

# 2023 HSA ANNUAL MEETING SCHEDULE

Join us October 17, 18, 19 and 20th  
Myrtle Beach, South Carolina



## LANDMARK RESORT

[landmarkresort.com](http://landmarkresort.com)

1501 S Ocean Blvd  
Myrtle Beach, SC 29577

### TUESDAY, OCTOBER 17

4:00 pm Hotel check in

Room A open for Plant Auction

Room B open for Silent Auction and sprig contest

7:00 pm Welcome Dinner at the Landmark Resort  
Room C

### WEDNESDAY OCTOBER 18

Breakfast on your own

9:10 am depart Landmark via bus to Brookgreen  
Gardens for one hour guided tour [Brookgreen.org](http://Brookgreen.org)

11:15 am Depart Brookgreen Gardens

11:25 am Arrive Marshwalk, Murrells Inlet Eight  
restaurants to choose from for lunch on your own  
[marshwalk.com](http://marshwalk.com)

1:45 pm Depart Marshwalk

2:00 pm Arrive back at Landmark

Remainder of afternoon and evening, dinner on your  
own. Silent Auction room and Sprig Contest room  
open (closed during judging process); then open for  
viewing.

### THURSDAY OCTOBER 19

Breakfast on your own

8:45 am Room A - Opening remarks

#### SPEAKERS - See Bios on page 5

9:00 -10:00 am Speaker 1- Augustus Jenkins Farmer

10:00-10:45 am Speaker 2 - Adam Negrin, PhD

10:45-11:00 am Break

11:00-11:45 am Speaker 3: Joshua Giordano-Silliman

11:45 am -12:00 pm - Questions

12:00-1:00 pm Lunch - Room C

1:15-4:00 pm Plant Auction Room A

6:00 pm Cash Bar - Room C

6:45 pm Awards Banquet - at the Landmark Resort  
Room C

### FRIDAY OCTOBER 20

Departure

More details @ [hollysocam.org](http://hollysocam.org)

#### BOARD MEMBERS

The Fall Executive Board Meeting will be held by ZOOM . Friday, September 22 4:30 pm.  
*There will be no in-person Board Meeting during the Annual Meeting in Myrtle Beach*

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## Please Read Carefully

Use this link for Reservation Instructions

<http://hollysocam.org/meetings.htm>

Calling and booking your individual reservations.

**Hotel cut-off date, September 17th, 2023.**

After this date rooms and rates are no longer guaranteed.

**\*\*You MUST Book Under the Block in Order to Get  
the DISCOUNTED Rates\***

## MEETING HIGHLIGHTS

### Special Silent Auction

The Wolf-Fenton antiques collection of Holly pieces that has been acquired from Frank Wheaton, will be for sale. Examples: Blue Carnival glass-footed large dish with a stag and holly pattern, a small paperweight with gold holly emblem, small teacup with a gold edge and handle, holly sprig. Over 300 items.

**Come prepared to shop!**

### Plant Auction

The plant auction will also return for those special and hard to find plants!

### Sprig Contest

See Page 4 for contest rules.



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## IMPORTANT INSTRUCTIONS

### Meeting Registration:

Please use the clipped portion of the Meeting Registration Form below to register for the 2023 Annual Meeting. Indicate the number of people you want to register for the entire meeting or only part of the meeting as described below. Calculate the total amount due and complete the form and return it with your check payable (in U.S. Funds or International Money Order) to Holly Society of America by **September 25, 2023**, to:

**Carole Cossaboon**

**Secretary Holly Society of America, Inc.**

**P. O. Box 803**

**Millville, NJ 08332-0803**

or

**PAY ONLINE WITH PAYPAL**

**hollysocam.org**

### Arrival:

Upon arrival at the Hotel, pick up your registration packet at the registration table. Please see or email Carole Cossaboon at [memom52@comcast.net](mailto:memom52@comcast.net) for questions concerning registration.

### Holly and Plant Auction:

Your support of the Auction both as a donor and participant helps finance the Holly Society Research and Development Program and Educational Outreach. Please consider contributing Holly and/or other plants of horticultural merit, to the Holly and Plant Auction. Label each plant in advance with the contributor's name, Genus, species, selection/cultivar name and USDA hardiness zone.

### Holly Sprig Contest:

Everyone is encouraged to participate in this event. See page four (4) for more information on entering the sprig contest. Contact meeting coordinator, Sue Hunter, email: [heartwoodnurseryinc@gmail.com](mailto:heartwoodnurseryinc@gmail.com) for questions about the meeting.

## MEETING REGISTRATION FORM

**76TH ANNUAL MEETING - OCTOBER 17 - OCTOBER 20, 2023**

**Registration cut-off date is Monday, September 25, 2023**

NAME	<i>For name tag and auction number</i>		
NAME	<i>For name tag and auction number</i>		
<b>Meeting:</b> Including Registration, Wednesday's Activities, Thursday's Activities and Awards Dinner	#	X \$310.00	\$
<b>Wednesday ONLY:</b> Registration and Brookgreen Gardens Tour and Marshwalk	#	X \$125.00	\$
<b>Full Meeting:</b> Registration, ALL Activities <b>Plus</b> Tuesday's Welcome Dinner	#	X \$350.00	\$
Welcome Dinner Only	#	X \$ 50.00	\$
Grand Total Enclosed			\$

Please list diet restrictions

### TUESDAY (Welcome Dinner) Please select entree choice.

- Meat: Chicken Bruschetta, chicken breast topped with tomato-basil and red wine Beurre rouge
- Seafood: Crabcakes with citrus aioli
- Vegetarian: Ratatouille

### THURSDAY (Awards Dinner) Please select entree choice.

- Meat: Roast Top Sirloin Beef
- Seafood: Baked Salmon
- Vegetarian: Vegetable Orzo

### MEETING OPTIONS. READ CAREFULLY! SEE PAGE ONE FOR SCHEDULE.

**Tues., October 17** - Welcome Dinner at the Landmark Resort

**Wed., October 18** - Brookgreen Gardens Tour and Marshwalk, Murrells Inlet with Bus Transportation (meals on your own)

**Thurs., October 19** - Registration, Auction, Meeting, Speakers and Awards Dinner at the Landmark Resort

*No Refunds if you are unable to attend any parts of the Meeting after payment.*

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## HOLLY SPRIG CONTEST

Everyone is encouraged to participate in this event.

### Amateur and Professional Division Classes

#### Class I

*Ilex opaca* sprigs (subclasses will be established for males, females, yellow berried, etc.).

#### Class II

*Ilex aquifolium* sprigs (subclasses will be established for males, females, yellow berried, variegated, etc.).

#### Class III

*Ilex crenata* sprigs (subclasses will be established for males, females, variegated, etc.).

#### Class IV

*Ilex cornuta* sprigs (subclasses will be established for males, females, etc.).

#### Class V

Deciduous hollies species (subclasses will be established for *Ilex verticillata*, *Ilex decidua*, and any other deciduous holly including interspecific hybrids).

#### Class VI

Miscellaneous species.

#### Class VII

Interspecific hybrids (named varieties and unnamed selections).

#### Class VIII

Novice - Open only to persons who have never entered a sprig into competition before.

#### Class IX

Collection - Five sprigs of different cultivars and/or different species in container supplied by exhibitor. Class open to amateurs and professionals.

#### Class X

Arrangement, suitably named, depicting a landmark, tradition, or outstanding characteristic of the site of the current Annual Meeting. Entry may not exceed 24 inches high by 20 inches wide by 16 inches deep.

The arrangement must consist of predominantly holly.

Accessories are permitted and should be in a container supplied by exhibitor. Class open to amateurs and professionals.

#### Awards and Prizes

Awards will be presented at the Holly Banquet, and winners will be listed in the proceedings of the meeting. Awards include the Novice Class Award, Amateur Division Best of Show Award, Arrangement Class Award, the Stewart H. McLean Memorial Award for the Professional Division Best of Show, and the Wilson Mott Memorial Award for the best evergreen sprig in the show.

#### General Rules

1. Sprigs must be from plants grown at least one year by the person entering them and must be properly identified.
2. Evergreen sprigs must not exceed 18 inches in length. Deciduous sprigs must not exceed 24 inches in length. All leaves must be removed from deciduous sprigs.
3. All judging will be based on the official point score card of The Holly Society of America (see table below).
4. Plastic tubes for exhibitors will be supplied.
5. The competition is open to anyone wishing to enter.
6. All entries must be made during the registration hours specified in the Annual Meeting Program.
7. Judging will take place as specified in the Program.
8. Entry fee: None
9. An exhibitor may submit only one entry of each selection or cultivar in a class or subclass.
10. The number of classes and/or subclasses may be expanded or reduced at the discretion of the official registrar.
11. The official registrar is the final authority regarding the interpretation and application of the General Rules.

POINT SCORE CARD FOR JUDGING BERRIED, NON BERRIED, AND DECIDUOUS BRANCHES OF THE GENUS ILEX					
Berried Holly		Non Berried Holly		Deciduous Holly	
Vigor of spray	10	Vigor of spray	15	Vigor of spray	20
Spacing of foliage	10	Spacing of foliage	15	Freedom from blemish	20
Color of foliage	15	Color of foliage	25	Size of fruit	15
Freedom from blemish	15	Freedom from blemish	20	Color of fruit	20
Texture of foliage	10	Texture of foliage	15	Spacing of fruit	15
Size of fruit	10	Correct labeling	10	Correct labeling	10
Color of fruit	10				
Spacing of fruit	10				
Correct labeling	10				
<b>TOTAL POINTS</b>	<b>100</b>	<b>TOTAL POINTS</b>	<b>100</b>	<b>TOTAL POINTS</b>	<b>100</b>

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## SPEAKERS

### 9:00 - 10:00 am Speaker 1: Augustus Jenkins Farmer



**Augustus Jenkins Farmer** is a renaissance plantsman. He fell for plant sciences at Clemson University, for botanical garden design at the University of Washington and for the natural world during an early education from a family of artists, musicians and farmers.

For 20 years, Jenks led teams to plant and establish the vision for two of South Carolina's major botanical gardens; Riverbanks Botanical Garden and founding Horticulturist of Moore Farms. Through those and his designs for homes, museums and businesses have received awards and delighted hundreds of thousands visitors with the joyful, easy exuberance of hand crafted gardens.

An engaging storyteller and teacher, he's established multiple internship programs and is talented at getting people of all ages and from all walks of life to get outside and get their hands dirty. He's lectured for groups as varied as the NC State Agricultural faculty, the Smithsonian, Wave Hill, lots of Master Gardeners and of course, his grandmother's Allendale Ladies Afternoon Reading Club.

His writing has been published in journals, *Organic Gardening*, *Horticulture* and recently his photos in the Royal Horticulture Society magnolia quarterly. He is the author of *Gardening with Crinum Lilies*, *Deep Rooted Wisdom* and *Lessons Learned from Generations of Gardeners*.

### 10:00-10:45 am Speaker 2: Adam Negrin, PhD

Dr. Adam Negrin; Lehman College; The City University of New York; Department of Biological Sciences  
In keeping with our Mission Statement, The HSA Executive Board approved a \$5,000.00 Educational Grant to Post-Doctoral student Adam Negrin to assist with the funding of his investigative genetic research of the Genus *Ilex*. The Taxonomy and Research Committee and Board are looking forward in working with Dr. Negrin as his research unfolds. Additional information and reports will be published in a future issue of the *HSA Journal*.

### 11:00-11:45 am Speaker 3: Joshua Giordano-Silliman



**Joshua Giordano-Silliman** has been practicing horticulture in Charleston for over 20 years. He graduated from Trident Technical College with an Associates of Agriculture (2001) and Clemson University with a Bachelors of Science in Horticulture (2004). His professional accreditations include being a South Carolina Certified Nurseryman, SCNLA, (1998, #295). He formed a research, consultation, and technology development business, Hortfire LLC, in 2008. He enjoys fishing, cooking, and volunteering for the South Carolina Seafood Alliance in his spare time.

Joshua has done extensive work in selecting of *Ilex vomitoria* as a tea and beverage, and will have samples to try.