



2026 Winter Meeting

Protecting Your Crop and Planning for Tomorrow

Join us in exploring science-based strategies for protecting your crop from root rot, abiotic stress, weeds, and pests. In addition, we will cover business sessions focusing on farm labor, accounting, and modern marketing ideas using video and AI, as you start planning for tomorrow's profitability.

Friday, February 27, 2026

Bavarian Inn and Conference Center, One Covered Bridge Lane, Frankenmuth, MI 48734

Want to stay the night before the meeting to enjoy Frankenmuth and the Bavarian Inn?

Call 1-855-652-7200 to book using group code #13Z2D1

Four water park passes come with each room.

Registration and breakfast with the vendors begins at 8:00 a.m.

VENDOR REGISTRATION FORM

Registration deadline is FEBRUARY 15 to be included in meeting program. (Please print or type)

Company/Organization _____

Address: _____ City _____ State _____ Zip _____

Phone _____ Email _____ Website: _____

Name(s) of Attendees _____

Products and services to be exhibited _____

Competitors for whom booth separation is desired _____

EXHIBITOR INCLUSIONS:

Exhibitor Fee includes two full convention registrations with your first table. Additional tables do not include convention registration. Additional registrants can be included at a discounted convention rate.

Exhibitor set-up February 26 at 7 p.m. or February 27 from 7:30 to 8:00 a.m.

_____ 1st table — \$250 (MCTA member) \$300 (non-member) includes two full registrations.

_____ Additional tables (same company) — \$50 (MCTA member) \$75 (non-member) — full registrations.

_____ Additional registrants — \$100 each — full registration

_____ Sponsorship

_____ TOTAL BOOTH COST

SPONSORSHIP OPPORTUNITIES:

_____ Afternoon Snack Break Sponsor — \$200 sponsor

_____ Morning Breakfast Sponsor — \$300 sponsor

_____ Event Sponsor — \$200

_____ Lunch Sponsor \$400

_____ Morning Coffee Break Sponsor — \$200 sponsor

_____ Registration Sponsor - \$150

_____ TOTAL BOOTH COST

Return this registration form with payment by February 15, 2026 to:

MCTA, PO Box 252, Durand, MI 48429 | Phone: 517.545.9971

Fax: 517.545.4501 | Questions Contact: Amy at info@mcta.org | Visit mcta.org for information

_____ TOTAL COST

MICHIGAN CHRISTMAS TREE ASSOCIATION'S

2026 Winter Schedule

Protecting Your Crop and Planning for Tomorrow

8:00-9:00 Registration and Breakfast with Exhibitors

9:00-9:45 Pratima Devkota, MSU

Root Rot Diseases of Christmas Trees: Phytophthora and Armillaria Under the Spotlight

This presentation will focus on how Armillaria and Phytophthora root rot diseases affect Christmas tree farms and will share plans for upcoming research work to better understand root diseases and guide future management.

9:00-9:45 Dr. Bert Cregg, MSU

Dealing with abiotic injuries in Christmas tree production: When the pest isn't a pest...

Description: Tree injury or death caused by environmental stresses, such as drought, cold, heat, or flooding, are among the most common issues facing Christmas tree producers. Dr. Bert Cregg (MSU) will discuss common abiotic issues in conifers and opportunities to mitigate their damage.

10:00-10:45 Dr. Younsuk Dong, MSU

Research updates from 2025 Christmas tree irrigation experiments

This presentation will highlight key findings from the 2025 irrigation research conducted in Michigan Christmas tree production systems. We will discuss how different irrigation scheduling methods influence tree growth.

10:00-10:45 Kate Dodde, Dutchman Tree Farms

Modern Marketing for Real Trees: AI, Video, and the Power of Your Story

Learn how to make your farm's story stand out using free and simple tools, from the Real Christmas Tree Board's ready-to-use marketing materials to easy AI, and video editing techniques that help you create engaging, authentic content. This session is designed for growers and retailers looking to reach today's customers where they are, on their phones.

KEY: Black General Session, Blue Auxiliary Room

Funding for [Project or Publication] was made possible by a grant/cooperative agreement from the U.S. Department of Agriculture (USDA) Agricultural Marketing Service. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the USDA.

11:00-11:45 Dr. Debalina Saha, MSU

Fighting with your toughest weeds in Christmas Tree production? Here is the solution!

Solutions to control some of the toughest weeds such as Horsetail, Maretail, yellow nutsedge, Milkweed, and Horsenettle will be discussed in this presentation. In addition to that, growers can gain information on how to manage weeds by non-chemical control options.

11:00-11:45 Florencia Colella, MSU

Farm Business Management 101

This session will go over things to know to run your farm as a business: recordkeeping, taxes, planning, and budgeting. Special things to consider for tree farms vs other kinds of farms or businesses.

11:50-12:15 MCTA Annual Meeting/Report

12:15-1:15 Lunch with Exhibitors

1:15-2:00 Dr. Zach Rutledge, MSU

Farm Labor Outlook

This presentation will provide an overview of US and Michigan farm labor trends and recent policy changes/proposals.

1:15-2:00 Bill Lindberg, MSU Extension

Invasive insect update: adelgid and scale oh my!

Several significant invasive insect pests have recently been found in Michigan. This session will detail their current status, life cycle, and potential impact on Christmas trees for balsam woolly adelgid, elongated hemlock scale, and cryptomeria scale.

2:15-3:00 End of the Season Review and A Look to the Future- Tony Stefani, Hillside Christmas Tree Farm

3:00-3:30 Marsha Gray, Real Christmas Tree Board Update

3:30-4:00 Surveys and Vendor Happy Hour

4:00-5:00 Choose and Cut and Wholesale Meetings

