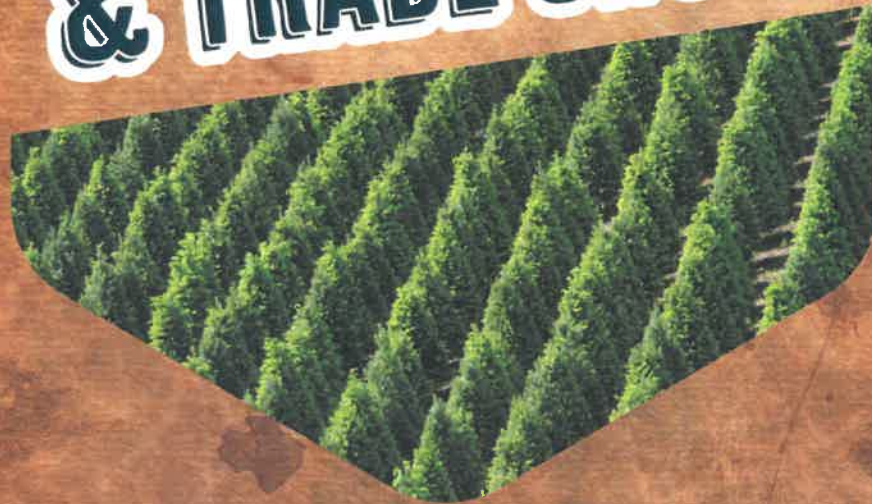


PACIFIC NORTHWEST CHRISTMAS TREE ASSOCIATION

61ST ANNUAL



CHRISTMAS TREE FAIR & TRADE SHOW



SEPTEMBER 6 & 7, 2019

**NEW
LOCATION**

VISITORS WELCOME

SHERATON PORTLAND AIRPORT HOTEL

8235 NE AIRPORT WAY • PORTLAND, OR 97220 • (503) 335-2857

SEE BACK PAGE FOR REGISTRATION DETAILS

SPONSORS

The Pacific Northwest Christmas Tree Association would like to thank the following Christmas Tree Fair sponsors. You are encouraged to patronize their services.

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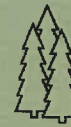
DIAMOND



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MCKEZNIE
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tree nest[®]
DECORATIONS

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Bear Canyon Tree Farm – Washington
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KLM Tree Farm – Washington

Lava Nursery – Oregon
Marion Ag Service, Inc. – Oregon
OBC Northwest – Oregon
Pape Machinery – Oregon

Peak Seasons – California
Pronzini Christmas Tree Farms – Oregon
Silver Bells Christmas Trees – Oregon
Terra Tech – Oregon

BRONZE

Hagan Hamilton Insurance – Oregon

Oregon Glove – Oregon

Willamette Evergreen – Oregon

PNWCTA Tree Contest tree stands generously provided by Pursell Mfg.

PROGRAM

Friday, September 6

SESSIONS HELD IN MT. ADAMS CONFERENCE ROOM

7:30-10:00 am Tree & Wreath Contest Registration Open
Cascade Rooms

9:00 am-5:00 pm Registration Desk Open - Mt. Hood Foyer
Please check in prior to attending first event

9:30-10:00 am Coffee Break & Sweet Treats
Courtesy of The Kirk Company



SESSION MODERATOR: KIRK STRODA

9:50-10:00 am Welcome & Opening Remarks
Casey Grogan, PNWCTA President

10:00-11:00 am Labor Pains - What Are the Prospects for Relief?
Craig J. Regelbrugge, National Christmas Tree Lobbyist & Senior VP of AmericanHort

11:00-11:45 am Panel Presentation: Should We Be Bugged by the Spotted Lantern Fly and Elongated Hemlock Scale in the PNW?
Dr. Gary Chastagner, WSU Plant Pathologist, Chal Landgren, OSU Extension Specialist, and Reps from ODA & WSDA

11:45 am PNWCTA Luncheon
Courtesy of McKenzie Farms & Noble Mountain Tree Farm



12:00-1:00 pm **LUNCH KEYNOTE SPEAKERS:** Power Up Your Social Media: Best Practices & Real-Life Case Studies
Mike Espinosa, Independent Contractor, Former Publisher/Editor for MSN and Jerome O'Leary, First VP of Kidder Mathews & Manager of Snowshoe Evergreen, Inc. Choose & Cut

TRADE SHOW HELD IN MT. HOOD ROOMS & FOYER

1:00-5:00 pm Trade Show & Exhibits Open

- "Want-Sell" listing cards available at membership services
- Voting by Membership: Tree & Wreath Contest & PNWCTA Board Members
- Voting by Attendees: People's Choice Award

4:00 pm Voting Ends - Please Turn in Ballots

5:00 pm Exhibit Area Closed

5:00 pm Social Hour - no host bar & light appetizers

6:00 pm Banquet
Presentation of Awards, Tree & Wreath Contest Winners, and Introduction of Newly-Elected Directors.

Saturday, September 7

SESSIONS HELD IN MT. ADAMS CONFERENCE ROOM

7:00 am-3:00 pm Registration Desk Open - Mt. Hood Foyer
Please check in prior to attending first event

SESSION MODERATOR: MARK SCHMIDLIN

7:30-8:30 am Special Session—Retailer Seminar
*Continental Breakfast
Courtesy of Tree Nest*



8:30-9:30 am Decked Out - Don't Get Your Tinsel in a Tangle! Learn How to Customize Your Retail Store with Ornaments, Decor and More
Ann Wilson of Kurt S. Adler, A National Leader & Manufacturer in the Holiday Industry

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9:30 am-3:00 pm Trade Show & Exhibits Open

- "Want-Sell" Board open and available at Membership Services
- Winning trees on display
Coffee Courtesy of Drakes Crossing Nursery



11:45 am PNWCTA Luncheon
Courtesy of Holiday Tree Farm, Inc. & Snowshoe Evergreen, Inc.



12:00-1:00 pm **LUNCH KEYNOTE SPEAKER:** Using Drones and Analytics as a Management Tool for Christmas Tree Production
Alastair Curtis, Head of Aerobotics for the USA

2:30 pm Grand Prize Drawing: \$1,000 Gift Card to Coast Cabins in Manzanita, Oregon (See back page for details)

3:00 pm Exhibit Area Closes

*Thank You for Attending!
Please turn in your comment cards on the way out.*

TREE FAIR COMMITTEE MEMBERS:

Kristi Scholz-O'Leary, Casey Grogan, Phil Hunter, Mark Schmidlin, Chris Aldrich, Jim Puffer, Matt Snyder, Kirk Stroda, Jason Stajduhar

Warm Gatherings

The Pacific Northwest Christmas Tree Association was organized in 1955 by tree growers of Washington and Oregon. The Association has among its objectives the improvement of Christmas tree quality and market development.

Today, the PNWCTA Tree Fair is the showcase for the Association's professional activities and is a "must-attend" event for growers, retailers, buyers and suppliers.

The annual tree contest held in conjunction with the Tree Fair provides an opportunity for grower members of the Association to display top quality trees.

Winners in each species category will qualify to compete to become a finalist for the 2020 National competition in which the winner is chosen to present a tree to the White House.

Members have the opportunity to vote for their favorite tree on Friday between noon and 4:00pm. The Grand Champion of the 2019 tree contest will be featured on the cover of the 2020 Buy-Sell Directory. The Directory is distributed each year throughout the U.S., Canada, Mexico and Pacific Rim countries.

All members entering a tree or wreath in the tree contest will receive a contest t-shirt (while supplies last) and ten chances in the Grand Prize drawing.

The Want-Sell Coordination Board is designed to bring together those members who have trees for sale and anyone wishing to buy trees. There is a \$50 fee for harvesting members wishing to post a "For Sale" card on the "Sell" Board. "Wanted" cards are available at no charge. See Membership Services booth.

Another major attraction is the largest Trade Show in the industry in which firms providing equipment, supplies and services to the industry display their wares. PNWCTA does not endorse trade show products.

Visitors interested in membership in the PNWCTA are invited to visit the Membership Booth in the exhibit area where questions will be answered and application forms available.

Attendees are not allowed to distribute materials or products, nor shall attendees sell on the show floor as this service is for paid exhibitors only. To become an exhibitor, please contact the Association office at 503-364-2942.

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Dr. Gary Chastagner, WSU Plant Pathologist, Chal Landgren, OSU Extension Specialist, and Reps from ODA & WSDA
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- 1:00-5:00 pm** Trade Show & Exhibits Open
- "Want-Sell" listing cards available at membership services
 - Voting by Membership: Tree & Wreath Contest & PNWCTA Board Members
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- 5:00 pm** Exhibit Area Closed
- 5:00 pm** Social Hour - no host bar & light appetizers
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2019 CONTEST RULES

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CLASSES

Douglas fir
Grand fir
Noble fir
Fraser fir
Nordmann fir
Other Species (*Spruce, Shasta, Silver fir, Pine, etc.*)
Fun Tree* - anything goes, decorated or undecorated
Table Top (*Maximum four feet from bottom of butt to tip of leader*)
Undecorated Wreaths*
Decorated Wreaths*
Home Decoration* - center pieces, swags, etc.
**Primary ingredient must be evergreens*

TREE AND WREATH SPECIFICATIONS

- Maximum tree height is eight feet from the bottom of butt to tip of leader (except Table Top category).
- Three or more trees of the same species must be exhibited for two consecutive years before a permanent category is established. The new category will then be placed on the ballot the third year (Effective 1987).
- Wreaths are to be made of real Christmas tree evergreen boughs. Evergreen berries, cones and/or any decoration may not be used on undecorated wreaths. No colorant may be applied. Wreaths may be single or double faced. All wreaths must be made on a 12-inch diameter ring only. Both decorated and undecorated wreaths can be made of mixed evergreens. On decorated wreaths, natural or artificial decorations may be used. Decorated wreaths must have a bow.

ADDITIONAL INFORMATION

- Each contestant must set up his/her own tree in the stand provided by the Committee.
- All qualified trees must be pre-registered at the Fair and assigned a number by the contest registrars. Growers may enter only one tree per class.
- Deadline for contest registration is 10:00 am Friday, September 6, 2019.
- Judging will be by members that are present on Friday, September 6, 2019 between 12:00-4:00 pm. Judging closes at 4:00 pm.
- Only current members of the Association are eligible to enter a tree, wreath or decoration in the contest.
- Contestants may not socialize in the contest area and try to influence members to vote for their tree. If this happens, the contestant's trees will be pulled from the competition.
- Each member is allowed as many entries in the Home Decoration category as they like (great opportunity for a new grower!).
- Members entering a tree or trees in the 2019 tree contest will receive ten chances in the Grand Prize drawing.
- If two trees tie for first place, there will be no second place. If two trees tie for second place, there will be no third place. If two trees tie for third place, both will receive third place. (This will be so for each of the classes.)
- The president of the Association will pick three Directors who have not entered a tree in the contest. These three Directors will judge the first place winners of all classes and award the Grand Prize tree.
- Winners in the Fun Tree, Table Top, Undecorated & Decorated Wreath and Home Decoration categories are not eligible for entry in the Pacific Northwest competition to select a tree for the National contest. However, winners in the undecorated and decorated wreath categories are eligible for entry in the National Wreath Contest.

GRAND PRIZE DRAWING

\$1,000 GIFT CARD TO



COAST CABINS IN MANZANITA, OR "Relax, Unwind, Explore, Just Be"

With 10 different rooms to choose from, Coast Cabins is the perfect vacation for a romantic getaway or large family trip.
Room Variations: Private Rooms, Coast Cabins, & Coast Condos
Nearby Activities: Beach, Surfing, Horseback Riding, Shopping, Golfing, Kayaking, Hiking, Fishing, & more!

*Photos courtesy of coastcabins.com

REGISTRATION

REGISTER ONLINE

www.pnwcta.org/news-events/events/tree-fair-trade-show

REGISTRATION:

Preregistration is an easy way to register for the Tree Fair & Trade Show. It saves time and money at the registration desk, and facilitates meal projections.

If you preregister, there will be an envelope waiting for you at the Registration Desk with name tags, meal tickets and ballots. Meal Tickets must be presented at all banquet functions. Help us help you by preregistering.

PREREGISTRATION DEADLINE IS AUGUST 30.

Pre	Day of	
\$99	\$139	Tree Fair Package (members only) <i>Includes registration, Tree Fair & Trade Show admittance, Friday lunch, banquet and Saturday lunch.</i>
\$19	\$29	Member Tree Fair & Trade Show Admittance
\$29	\$49	Non-Member Tree Fair & Trade Show Admittance
\$25	\$25	Friday Lunch Only
\$46	\$46	Friday Banquet Only
\$25	\$25	Saturday Lunch Only
\$10	\$10	Student Tree Fair & Trade Show Admittance <i>(must have student ID to qualify)</i>

- If a non-member applies for membership within 30 days of the event, the additional funds they paid to attend the event (above the regular member price) will be credited toward their first year of member dues. For more information, please contact the PNWCTA office at P.O. Box 478, Wilsonville, Oregon 97070 | (503) 364-2942

Celebrate With Us!

NEW EVENT IN 2019:
Past Presidents and 2019 Tree Fair & Trade Show
Sponsor Appreciation Hour
Held in the Garden Foyer

Thursday, September 5th
5:30-6:30 pm

MAKE HOTEL RESERVATIONS BY AUGUST 16 DIRECTLY WITH:

Sheraton Portland Hotel
8235 NE Airport Way, Portland, OR 97220
(503) 335-2857

Room rates per night: **\$149 (plus tax)**

SPECIAL NOTES:

- When reserving a room, make sure the Sheraton registration desk knows you are with the Pacific Northwest Christmas Tree Association.
CODE: PA1391
- All guests will receive free parking at the hotel.

WIN a 72" Reindeer Decor with expandable legs & bendable limbs

Courtesy of
burton
+BURTON
the TOTAL gift experience®

at Friday's Banquet