

Mid America Christmas Tree Association Summer Meeting Agenda, July 24-26, 2008

July 24, Thursday:

12:00 pm - 6:00 pm
Vendor Setup

6:00 pm
Dinner - following dinner there will be a MACT meeting

July 25, Friday:

8:00 am
Registration - post your Newspaper Ad (Doughnuts and refreshments provided)

8:30 am
Introduction of Host Family, Employees and Vendors

9:00 am
Irwin Loiterstein - Industry at a Crossroads
Sales & Trends, Competitive Market,
Industry Wide Study Task Force- Q & A

10:00 am
Nicole Fischer - NCTA
Trees for Troops Update - Get Involved

11:00 am
Tracy Vestor - Baisch & Skinner
Taking Business Back From the Florists, Demonstrating New Trends and
Using Fresh Flowers in Your Greens (Barn)

11:00 am
Doug Bailey - USDA Catastrophic Insurance

*11:45 am
Vendors - Lunch

12:00 pm
Lunch and Visit Vendors

1:00 pm

Phil Nixon - University of Illinois Extension - Entomologist

2:00 pm Concurrent Sessions

1) **Farm Tour with:**

- David Daniken - Owner
- Phil Nixon - U of I Entomologist
- Scott Bradley - Forestry Dept

2) **Demonstrating School Tour and Gift Baskets**

- Joey Daniken - Our Tour and Tips on Keeping it Simple
- Joey Daniken & Liz Kious - Gift Baskets - Pricing - Meeting All Needs

3:00 pm

State Board Meetings IL, IN, & MO
(IL & IN in Speaker Tent)
(MO in Greens Demo Area)

4:00 pm

Visit Vendors / Social Hour

5:00pm

Dinner

*** After Dinner we would like to encourage everyone & visit Greenville's Farm Heritage Days. Old Fashion Family Fun**

July 26, Saturday:

8:00 am

Registration - post your Newspaper Ad (Doughnuts and refreshments provided)

8:30 am

Introduction of Host Family, Employees and Vendors

8:45 am

Nicole Fischer - NCTA
Hot Topics - Gen Y
Fire Safety - Mold Misconceptions

Thanks to the USDA RMA for making this possible

10:00 am Concurrent Sessions

1) Farm Tour - David Daniken

- Planting Techniques
- Shearing
- Digging Demo

2) Greens Demo - Joey Daniken and Liz Kiouss

- saddles, swags, door pieces (Barn)
- Visit Workshop
- Planning

11:00 am

MACT General Meeting

*11:45 am

Vendors - Lunch

12:00 pm

Lunch and Visit Vendors

12:45 pm

Announce winners of Silent Auction and winners of USDA RMA \$50.00 Drawing
(*Must be present to win USDA RMA Prize)

1:00 pm

Deborah Jones - Kaskaskia College
Improving Customer Service

2:00 pm

Dr. Jeff Dawson - Tree Physiology
Ecophysiology of Conifers Cultivated for Christmas Trees

3:00 pm

Catherine Howard - Marketing 101
The Basics: Techniques for Good Marketing

4:00 pm

Conclusion of 2008 Summer Meeting

Be Safe and Have a Great Season!