

# California Christmas Tree Association

## the bulletin brief

January / February 2015



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### President's Message by Ginger Armstrong

As many of you know Jim & I have visited Santa Fe, New Mexico, my hometown, for years. He has teased me for years (due to the light rainfall each year) as we prepared to travel that maybe we should bring our own water. Just having returned from a month there, I was tempted to bring back a barrel of runoff from our roof following the 2 snow storms that occurred when we were there. Go figure!

Looking back on our season weather-wise, I believe we didn't see the sun from just before Thanksgiving until about December 18th. You'd think that all that rain would have done something in the way of catching us up. Just too much of a deficit, I guess.

We hope that those of you who irrigate have been treated kindly by your local water agency and for those of us who "dry farm" we hope for more and extended rain through our "rainy" season. This wish extends to our friends in the snow recreation businesses. A good healthy snow pack will do wonders for all of us. As we drove up the Central Valley a few days ago, I noted a billboard on a farmer's land that said, "Pray for Rain". I concur.

I hope your selling season met all of your sales expectations and that the drought did not affect your tree crop too much. As I spoke to several media reporters during the selling season, they stated that they had spoken to some tree farmers who indicated that there has been some negative impact on their crops. Was that media hype or actual fact? Media hype – No Never! I hope that was not a fact for you.

Most of us spend January and February regrouping and making plans for next year, I hope you will put our March Annual Meeting on those plans. Bring your computers as we will be doing more hands-on CCTA web work as well as with the various social media.

Plan to join us in Hawaii in May and in Sonoma for the Trade Show in August or September (see related articles). Marketing is proposed for the Trade Show agenda. There will be section meetings in May or June.

*All the best and see you soon.*

### IN MEMORIUM:

#### Jerry Albert Taylor



Jerry Albert Taylor, 81, passed on Wednesday, October 29th, 2014 due to coronary complications. He was born in Boone, Iowa on January 28th, 1933.

He is survived by his brother Robert Taylor of Colorado, his wife Alberta of 62 years; son Steven Taylor of Placerville; daughter Jeri Lynn Seifert of Dixon; daughter Teresa Taylor of Dixon, 6 grandchildren and 10 great grandchildren.

Jerry was a long time resident of Dixon, moving his family here in 1956. He was a loving husband and father, and a friend to many. He was a metal fabricator, machinist, inventor, farmer, successful business owner and in 1979, Jerry along with his wife, established Silveyville Christmas Tree Farm in Dixon. Jerry actively served as a member of the California Christmas Tree Association and was involved in many community organizations such as Rotary, Little League, and the Dixon Boat Club. Jerry enjoyed and spent many hours serving and helping others in the community.

In lieu of flowers, donations can be made in Jerry's memory to the American Heart Association, 1710 Gilbeth Road, Burlingame, CA 94010-1795.

# Maui Wowie!

Join your fellow CCTA members for a Fact Finding (tax deductible?) trip to Maui from May 6 - May 12. We'll be visiting Helen & Warren McCord and their Kula Botanical Gardens and Tree Farm, a nearby lavender farm, Seabury Hall Craft Show (great shopping for those of you with gift shops), a fantastic magic show, a sunset dinner cruise, Hawaiian Luau, etc, etc, to just name a few of the things available to us. Please email Jan & Sam Minturn at JMinturn@aol.com

if you're interested so we can get your name on the list.

Established in 1968 by Warren and Helen McCord, Kula Botanical Garden is located on the slopes of Haleakala and encompasses 8 acres of colorful and unique plants, amazing rock formations, a covered bridge, waterfalls, koi pond, aviary and new attractions including the carved tiki exhibit. Included in the garden is a collection of native Hawaiian plants, the Jackson Chameleon exhibit, and native Nene geese, as well as being one of the largest growers of Christmas trees in the state of Hawaii. Wowie indeed!

## National Directors Report

by Joe McNally

As I sit at my deck looking outside I see overcast skies but still no rain. We had 4 days during the selling season where I didn't wear rain gear, what a slog; but then just before Christmas the rain quit. Lake Tahoe no snow, the high country near me, no snow and Lake Oroville very low. I'm glad I planned to not plant new seedling Christmas trees this year. It kills me to watch the new plants wither with the meager amount of water that I would be giving them to survive and thrive. Hopefully next year I'll be able to plant more trees, for now I'm intensifying my stump culturing efforts.

Some new items of interest for CCTA members have been a conference call that I took part in during the selling season. Ellis Schmidt a retired NCTA board member from PA. has been representing our industry in talks With ASTM (American Society of Trade Manufacturers) regarding a safe flame retardant chemical application for Christmas trees. California has regulations but those regs. aren't adopted throughout the nation. Dr. Gary Chastagner, Dr. Eric Hinsley, Rick Dungee and myself were on that call. Ellis will be making his pitch again in greater detail in June of this year.

NCTA will be having a Summer Seminar (one day of programming, with speakers and meetings) the day prior to a Mid America, (Wisconsin, Illinois, and Missouri) joint meeting held in the Chicago area. The Richardson Tree Farm of Spring Grove, Illinois (famous for their huge corn maize) will host the event. The National Christmas Tree and Wreath contests will be held at that time. New tree contest guidelines that were rewritten by a tree contest task force will be in effect.

The Christmas Tree Checkoff board is finally a reality. On Jan 15, the U.S.D.A. released names of the new board. From the West: Paul Battaglia (our own Paul from Battaglia Farm of San Martin). Betty Malone of Sunrise Tree Farm of Philomath, OR. (who spearheaded efforts to initiate this program). Mark Arkills production Manager for Holiday Tree Farms in Corvallis, OR. Mark Steelhammer of KLM Tree Farm in Rochester, WA. Jim Heater of Silver Mountain Christmas Trees in Sublimity, OR.

Rex Kkorson of Michigan and Beth Walterscheid of Texas represent the Central Region.

Conrad (Cubby) Steinhart of Florida, Bentley Curry of Louisiana, Della Jean Deal of North Carolina and Jim Rockis of West Virginia represent the Eastern Region. Chris Maciborski of Michigan represents importers on the board.

Assessment collection will begin with the 2015 harvest. The new board will be starting from scratch, instituting by-laws, creating committees, electing officers, selecting staff and an office location. I hope all of you will please give the new board a chance to succeed. A delayed referendum will take place in three years so the new board has to get it right or the program will be ended. The NCTA board will now know where both groups fit without duplication. Efforts like lobbying will only be done by NCTA but programs that require large funding will be accomplished by the Checkoff.

Joe McNally & Anne Benoit  
ctree@c-zone.net

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## Christmas Spirit Foundation's Trees for Troops a Success in 2014

Together with the Christmas Spirit Foundation, FedEx and the generosity of state-wide tree growers, Trees for Troops provided 18,032 real Christmas Trees to military families and troops over the 2014 holiday season, bringing the total since the start of the program to more than 157,000 free trees.

A huge thank you goes out to the state and regional Christmas tree associations who donated trees by the thousands. This is quite a sacrifice, as these are quality, sell-able trees being collected during the busiest possible time for growers. In total, 11,341 Christmas trees were donated by this year.

### **CCTA Growers participating in 2014 Tree Donation Program:**

- Jim & Ginger Armstrong, Snowy Peaks CTF, Long Barn, CA
- Jeff Barto, Christmas Ranch Tree Farm, San Jose, CA
- Paul & Ed Battaglia\*, Battaglia Ranch, San Martin, CA
- John & Tina Bourdet\*, Bourdet Tree Farm, Hollister, CA
- Don & Marilyn Cameron, Simi Valley, CA
- Keith and Bill Garlock, Debbie Garavaglia, Garlock Tree Farm, Sebastopol, CA
- Sherriel & Wilson Martin, Pine Country CTF, Gustine, CA
- Don & Peggy Moore, Twain Harte Tree Farm, Twain Harte, CA
- Gordon & Lorraine Nicholson, Come & Cut Christmas Trees, Modesto, CA
- Santa Cruz Host Lions Club, Santa Cruz, CA
- Ted & JeriLynn Seifert, Silveyville, Dixon, CA
- Nita Warren, Villa Park, CA

\* Also provided Fed-Ex drop-off location

### **Leyland Cypress Survey**

If you grow and sell Leyland Cypress Christmas trees, we need to know if you'd be willing to purchase your cuttings from Duarte Nurseries in Hughson, CA. They are a huge nursery, maybe too big for us, and want to know how many cuttings we would want each year before they'll commit to growing them.

Please email me at [CalifCTA@aol.com](mailto:CalifCTA@aol.com) if you're interested and tell me how many cuttings you'd want each year.

-- Sam Minturn

You can support Trees for Troops through your tax-deductible donation or by becoming a sponsor. The Christmas SPIRIT Foundation is a 501(c)(3) public charity. Your tax-deductible charitable contribution will help those in service to their country and their families receive a Real Christmas Tree and keep the spirit of a traditional Christmas celebration alive.

Opportunities are available at multiple giving levels. To learn more, email [info@TreesForTroops.org](mailto:info@TreesForTroops.org) or visit their website at: <http://www.christmasspiritfoundation.org>.



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*The Bulletin is a membership publication of the California Christmas Tree Association, a non-profit organization, by and for its members. The Bulletin is published four times per year in January, April, July, and October. The deadline for advertising material and other copy is the 15th of the month preceding publication. Members and others are encouraged to submit articles, announcements, photographs, drawings, news and views concerning any aspect of the California Christmas tree industry. Submit all materials for publication to the CCTA office. The Bulletin staff and the California Christmas Tree Association, however, assume no responsibility for accuracy and validity of claims in advertising and editorial reports. Opinions expressed by writers in by-lined articles are their own and not necessarily those of this magazine or CCTA.*

## CCTA All Stars

What makes CCTA great? The members who donate their farms and time to help each other. Here's our heroes from 2014:

- Paul Weubbe and his mother Star of Billy's Farm who hosted the Northern & Central Section at their farm in Wilton. They own the only Certified Organic Tree Farm in California.
- Craig and Auraly Dobbs and Auraly's dad, Fred Frank of Hidden Springs Tree Farm in Atascadero for hosting the June Field Day.
- Joe Weinert & Liz Chesterman of Little Bear Tree Farm in Alta for hosting CCTA's 1st & Last Fishing Tournament on the Sunday after our Trade Show in Reno.

## Welcome New Members

Joe Territo, Territo's Christmas Trees, San Jose, CA

Karen & Ron Macedo, Fields of Ice, Turlock, CA

**REMINDER:** the Sales Survey will be on the CaChristmas.com website in late April under Member Resources, not under quarterly Bulletins. The next Bulletin will be published in the summer (July/August).

## Monterey Pine Seedlings Availability

We have heard from several of our members that they were not able to purchase any Monterey Pine seedlings for their 2015 plantings. We contacted Hol-loway Seedling Nursery and they said they ran out of seedlings by the end of December. To make sure this doesn't happen again, they said their policy has always been for their customers to pay a 25% deposit on what they would like to plant the following year and thus guarantee their order. So if you wish to order from them for next year, you need to contact them now and get your order in. Their phone number is 805-929-4326.

For those of you who order from other nurseries, we will discuss this at our Annual Meeting on March 7 in Placerville, CA and come up with a solution so this problem doesn't happen again.

## Jerry Taylor remembered . . .

*Written by Ginger Armstrong and read by Jan Minturn at his memorial*

Oh how we will miss this kind, generous, talented, one-of-a kind, loving man! Our lives were blessed and enriched for knowing him and what an example he is/was for all of us.

However, even as experienced and skilled as Jerry was, even he could be flummoxed. One summer day he and dear Alberta came to visit us on our farm. Unfortunately for Jerry, we were not there but our cat was. Now Annie was a 12 pound tabby. And she was all tabby. She hissed and jumped at Jerry and yowled bloody murder. Annie was so effective that Jerry moved quickly to his car and drove off. He often reminded us of our vicious "attack killer cat." We soon after got a sign that said just that and attached it to our fence.

Jerry never let Ginger forget the time we attended a Christmas tree field trip in Porterville. The "spring " temps were their usual unpredictable selves. The trip was fascinating but we were all thoroughly chilled when we got on the bus. As Jim put a cold water bottle next to Ginger's leg, she shouted delicately,

"Get that cold thing off of my leg." Much to Ginger's embarrassment the entire bus broke up laughing, Jerry the loudest of all. And Jerry snickered and reminded everyone from there forward about her indelicate remark. Typical of his marvelous sense of humor. Jerry, you will be missed and remembered with a smile on all our faces. It was an honor to have known you.