



HOLLY LETTER

PUBLISHED BY THE HOLLY SOCIETY OF AMERICA, INC.

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HOLLY LETTER Nº 85

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JULY, 2010

ANNUAL MEETING ANNOUNCEMENT

63RD ANNUAL MEETING
HOLLY SOCIETY OF AMERICA, INC.

NOVEMBER 3-7, 2010
DOUBLETREE HOTEL OAK RIDGE
OAK RIDGE/KNOXVILLE, TENNESSEE

WEDNESDAY, NOVEMBER 3

3:00 P.M.–7:00 P.M. Meeting of HSA officers and trustees in Doubletree Hotel Salon C.

THURSDAY, NOVEMBER 4

- 6:00 A.M. The Doubletree Hotel restaurant, Burchfield's, opens for breakfast.
- 7:00–7:45 P.M. Registration at HSA Registration Table in the hotel lobby.
- 8:15–8:30 A.M. Board tour bus in the Doubletree Hotel parking lot for full day tour.
- 8:30 A.M.–4:30 P.M. Early Arrivals Tour (see page 7 for more information).
- 1:00–3:00 P.M. Registration at HSA Registration Table in the hotel lobby.
- 1:00–6:00 P.M. Facilities open for storage of auction and plant sale materials in Salon A.
- 3:00 P.M. Early Arrivals Tour bus returns to the Doubletree Hotel to board late arrivals for visit to the Harold Elmore Holly Collection at the UT Arboretum in Oak Ridge.
- 3:15 P.M. Dedicate the Harold Elmore Holly Collection entrance feature and tour the collection.
- 4:30–5:00 P.M. Early Arrivals Tour returns to the Doubletree Hotel.
- 5:00–6:00 P.M. Registration at HSA Registration Table in the hotel lobby.
- 5:00–6:00 P.M. Holly Sprig Room in Salon A open for entries in the Sprig Contest.
- 6:00 P.M. Attitude adjustment hour in Salons B & C.
- 7:00–9:00 P.M. Welcome Dinner in Salons B & C. Thomas H. (Tom) Row, a retired nuclear engineer from Oak Ridge National Laboratory currently serving as president of the University of Tennessee Arboretum Society, will present "Oak Ridge, a Community of Volunteers from Birth: Why the Arboretum and Holly Garden Came to be."
- 9:00–10:00 P.M. Holly Sprig Room in Salon A open for the Silent Auction and entries in the Sprig Contest.

FRIDAY, NOVEMBER 5

- 6:00 A.M. Burchfield's opens for breakfast.
- 7:00–7:30 A.M. Registration at HSA Registration Table in the hotel lobby.
- 8:00–8:15 A.M. Board tour bus in the Doubletree Hotel parking lot for full day tour.
- 8:30 A.M.–9:30 P.M. Annual Meeting Tour (see page 7 for more information).
- 9:30 P.M.–10:30 P.M. Holly Sprig Room closed for judging of the Holly Sprig Contest.

SATURDAY, NOVEMBER 6

- 6:00 A.M. Burchfield's opens for breakfast.
- 9:00 A.M.–Noon Registration at HSA Registration Table in the hotel lobby.
- 9:00 A.M.–1:00 P.M. Plant sale in hotel courtyard.
- 9:00 A.M.–1:15 P.M. Holly Sprig Room in Salon A open for the silent auction and to view entries and prize winners.
- 9:00 A.M. Program starts in Salon B with call to order and announcements.
- 9:15 A.M. Presentation #1: "New Holly Selections from the UT Arboretum," Dr. Will Witte, associate professor (retired), Department of Ornamental Horticulture and Landscape Design, The University of Tennessee Agricultural Experiment Station, Knoxville, Tennessee.
- 10:00–10:15 A.M. Coffee break.
- 10:15 A.M. Presentation #2: "Assessment and Valuation of the Harold Elmore Holly Collection at the University of Tennessee Arboretum in Oak Ridge, Tennessee," W. Jim Cortese, International Society of Arboriculture (I. S. A.) Board certified master arborist.
- 11:00 A.M. Presentation #3: "Rose Ramblings: Proper Selection and Choice Cultivars for Worry-Free Rose Gardening," Dr. Mark Windham, professor, Department of Entomology and Plant Pathology Department, The University of Tennessee, Knoxville, Tennessee.
- Noon–1:00 P.M. Lunch in Salon C.
- 1:15 P.M. Silent Auction closes.
- 1:00–1:30 P.M. Auction setup.
- 1:30 P.M. Annual Business Meeting in Salon B.
- 2:00–4:00 P.M. Holly Auction in Salon B.
- 4:00–7:00 P.M. Holly Sprig Room in Salon A open for last chance to view Sprig Contest.
- 6:00 P.M. Attitude adjustment hour in Salons B & C.
- 7:00 P.M. Annual Holly Banquet and Awards Ceremony in Salons B & C. Dr. Susan Hamilton, director of the UT Gardens, will speak on "Winter: A Beautiful Time in the Garden."

SUNDAY, NOVEMBER 7

- 6:00 A.M. Burchfield's opens for breakfast.

Sunday is on your own. The following local area nurseries and HSA members will be hosting open houses for meeting participants. Their catalogues and directions to the nurseries will be available on the HSA Registration Table.

Mike and Brenda Stansberry
Beaver Creek Nursery
Knoxville, Tennessee

Vivian Abney
East Fork Nursery
Sevierville, Tennessee

We also recommend the following as fun or interesting places to visit or travel through:

Great Smoky Mountains National Park and Sugarlands Visitor Center: The park is divided between North Carolina and Tennessee and is fifty-three miles long, eighteen miles wide, and covers more than five hundred twenty thousand acres. The blue, smokelike haze that almost always hangs over its mountains gives the park its name. The mountains catch the region's ample rainfall and so support a magnificent array of plant and animal life. Containing one of the largest blocks of old-growth temperate deciduous forest in North America, the park is home to about one hundred native tree species, over one thousand six hundred and sixty different kinds of flowering plants, and at least thirty different species of salamander. Visitor information can be obtained from Great Smoky Mountains National Park, 107 Park Headquarters Road, Gatlinburg, Tennessee, 37738, (865) 436-1200, <http://www.nps.gov/grsm/planyourvisit/visitorcenters.htm>. Sugarlands Visitor Center is located inside the park, two miles south of Gatlinburg, Tennessee, on US-441, just over an hour drive from Oak Ridge. This visitor center is open daily during November from 8:00 A.M. to 5:00 P.M. It features extensive natural history exhibits and a twenty-minute film about the park.

Great Smoky Mountains National Park, with its wonderful tree diversity and elevation extremes, is renowned for its October and November fall color. Those who have time traveling to or from the meeting may wish to consider a drive through the park along the Blue Ridge Parkway as part of their trip. The Parkway connects Shenandoah National Park near Waynesboro, VA (Milepost 0) with Great Smoky Mountains National Park near Cherokee, NC (Milepost 469). There are entrances and exits to the Parkway at all major federal and state highways. In Virginia, Interstates 64, 81, and 77 all have access directions. Pick up or exit the Blue Ridge Parkway at US-441 for your trip to or from Knoxville and Oak Ridge.

Ripley's Aquarium of the Smokies: 88 River Road, Gatlinburg, Tennessee, (865) 430-8808, <http://gatlinburg.ripleyaquariums.com/your-visit/welcome/>. This one hundred thousand square foot aquarium is home to exotic aquatic life from around the world. It comprises eight galleries that include a simulated tropical rain forest, coral reef, and a stingray bay. The displays feature some eight thousand sea animals, among them thousands of different kinds of tropical fish, sharks and other ocean predators, sea turtles, and giant spider crabs. The aquarium is open daily from 9:00 A.M. to 9:00 P.M.

Titanic Museum: 2134 Parkway, Pigeon Forge, Tennessee, (866) 488-4510, <http://www.titanicpigeonforge.com/>. Today the great Titanic lives on at this museum, where a towering symbol of hope and courage has been recreated in all its glorious splendor. The concept of this museum is to celebrate the ship and her passengers and crew and by simply telling their stories, pay respect to those who gave their lives. Each guest entering the ship will receive a boarding pass of an actual Titanic passenger or crew. Then feel their presence in the galleries where over three hundred personal and private artifacts are on display and discover their fate in the museum's memorial room. The museum is open daily from 9:00 A.M. to 10:00 P.M.

MEETING REGISTRATION FORM

PLEASE *PRINT* THE FOLLOWING:

Names of attendees: _____
(Print attendee names as they are to appear on attendee name tags)

Address: _____
(Print address of each attendee, if different)

City: _____ State: _____ Postal code: _____

Country: _____

Phone: _____ E-mail: _____

Complete the reverse side of this form on the next page, detach, and return with your check as described above.

IMPORTANT INSTRUCTIONS

Hotel Reservations: The Doubletree Hotel Oak Ridge has reserved a block of rooms for the Holly Society at the rate of \$99.00 (plus 14.75% tax) per night per room for both single and double rooms. **For reservations, call the hotel at 1-865-481-2468 no later than the October 14, 2010, cut off date.** Identify your affiliation with the Holly Society to receive the discount rates above and be sure to record your confirmation number. A major credit card advance deposit will be required to guarantee your room. Check-in time is 3:00 P.M.; check-out is by noon. *After the October 14 cut off date, the hotel will release all remaining unreserved rooms for general sale and will accept additional reservations only on a space available basis and at regular rates.*

Meeting Registration: Please use the tear-off Meeting Registration Form below to register for the 2010 Annual Meeting. Indicate the number of people you want to register for the Entire Meeting, the Entire Meeting plus one or both of the optional tours, and/or only part of the meeting. Calculate total amount due, complete the reverse side of the form, and return it with your check payable (in U.S. Funds or International Money Order) to:

Secretary
Holly Society of America, Inc.
P.O. Box 803
Millville, NJ 08332-0803

When you arrive at the Doubletree Hotel, pick up your registration packet at the registration table in the hotel lobby in front of the meeting rooms.

Holly Auction: Your support of the auction both as a donor and participant helps finance the Holly Society's Research and Development Program. Please bring donations to the Holly Auction of holly or other plants of horticultural merit, handcrafted items with a holly motif, or other items of special interest. Remember to price your donations before they are taken to the auction room. *Please label in advance all plant material with species and cultivar name and USDA hardiness.*

Holly Sprig Contest: Everyone is encouraged to participate in this event. Please see page 6 for more information on entering the sprig contest.

For questions about the meeting: Contact Dennis Superczynski, the meeting's coordinator, by telephone at (865) 675-8502 or by e-mail at jandport@tds.net.

MEETING REGISTRATION FORM

63rd ANNUAL MEETING NOVEMBER 3-7, 2010
DOUBLETREE HOTEL OAK RIDGE OAK RIDGE, TENNESSEE

Entire Meeting	# _____	×	\$270.00	=	_____
Entire Meeting <i>plus Early Arrivals Tour</i>	# _____	×	\$315.00	=	_____
Daily Fees - for those only interested in attending specific single activities					
Meeting Registration Fee (required in addition to any of the below)	# _____	×	\$85.00	=	_____
Thursday, November 4, Early Arrivals Tour	# _____	×	\$45.00	=	_____
Thursday, November 4, Welcome Dinner	# _____	×	\$35.00	=	_____
Friday, November 5, Annual Holly Tour and Dinner	# _____	×	\$85.00	=	_____
Saturday, November 6, Lunch	# _____	×	\$25.00	=	_____
Saturday, November 6, Holly Awards Banquet	# _____	×	\$40.00	=	_____

Grand Total Enclosed _____

DOUBLETREE HOTEL OAK RIDGE

215 South Illinois Avenue
Oak Ridge, Tennessee 37830
1-865-481-2468

<http://www.doubletreeoakridge.com/location.php>

FROM THE MCGHEE TYSON AIRPORT (TYS) IN KNOXVILLE (<http://www.tys.org/>)

BY TAXI: Pick up a taxi at the airport entrance to take you to the hotel. *The day before you are planning to leave the hotel,* arrange with the Doubletree Hotel front desk for taxi pickup to take you back to the airport.

BY RENTAL CAR: Bear left from the airport exit onto US-129 (Airport Highway/North Alcoa Highway) for 2.9 miles. Take ramp on right onto I-140 west toward Oak Ridge. I-140 crosses I-40/I-75 and becomes Hwy. 162 N (Pellissippi Parkway). Hwy. 162 becomes Hwy. 62 over the bridge into Anderson County. Hwy. 62 turns into South Illinois Avenue. The hotel is located at the corner of Illinois Avenue and Tulane Avenue. The hotel is 25 miles and approximately thirty minutes from the airport.

FROM ATLANTA/CHATTANOOGA:

From I-75 north, take Exit 81 north and turn left onto US-321. Continue north, past I-40, to the junction with Hwy. 95. Hwy. 58 (Oak Ridge Turnpike) and Hwy. 95 merge; continue north on Hwy. 95 into Oak Ridge to the intersection at Illinois Avenue (Hwy. 62). Turn right and the hotel is ¼ mile on your left.

FROM THE SOUTHBOUND-LEXINGTON:

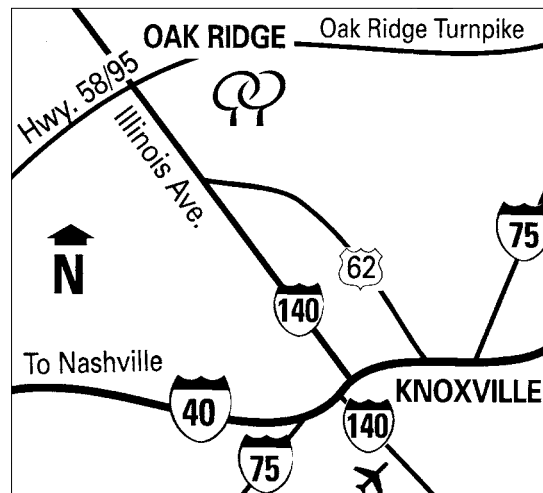
From I-75 southbound, take exit 122 and proceed west on Hwy. 61 through Clinton. Continue on Hwy. 61 to the intersection with Hwy. 95 (Oak Ridge Turnpike). Veer left onto Hwy. 95 into Oak Ridge to the intersection at Illinois Avenue (Hwy. 62). Turn left and the hotel will be 1/4 mile on left.

FROM THE EASTBOUND-NASHVILLE:

From I-40 eastbound, take exit 356 north onto Hwy. 58 (Oak Ridge Turnpike). Hwy. 58 becomes Hwy. 95. Continue north on Hwy. 95 into Oak Ridge to the intersection at Illinois Avenue (Hwy. 62). Turn right and the hotel is ¼ mile on your left.

FROM THE WESTBOUND- KNOXVILLE:

From I-40 westbound, take exit 376A north onto Hwy. 162 N (Pellissippi Parkway). Hwy. 162 becomes Hwy. 62 over the bridge into Anderson County. Hwy. 62 turns into South Illinois Avenue. The hotel is located at the corner of Illinois Avenue and Tulane Avenue.



Doubletree Hotel Oak Ridge area map.

HOLLY SPRIG CONTEST

Competition will be open to both amateur and professional entrants. Both a division of amateur entrees and a division of professional entrees will be judged. To have a truly worthwhile display, we need **your** sprigs!

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 holly 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 not to exceed 24 inches high by 20 inches wide by 16 inches deep. Must consist of predominantly holly, accessories permitted, and 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 for 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.
3. All judging will be based on the official point score card of The Holly Society of America (see table below).
4. Contest committee will supply plastic tubes for exhibitors.
5. 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. An entry fee of 50¢ per sprig will be collected to help defray the costs involved in putting on this competition.
9. An exhibitor may submit only one entry of each 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				
TOTAL POINTS	100	TOTAL POINTS	100	TOTAL POINTS	100

EARLY ARRIVALS TOUR SCHEDULE

THURSDAY, NOVEMBER 4

- 8:15–8:30 A.M. Board tour bus in the Doubletree Hotel parking lot.
- Morning The University of Tennessee UT Gardens on the Knoxville campus (<http://utgardens.tennessee.edu/>). The gardens feature an innovative garden entrance, a recently dedicated Rose Garden, the Don Shadow collection, and two thousand varieties of herbaceous plant evaluations. We will be hosted by Dr. Susan Hamilton, the garden’s director.
- NOON Knoxville Botanical Garden and Arboretum (<http://www.knoxgarden.org/>). This historic garden was once a family-operated nursery that traces its beginning to the time when Knoxville was a frontier and Tennessee was not yet a state. Located on forty-four beautiful ridge-top acres, the garden features lovely stone structures and landscaped surroundings. Lunch will be served in the Garden Club Room.
- After Lunch The American Museum of Science and Energy in Oak Ridge (<http://www.amse.org/>). This museum houses a variety of exhibits including one exploring the earth’s energy resources and one explaining the “Manhattan Project” and how Oak Ridge participated in the development of the atom bomb released on Japan at the end of the Second World War.
- Afternoon Bus returns to the Doubletree Hotel to pick up the day’s arrivals and then proceeds to the dedication of the entrance to the Elmore Holly Collection at the UT Arboretum in Oak Ridge (<http://www.discoveret.org/utarboretum/>).
- 4:15 P.M. Board tour bus for return to the Doubletree Hotel.

There will be a rest room on the bus.

FRIDAY TOUR SCHEDULE

FRIDAY, NOVEMBER 5

- 8:00 A.M. Board tour bus in the Doubletree Hotel parking lot.
- 8:15 A.M. Bus leaves for Shadow Nursery, Inc., in Winchester, Tennessee (<http://www.shadownursery.com/>). Owned and operated since 1973 by renowned plantsman and fourth generation nurseryman Don Shadow, Shadow Nursery specializes in new and useful plant materials for growers, garden centers, landscape architects, designers, and contractors. Plantsmen from Shadow Nursery have traveled throughout the United States and many parts of the world acquiring plants that have become an important part of horticulture throughout many areas of the country. The Nursery is proud to make these garden-worthy gems available and to continue to evaluate many others for the future. This all-day tour will be hosted by Don Shadow, current owner of Shadow Nursery and co-author with Paul Cappiello of the book *Dogwoods*.
- 4:00 P.M. Guided tour of the Jack Daniel Distillery in Lynchburg, Tennessee, hosting groups of twenty-five.
- 5:30 P.M. Dinner at the Jack Daniel Distillery in Lynchburg, Tennessee.
- 7:00 P.M. Board tour bus for return to the Doubletree Hotel.

There will be a rest room on the bus.



HOLLY LETTER

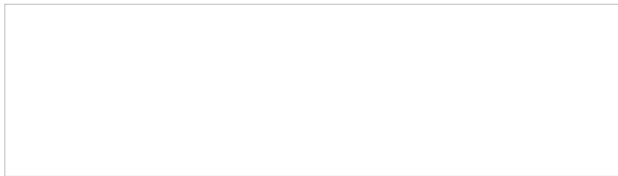
PUBLISHED BY THE HOLLY SOCIETY OF AMERICA, INC.

The Holly Society of America, Inc., founded in 1947, is a not-for-profit, 501(c)(3), organization of individuals interested in learning about the genus *Ilex*. Through Society publications, lectures, meetings, and visits to holly collections, information is provided for skilled growers as well as novices. Local or regional groups of holly enthusiasts are encouraged to establish chapters under the National Society.

Members receive two issues of the *Holly Society Journal* and at least three issues of the *Holly Letter* a year. Annual dues are as follows: Student Membership: Standard, \$15.00. Regular Membership (Individual or Joint to one address, domestic or foreign): Standard, \$30.00; Sustaining, \$60.00; Sponsoring, \$120.00. Life Membership: Individual, \$600.00. Commercial/Institutional Membership: Standard, \$60.00; Sustaining, \$120.00.

Inquiries about membership and orders for back copies of the *Journal* and other Holly Society publications should be sent to the Secretary. Contributions of articles for publication in the *Journal* or the *Holly Letter* and inquiries about published material should be sent to the Editor. The address for both is: Holly Society of America, Inc., 309 Buck Street, P.O. Box 803, Millville, NJ 08332-0803.

VISIT OUR WEB SITE
<http://www.hollysocam.org>



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