



Virginia Christmas Tree Growers Association

383 Coal Hollow Rd, Christiansburg, VA 24073-6721
Ph: 540-382-7310 Fax: 540-382-2716 Secretary@VirginiaChristmasTrees.org

2011 Annual Membership Meeting

Friday August 5, 2011, Holiday Inn, Blacksburg

The meeting was called to order by Virginia Carroll, VCTGA President at 3:40 p.m. with a quorum present.

Financial Reports - Jeff Miller reported that an annual review of the 2010 VCTGA finances was conducted by Robert O’Keeffe and Steve Satterfield with Jeff Miller prior to the board meeting and they reported that everything was in order.

Jeff reviewed the 2010 year-end financial reports, which had been previously emailed to the board, and noted that when the VCTGA CPA, Bill Cole, started preparing the 2010 VCTGA 990 tax return, that with the new IRS regulations for 501©6 corporations, the VCTGA did not have to file an actual 990 tax return. The VCTGA only needed to file a report online, which Jeff Miller has done. The upper threshold for filing a 990 is based on gross income and the upper limit has been increased. There were increased costs in 2010 due to the purchase of 25,000 tree tags with minimum sales in 2010.

Jeff reviewed the 2011 year-to-date financial reports through June 30, 2011. He noted that the initial time for setting up the new format for the News Journal was higher than normal, but the cost of the second issue was down considerably. The ad revenue was also down due to not having a Winter issue, but most of the regular advertisers indicated that they would continue their ads later.

Marketing Grant Updates – Jeff reported that some grant funds had been spent on the work by Tom Kegley Communications on the new logo and the new brochures and there will be more grant expenses in August. Expenses are in line with the grant budget and he will start filing for reimbursements from VDACS for the grant this month. He noted that copies on the new Buy/Sell Brochure and the “Experience a Real Tree” marketing brochures were available at the registration desk and the new display banner was setup. All the graphics are owned by the VCTGA and members are encouraged to use these graphics in their marketing programs which will help tie in local marketing. There may be a one-day winter marketing meeting this upcoming winter.

"Helping Virginia Farming" program, by Jeff Ishee, was reviewed by Virginia Carroll. The program consist of opening and closing ad spots on his program, a spot during the program and he will use the VCTGA as a resource for information, interviews and links on his website. The investment for two years would be \$2,000 and would come out of the current marketing grant.

Membership - reported that the VCTGA currently has 113 members after dropping 9 members and adding 9 new members. There are at least 350 growers in the state. She asked for volunteers and ideas for the membership committee and for anyone who would be willing to be a mentor to contact her.

Newsletter - The new VCTGA News Journal will continue to evolve and members were requested to provide input on content and layout. Jeff noted that there was a error in the last VCTGA News Journal, Sue Bostic had won the 2010 Wreath Contest, but Sue Huffman had been listed.

National Report – John Carroll, VCTGA National Director, reported that the National Christmas Tree Association’s annual meeting would be next week in Ohio.

- Drake & Company, the NCTA management company, has been sold to another company, but they will keep the same staff.
- The tree check off program is moving along towards final approval by USDA.
- He also noted that \$20 of each VCTGA member dues goes to the NCTA for promotion efforts each year through the “Tree Industry Partnership” (TIP). This also allows you to be listed on the NCTA website and members should logon and check their information.
- The Trees For Troops program, sponsored by FedEx, will be happening again this year with tree pick up sites the same as last year.

Scholarship – Robert O’Keeffe reported that the 2011 scholarship had been awarded to J.B. Snelson, a graduate student at Virginia Tech and he had helped conduct the tours at the Hahn Garden on Thursday evening and was also at the BBQ dinner. He recommended that this year’s scholarship auction to be in memory of Fred Wagoner who passed away last week and had been a supplier, friend and mentor to many in the Christmas tree industry. A motion was made to approve this, seconded and passed.

New/Other Business

GoGreen Garden Festival - The Virginia Green Industry Council, which the VCTGA is a member, is having their annual GoGreen Garden Festival on Saturday, September 24 at the Science Museum of Virginia in Richmond. Virginia Carroll asked for volunteers to help staff the exhibit during the day and promote their business and the VCTGA’s new marketing program “Experience a Real Tree”. Jeff will have the new banner and brochures available. Sherrie Taylor volunteered to help with this event.

Annual Meeting 2012 & 2013- Date & Location - John Carroll will help coordinate the 2012 annual meeting and will check with the Best Western Hotel in Waynesboro for August 22-25, 2012.

Website revisions for 2011-2012 will be started with funding from the marketing grant to make it more user-friendly and provide additional information for buyers and sellers.

Nominating Report - John Carroll reported the following slate of officers and directors and noted that there was one vacant director position and asked for volunteer nominations from the floor. Derick Proctor and Fred Shorey volunteered. Virginia Carroll suggested that Derick Proctor’s name be put in the vacant position and that Fred Shorey’s name be put in nomination as an ex-officio board member. A motion was made to close the nominations, seconded and passed. A motion was made to unanimously approve the proposed slate with the additions, seconded and passed.

President - Virginia Carroll

Vice President - Greg Lemmer

2 Year Director - Donna O’Halloran (new)
Jocelyn Lampert (returning)
Dave Thomas (returning)

1 Year Director - Charlie Conner (returning)
Robert O’Keeffe (returning)
Vacant

- **National Director** - Sherrie Taylor, Severt’s Tree Farm, has been nominated to replace John Carroll in 2012. John requested additional nominations from the floor, being none, he called for a vote by NCTA members only, and there was unanimous approval.

Recognitions - Virginia Carroll thanked outgoing board member Tommy Naylor and outgoing Vice President, Steve Satterfield, for their service on the VCTGA Board.

Being no other business, the meeting was adjourned at 4:30 p.m. to start the Scholarship Auction.

Respectively submitted,

Jeff Miller, Secretary/Treasurer VCTGA