container seedling and transplant nursery in NC, **Barr Evergreens Nursery** operated by Rusty Barr. Our last stop, **Hart-T Tree Farm**, is both a wholesale Christmas tree farm and retail lot operation that continues to diversify. This tour will traverse scenic roads that wind through the New River Valley.

- a. At Peak Farms, featured stops will include Christmas tree fields from which a national contest winner was harvested, a large wholesale loading yard, a glyphosate resistant weed herbicide trial, and a demonstration of unmanned aerial vehicle (drone) inventory management.
- b. Barr Evergreens nursery presents a diverse array of container crops and best management practices. While Rusty Barr and his team currently produce some of NC's finest Christmas tree seedlings and transplants, the business grew from a "hair-brained idea." Challenge your own perceptions as you view media mixing, container filling, seedling and transplant production, and ornamental nursery production all in one compact facility.
- c. Hart-T Tree Farms have repeatedly broken the bounds with fresh ideas and new markets. See their new Choose & Cut event center, their "Little Saps" online seedling gift enterprise, and Christmas tree fields that reach the horizon. Topics of discussion will include leadership development, dealing with the Department of Labor, controlling cones on Fraser fir Christmas trees, a different weed management study, and the consequences of



Hart • T • Tree
F A R M S

NORTH CAROLINA CHRISTMAS TREE ASSOCIATION

LODGING & TRANSPORTATION



Make Your Hotel Reservations Now

Booking deadline is July 5

NCCTA has room blocks reserved at the following hotels:

- [Holiday Inn Express West Jefferson](#) - To make reservations, call (336) 846-4000. For group rate, make sure the reservation is made under the North Carolina Tree Association Meeting room block. Weekday rate \$99/Weekend rate \$129.
- [Hampton Inn & Suites Boone](#) - To make reservations, call (828) 386-6464. For group rate, make sure the reservation is made under the North Carolina Christmas Tree Association room block. Nightly rate \$164.
- [La Quinta Inn and Suites Boone](#) - To make reservations, call (828) 262-1234. For group rate, make sure the reservation is made under the North Carolina Christmas Tree Association room block. Weekday rate \$96/Weekend rate \$109 (K), Weekday rate \$139/Weekend rate \$149 (QQ).
- [Carolina Mountain Properties & Rentals](#) – Rental Houses – 10% discount offered. Use promo code TREE when booking online or over the phone. If you call, they can help find lodging close to the meeting venue that fits your needs. To make reservations, visit <https://www.carolinamtn.com> or call 1-800-628-2663.
- [Jefferson Landing](#) – Lodge and rental houses – Discount requested. Jefferson Landing has rooms in their lodge as well as several other properties for rent on the grounds. To make reservations, call 1-800-292-6274 or email lodge@visitjeffersonlanding.com.

Visitors can find information about local B&Bs and other lodging options on the Ashe County Chamber of Commerce website at <https://ashechamber.com/accommodations>

AIRPORTS

Here is a list of the airports nearby to the meeting location

- [Charlotte International Airport \(CLT\)](#)
Distance: 2 hr 5 min (126.0 mi) via I-77 N and US-421 N
- [Piedmont Triad International Airport \(GSO\)](#)
1 hr 51 min (112.7 mi) via US-421 N
 - [Tri-Cities Airport \(TRI\)](#)
1 hr 48 min (91.4 mi) via I-81 N

