



Hosted by Dutchman Tree Farms

All exhibitors, educational sessions,
and tours will take place at

Northern Pines Nursery

2458 S. Green Rd. • Lake City, Michigan 49651



DUTCHMAN
TREE FARMS



HOTEL INFORMATION

Evergreen Resort

7880 Mackinaw Trail

Cadillac, MI 49601

231-775-9947

Booking Code: 29310

Room rates start at \$150 plus tax per night. This rate would also include breakfast for each registered guest.

The group booking block date ends June 20, 2025

Caberfae Peaks

1 Caberfae Ln, Cadillac, MI 49601

231-862-3000

Booking Code: b307380

\$99 per night for a non-balcony room

\$119 per night for a balcony room

\$149 per night for a first floor king room

The group booking block date ends May 31, 2025

Holiday Inn Express

7642 US-131

Cadillac, MI 49601

231-779-4656

Rate of \$214.00 plus tax per room per night. Free breakfast included.

Booking Code: NCC.

The group booking block date ends on July 2, 2025

Days Inn by Wyndham Cadillac

6001 East M-115

Cadillac, MI 49601

Group Name: Michigan Christmas Tree Assoc.

Double bed rate: \$155.55

Free full breakfast

The group booking block date ends July 9, 2025

Lake Cadillac Resort

6319 M 115

Cadillac, MI 49601 231-577-0773

Booking Code: MI Christmas Tree

Room rates range from \$159 to \$179

Continental breakfast included

The group booking block ends May 24, 2025

Any changes or cancellations to reservations must be completed by June 23, 2025 to avoid penalty.

If any reservation is canceled in part or in whole after June 23, 2025, a \$50.00 penalty cancellation fee, along with the greater of a one night stay along with any taxes, fees along with any add-ons will be charged to the card on file.

THERE ARE MANY CAMPGROUNDS IN THE AREA, AS WELL AS AIR B&BS.

**Visit mcta.org for more hotel options
and meeting information**



Welcome

Dutchman Tree Farms and Northern Pines Nursery are thrilled to host the Michigan Christmas Tree Association 2025 National Summer Meeting. This year, we're excited to partner with the Bi-Annual National Christmas Tree Association (NCTA) and Mid America Christmas Tree (MACT) meetings for a comprehensive industry event. Sessions and meals will be held in Northern Pines Nursery's brand-new greenhouse from July 24-26, 2025. Attendees will have the opportunity to tour Dutchman Tree Farms' loading yard, palletizing systems, expansive fields, and our family-run Choose & Cut operation. This event is a fantastic opportunity for tree farmers, industry experts, and newcomers to connect, learn, and explore the latest industry practices. Dutchman Tree Farms is a fifth-generation family farm that has grown from humble beginnings into one of the nation's leading suppliers of Christmas trees and related products. Our family is proud to uphold a tradition of quality, hard work, and innovation. Visitors to the Summer Meeting will see firsthand how our family's dedication and love for tree farming have shaped our farm into a model for growth and excellence.

THURSDAY, JULY 24 – NEW GROWER PROGRAM

For those new to the industry, the Day 1 New Grower Track is an excellent starting point to learn the basics of Christmas tree farming. This specialized program for those new to the industry can experience a full afternoon of sessions led by industry leaders, designed to cover fundamental practices, including Site Preparation, Tree Planting, and Dealing with Weeds, offering practical advice for creating a thriving farm. Participants will also gain insight into Retail How-To's and marketing strategies for engaging customers and building a successful business. The program concludes with Nutrient Management and a discussion on Pest Control, giving attendees a comprehensive understanding of tree health and care. This track is an invaluable resource for anyone starting their journey in Christmas tree farming.

FRIDAY, JULY 25 & SATURDAY, JULY 26 – TOURS/SESSIONS

Attendees will be placed in groups. Each group has two tour rotations per day, one morning/one afternoon. Over the two days, each attendee would have the opportunity to see all tour stops.

Track 1: Field Tour of Dutchman Tree Farms

Gain valuable insights into irrigation management and pest control while touring the fields of Dutchman Tree Farms. The team at Dutchman Tree Farms will take you on a guided field tour that features presentations by Michigan State University experts. Dr. Younsuk Dong will be presenting on irrigation management and systems. Deb McCullough will provide an update on insect activity and pest-related issues.

Track 2: Northern Pines Nursery/Greenhouse

For those interested in greenhouse and nursery management, the Northern Pines Nursery tour is not to be missed. Our sophisticated nursery systems ensure we grow high-quality stock that meets the demands of the modern market. Scott Powell will guide attendees through the nursery and greenhouse, explaining everything from seedling care to transplanting. Presentations by experts like Bert Cregg from Michigan State University will cover topics such as Nutrient Management and Planting Stock Quality. Additionally, Jim Rockis will share his expertise on tree genetics, highlighting advancements that help growers produce resilient, high-quality trees. This track is perfect for growers looking to deepen their knowledge of growing practices and investing in strong planting stock.

Track 3: Getty Tree Farm

We're also excited to include our neighbors and friends at Getty Tree Farms. Visitors to Getty Tree Farms will tour three distinct areas

showcasing a variety of growing practices. At the Home Farm, participants will learn about the farm's history while viewing mature Fraser and Korean X Balsam trees. At the next field, the focus shifts to Fralsam, Concolor, and white pine trees, with discussions on seed sourcing, deer fencing, and the appearance of Fraser trees. Finally, Kyle Getty will demonstrate advanced techniques like drip irrigation and weed control, comparing products such as Matrix and Sureguard. This track offers a fantastic opportunity to see a range of approaches and innovations in action, all while connecting with fellow growers in the region.

Track 4a: Dutchman Main Location/Wholesale

For large-scale growers, our production and distribution track will offer a behind-the-scenes look at the logistics of high-volume tree farming. At Dutchman Tree Farms, efficiency is key, and our loading yard and palletizing operations are designed to ship large quantities of trees while maintaining top-notch quality. Visitors will see our pot-in-pot production system, which optimizes water usage and soil temperature management. We'll also demonstrate how we use drone technology for inventory and operations management, ensuring accurate counts and streamlined processes. Whether you're looking to scale up your operation or refine your logistics, this track offers invaluable insights.

Track 4b: Dutchman Main Location/Choose and Cut

One of the most popular tracks at the event will highlight our Choose & Cut operation, which exemplifies how tree farms can create unforgettable retail experiences. Choose & Cut has become much more than selling trees – it's about offering families a festive outing that builds lasting memories. During the tour, we'll show how we've created a welcoming and immersive experience through careful planning, thoughtful decor, and engaging customer service. Sarah Maciborski will be sharing tips on customer engagement, creating family-friendly experiences, and using branding to turn first-time visitors into lifelong customers. Whether you're new to Choose & Cut or looking to enhance your existing operation, this track will provide valuable takeaways.

For Track 4, attendees will need to choose between 4a and 4b options.

AUXILIARY SESSIONS

This two-day (Friday-Saturday) auxiliary program will provide attendees with valuable insights into various aspects of running a successful Christmas tree farm. Sessions will include marketing strategies, creating farm merchandise, the basics of operating a Choose and Cut farm, effective customer service techniques, and strategies for stocking and managing a gift shop.