

2018 MNCTA Winter Convention and Trade Show

Minneapolis Marriott NW

7025 Northland Drive N, Minneapolis, MN 55418

Thursday, March 8 - Saturday, March 10

Program:

Here is the draft program schedule for Friday and Saturday of the 2018 MNCTA winter meeting.

There will be additions, clarifications and changes, but this is what we have now. Please feel free to give me feedback.

On Saturday morning the program will feature Growing Christmas Trees 101-102-103 where MNCTA members will be sharing their experience from getting started growing trees to actually selling the final product to both retail and wholesale customers. These are designed to give newer members ideas what they should and should not be doing or expecting. It also gives us all a chance to share what we know with others. I have been doing some calling and put in a few names to help with these sessions, but I need more. Please let me know where I can add you in as a co-presenter/discussion participant. If you think you already signed up to help and don't see your name please let me know. My notes from some of the calls I made got kind of lost in the jumble on my desk.

If you see something you can talk about or would like to have a group discussion on we can work it into one of the open slots. These do not need to be full sessions, we can divide an open slot into several shorter sessions.

Please contact me with what you can do or want to see.

Mark Hansen, program chair. 651-214-2305 or hanse034@gmail.com

Stop, Shop, Swap and Save Mary Larson will be setting this up as in past years. Please bring gift shop items that you would like to be added to this from your inventory and be prepared to do some shopping and swapping. If you can bring a card table or two to display your items that is helpful. The hotel hits us with a table charge for every table we need to add.

Online Marketing Q&A. Q&A from Esultants Web Services. Ask website and social media questions before and during the presentation using the following link: esultants.com/mncta Esultants would appreciate your input so they can address the topics of most interest to you.

March 9	Room 1	Room 2
7:30-8:15	Breakfast - Introductions - Welcome	
8:30-9:20	Pesticide Basics What are herbicides, fungicide, and insecticide? What certification do we need, why and how do we get it. Basic safety, protecting yourself, your family, employees and the environment. Natalie Hoidal - Pesticide Safety and Environmental Education, U of M CFANS Extension	8:30-8:55 Tip/stump Culture: growing trees without replanting. - Carl Vogt (TEC tree farm - MNCTA member)
		8:55-9:20 Basal Pruning. - Ken Olson (Happy Land Farms - MNCTA member) & Jan Donelson (Jan's Christmas Trees - MNCTA member)
9:20-9:45	----- Break - Visit Vendors - Stop, Shop, Swap and Save -----	
9:45-10:35	Weed Management Recorded Webinar by Joe Neal, NC State Univ. Strategies for cost-effective weed management, selecting appropriate herbicides and timing of applications to obtain maximum weed control and avoid tree injury, and management options for herbicide resistant weeds.	Cordless electric tools (chain saws, clippers, trimmers, ...) and their application on the farm and tree lot. Steve Haugen (Stihl) and Chuck Parker (Cornerstone Pines - MNCTA member)
10:35-11	----- Break - Visit Vendors - Stop, Shop, Swap and Save -----	
11:00-noon	Weed Management discussion group. Gary J Wyatt, University of Minnesota CFANS Extension and Jerry Langmade, Crop Protection Services.	Diagnosing borers in shoots, branches, trunks, and roots. Dr. Vera Krischik (University of Minnesota)
noon-1	----- Lunch -----	
1:00-1:50	Factors that influence coning and deconing methods in Fraser fir. Other issues related to growing Firs in the upper Midwest. Bert Cregg (Assoc. Professor, Dept. of Forestry, Michigan State Univ.)	
1:50-2:15	----- Break - Visit Vendors - Stop, Shop, Swap and Save -----	
2:15-2:25	Opening your farm to visitors, Mark Hansen, Hansen Tree Farm - MNCTA members	Online Marketing Q&A Caitlin Willard & Jeff Schissler – (Esultants Web Services – St. Paul, MN)
2:25-3:05	Agritourism, insurance, legalities. Bruce Miller – Minnesota Farmers Union – Membership and Outreach Director	
3:05-3:30	----- Break - Visit Vendors - Stop, Shop, Swap and Save -----	
3:30-4:15	MNGrown Update - Karen Lanthier & Danielle Dugaard - MN Dept. of Ag.	Q&A follow up - Caitlin Willard & Jeff Schissler (Esultants Web Services)

4:15-5:00	MNCTA discussion group - Web site, Directories, State Fair. MNCTA Members	MNCTA discussion group - What is our mission, Expanding Membership & participation, Attracting Assoc. Members
5:00-????	Social Hour, dinner, followed by Tree Promotion Board Update. Marsha Gray - Christmas Tree Promotion Board & National Christmas Tree Assoc.	

March 10	Big Room	Small Room
8:00-8:45	Breakfast	
8:45-9:00	Intro - Welcome	
9:00-9:50	Christmas trees 101. Getting a good start (field layout, what, where, how and why to plant, starting at a reasonable size) - Wayne Lesmeister (Wayne-N-Jean's Evergreens, MNCTA member) and John Krueger (Krueger's Christmas Tree Farm, MNCTA member)	Hanging baskets, what looks good, how to make them. Doug Hoffbauer (Hoffbauer Tree Farm, MNCTA member) and Chris Schultz (Northwoods Evergreen, MNCTA Assoc member)
9:50-10:15	----- Break - Visit Vendors - Stop, Shop, Swap and Save -----	
10:15-11:05	Christmas trees 102: Growing good looking trees (good trees don't just grow, they need help, quality -vs- quantity, retail buyers are looking for one good tree, wholesale buyers are looking for lots of good trees) . - Art Olive (Olive's Tree Farm - MNCTA member) and Justin Donelson (Sand Country Trees - MNCTA member)	10:15-10:35 Painting Trees, T. Jay Roland (Kirk Company) and Jan Donelson (Jan's Christmas Trees, MNCTA member)
		10:35-10:50 Insurance Options for Tree Farms: John Schreiter (Crop Insurance Solutions)
		10:50-11:05 Minnesota Farmers Union: Who we are, what we do: Bruce Miller – Minnesota Farmers Union – Membership and Outreach Director
11:05-11:30	----- Break - Visit Vendors - Stop, Shop, Swap and Save -----	
11:30-12:30	Christmas trees 103: selling those good looking trees (connecting to buyers, providing service, pricing, extras). - Mary & Pete Larsen (Covered Bridge Farm, MNCTA members) and Nick Wolcyn (Wolcyn Tree Farm - MNCTA member)	
12:30-1:30	----- Lunch -----	
1:30-2:20	MNCTA membership meeting - reports from discussion groups, committee reports, budget, ...	
2:20-2:45	----- Break - Visit Vendors - Stop, Shop, Swap and Save -----	
2:45-3:00		
3:00-4:00		

Speaker Info

Natalie Hoidal - Completed her master's degree in agronomy from the University of Copenhagen, where she worked with breeding and promotion of underutilized crops. She did her undergrad work at the University of Minnesota, Morris, where she did research in freshwater biology, conservation of Andean potatoes, and dormancy in cover crops. Natalie now works as a co-coordinator for the Pesticide Safety and Environmental Education program. She works with commercial applicators of field crops, aquatic systems, and mold remediation. She also works with pesticide safety in fruit, vegetable, and organic farming systems.

Joe Neal (via recorded webinar) - Professor of Weed Science, Extension Specialist & Department Extension Leader – North Carolina State University - joe_neal@ncsu.edu - Weed Management in nursery crops, landscape plantings and Christmas trees. Research and extension programs focus on optimizing weed control programs for cost-effective weed control and environmental stewardship, and biological control of weeds.

Gary Wyatt - Extension educator with a focus on agroforestry and bio-energy. Gary works with federal and state agency partners in promoting conservation and agroforestry practices in rural landscapes. Other topics of expertise include invasive species, tree selection, living snow fences, nontimber forest products, riparian buffers, windbreaks and ecosystem services. Gary is based at the Mankato Regional Office. wyatt@umn.edu; 507-389-6748; Extension Regional Office, Mankato, 1961 Premier Dr. Suite 110, Mankato, MN 56001.

Jerry Langmade - Crop Protection Services - jerry.langmade@cpsagu.com

Vera Krischik is Associate Professor and Extension Specialist, Department of Entomology University of Minnesota (P: 612-625-7044, F: 612-625-5299, krisc001@umn.edu)

Mark Hansen. Member MNCTA. Owner operator (with Dave Hansen) of Hansen Tree Farm, Ramsey, MN. Past (Dave) and current (Mark) MNCTA board members.

Chuck Parker. Member MNCTA. Together with his wife Kathy and the rest of the family own and operate Cornerstone Pines between Grey Eagle and Long Prairie.

Doug Hoffbauer. MNCTA member. The Hoffbauer family grows Christmas trees, makes hundreds of wreaths and other greener items and markets them at the Duluth Farmers Market, across the street from Dan's feed bin in Superior and around the world via the internet. In addition Farmer Doug and Lois are dedicated to providing customers the highest quality and best tasting fresh fruits and vegetables possible.

John Schreiter Crop Insurance Solutions, Nebraska City, Nebraska, wfrpjohn@gmail.com, Are you ready to look at crop insurance in a totally different way? If you are a person growing crops, fruits, vegetables, organic, non-organic, nursery, seed livestock or whatever you grow, we may be able to give you coverage you couldn't have before, or better coverage at a better price. If you are an crop agent or agency that would like to grow and expand, we would like to partner with you and make it happen.

Bruce Miller – Minnesota Farmers Union – Membership and Outreach Director- Minnesota Farmers Union (MFU) works to protect and enhance the economic interests and quality of life of family farmers and ranchers and rural communities. bruce@mfu.org

T. Jay Roland - tjroland@kirkcompany.com, Kirk Company, For nearly 100 years, the Kirk Company has specialized in developing and delivering quality Christmas trees, Grower supply products, and Christmas tree retail support products.

Caitlin Willard & Jeff Schissler –Esultants is a web services company headquartered in St. Paul, MN, with a remote office in Fergus Falls. Our services include custom designed websites, content management system (CMS) websites, email and domain hosting, and online marketing (copy writing,

social media, and search engine optimization). They are committed to educating, empowering, and equipping Christmas tree farmers to market their business MORE effectively in this ever-changing digital world.

Bert Cregg, cregg@msu.edu Department of Forestry Associate Professor, Tree Physiology, Area of expertise: physiology and management of trees in landscapes and nursery production, PhD in Forest Resources, University of Georgia, MPA in Public Administration, University of Nebraska, M.S. in Forest Science, Oklahoma State University, B.S. in Forest Management, Washington State University, A.S. in Forestry, Centralia College, Dr. Bert Cregg conducts research and extension programs on tree physiology and management of nursery, landscape, and Christmas tree systems.

Marsha Gary, mjgray1@charter.net The Christmas Tree Promotion Board is a national research and promotion program whose mission is to share the benefits of fresh Christmas trees with consumers through promotion and public relations, while engaging in research to better serve our customers and growers. The Christmas Tree Promotion Board has contracted with Tim O'Connor and Marsha Gray to serve as the management team for the Christmas Tree Promotion Board. Tim serves as the Executive Director and brings a wealth of knowledge in the area research and promotion orders; with 25 years of leadership as the CEO of Avocados from Mexico, President and CEO of the United States Potato Board and Executive Vice President/CEO of the Illinois Beef Association. Marsha serves as the Director of Industry Communications and Program Coordination and offers 23 years of association management experience, including more than 14 years as the Executive Director of the Michigan Christmas Tree Association.

Karen Lanthier (Member Services Coordinator) & Danielle Daugaard (External Relations Coordinator) – Minnesota Grown, Minnesota Department of Agriculture, karen.lanthier@state.mn.us and danielle.daugaard@state.mn.us Danielle handles all of the website, advertising, and social media work for Minnesota Grown. She's very excited to show the advertising they've worked on for MN Christmas Tree producers over the past year. Karen is looking forward to giving some membership-related updates and resources.