



HOLLY LETTER

PUBLISHED BY THE HOLLY SOCIETY OF AMERICA, INC.

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HOLLY LETTER No 89

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JULY 2016

ANNUAL MEETING ANNOUNCEMENT

69th ANNUAL MEETING, OCTOBER 26 - OCTOBER 30, 2016

HOLLY SOCIETY OF AMERICA, INC.

The Landmark Resort, 1501 South Ocean Boulevard

MYRTLE BEACH, SOUTH CAROLINA

Reserve Early !

HSA President Welcomes You:

Susan Hunter, president of the HSA and founder of Heartwood Nursery Inc., extends to you a hearty welcome to the 69th Annual Meeting of the Holly Society of America, Inc.

Are you ready for an outstanding National Meeting? Beyond the work that the HSA's Executive Board does, our strength lies in educational outreach and growing our membership. Don't miss this unique opportunity to meet and converse with horticultural experts from around the country. Use this chance to broaden your knowledge about hollies through observation and participation so that you in turn can enlighten others. The Shumates have put together an extraordinary program which will culminate with the ever popular Plant Auction. Here's your chance to buy hard-to-find hollies and other uncommon plants. Plant descriptions are included in the bidding list, so if you are contributing plants to this worthwhile endeavor, please fill out the Plant Auction Form which can be found in this letter or on the website www.hollysocam.org. Email your completed Plant Auction Donation form to Margot Gerding at magerding35@gmail.com or mail to: Margot Gerding 1135 Gypsy Lane West Towson, Maryland 21286. The sooner Margot receives your information, the more inclusive and descriptive the bidding list will be. Remember to bring in your holly items for the Silent Auction too ! Let's see if we can top last year's event, which was better than ever !

Welcome to Myrtle Beach:

Cathy and Bob Shumate welcome you to the HSA's 69th Annual Meeting. As host and hostess, they have arranged what they hope you will find to be a terrific meeting. If you have questions after reading the "Holly Letter," please contact Bob at (410) 474-5957, or email: shubobcat@gmail.com. The Shumates look forward to seeing you. The wonderful thing about the Myrtle Beach area is that there is something for everyone and the southern hospitality is always free! With 60 miles of beautiful beaches, an endless array of things to do, places to stay, and dining options, Myrtle Beach will keep you coming back time and time again!

Speaker Line-Up:



Mark Weathington, Dir. of JC Raulston Arboretum at North Carolina State University. He has also served as Director of Horticulture for the Norfolk Botanical Garden and as a horticulturist at the Atlanta Botanical Garden. Mark travels extensively searching for new plants to diversify the American landscape. He is currently writing "Growing the Southeast Garden," a modern guide to gardening in the Southeast, for Timber Press.

Juang-Horng "JC" Chong, Ph.D., An Associate Professor and Extension Specialist with Clemson University, is based at the Pee Dee Research and Education Center in Florence, South Carolina where he does turf and ornamental research as an Entomologist. His current research and extension projects focus on understanding the biology, ecology, and management of scale insects, wood boring insects, spider mites, eriophyid mites and biological control. He received his Bachelor of Science degree from the University of Arizona and his Masters and Ph.D. from the University of Georgia.



Augustus Jenkins Farmer III, led teams to plant and establish the vision for two of South Carolina's major botanical gardens. He is the former director and plantsman of Riverbanks Botanical Garden and of Moore Farms Botanical Garden. With a masters degree in public garden management from the University of Washington and a horticulture degree from Clemson University, he has the combination of horticultural science and museum science needed to set strategic vision for growing plants well. Jenks operates a mail order nursery specializing in organically grown plants of the genus *Crinum*. He also works as a garden designer from New Orleans to Charleston. He has written, "Deep Rooted Wisdom; Lessons Learned from Generations of Gardeners."

Schedule at a Glance

WEDNESDAY, OCTOBER 26

3:00 - 7:00 p.m. Executive Board meeting in Resort Board Room 304 on 3rd floor
Officers and Trustees dinner at the Villa Romana Restaurant, 707 S. Kings Highway
Host: Gordon Robinson, Trustee

(Please note, due to travel distances, tomorrow's tour leaves early at 7:45 a.m. You don't want to miss it.)

THURSDAY, OCTOBER 27

6:00 - 7:30 a.m. Breakfast Buffet in Expo Ballroom C on Lobby level.
Registration in Expo hallway

7:45 a.m. Early Arrivals Tour bus leaves Landmark Resort for Pearl Fryars Topiary Garden.
(Bus tour must leave at 7:45 a.m. due to travel distances. It will be worth the early start!)

10:00 - 11:00 a.m. Tour Pearl Fryars Topiary Garden, Bishopville, S.C.

11:00 a.m. Bus departs for Moore Farms Botanical Garden

12:00 p.m. Arrive at Moore Farms for lunch provided by Schoolhouse Barbeque

12:45 - 2:15 p.m. Tour Moore Farms Botanical Garden: Groups of 20 will be led by horticultural staff.

2:20 p.m. Bus departs for McKenzie Farm

2:30 p.m. Tour farm with Stan McKenzie

3:30 p.m. Bus departs McKenzie Farm for Landmark Resort

5:00 p.m. Bus arrives at Landmark Resort

5:00 - 9:00 p.m. Sprig Room and Silent Auction open for entries in Expo Ballroom B on Lobby level
Registration in Expo hallway

6:00 - 7:00 p.m. Attitude adjustment in Expo Ballroom C on Lobby level (Cash Bar)

7:00 p.m. Welcome Annual Meeting Dinner Buffet in Expo Ballroom C on Lobby level

FRIDAY, OCTOBER 28

7:00 - 8:30 a.m. Breakfast Buffet in Expo Ballroom C on Lobby level
Registration in Expo hallway

8:45 a.m. Tour bus leaves Landmark Resort for Brookgreen Gardens

9:30 a.m. Brookgreen Gardens' personal tour guide will inform us about the Lowcountry plants.

12:00 p.m. Lunch in the Lowcountry Center at Brookgreen Gardens

1:00 p.m. Bus departs for Hobcaw Barony

1:30 p.m. Arrive Hobcaw Barony for guided tour of grounds and Bernard Baruch house

3:30 p.m. Bus departs Hobcaw Barony

4:15 p.m. Bus arrives at Landmark Resort

5:00 - 9:00 p.m. Sprig Room and Silent Auction in Expo B on Lobby level open for entries and judging

After 4:30 p.m. Dinner is on your own. There are over 1000 places to eat along the Grand Strand.

SATURDAY, OCTOBER 29

7:00 - 8:30 a.m. Breakfast Buffet in Expo Ballroom C on Lobby level

8:00 - Noon Registration in Expo hallway

8:00 a.m.-1:30 p.m. Silent Auction in Expo B (Silent Auction closes at 1:30 p.m.)

8:00 a.m.-1:30 p.m. Sprig Room in Expo B open to view prize winners

8:45 a.m. Program starts in Expo Ballroom A with a call to order and announcements

9:00 - 9:50 a.m. Presentation No. 1, Mark Weathington, Garden Director of JC Raulston Arboretum

10:00 - 10:50 a.m. Presentation No. 2, JC Chong, Ph.D., Clemson University, Pee Dee Research Center

11:00 - 11:50 a.m. Presentation No. 3, Jenks Farmer, Plantsman, Garden Designer, Columbia, S. C.

12:00 p.m. Lunch Buffet in Expo C on Lobby level

1:15 - 4:15 p.m. Plant Auction in Expo Ballroom A

5:30 - 6:30 p.m. Attitude adjustment Expo Ballroom C on Lobby level (Cash Bar)

6:30 p.m. Annual Banquet and Awards Expo Ballroom C on Lobby level

SUNDAY, OCTOBER 30

7:00 - 9:30 a.m. Breakfast Buffet in Expo Ballroom C on Lobby level

EARLY ARRIVALS TOUR SCHEDULE

3.

THURSDAY, OCTOBER 27

- 7:00 - 7:45 a.m. Registration in Expo hallway
- 7:45 a.m. Leave Landmark Resort for Early Arrivals Tour
- 10:00 - 11:00 a.m. Tour Pearl Fryars Topiary Garden: With no previous topiary experience, Pearl Fryar started work on his garden, located in Bishopville, South Carolina in the early 1980s. In 1985, Pearl was awarded Yard of the Month by the Bishopville Iris Garden Club. By the mid-1990s, Pearl's garden garnered national attention and was featured in numerous newspaper and magazine articles. The documentary film, "A Man Named Pearl," was widely released in 2006 to critical acclaim and shown on national television. Pearl planted all the trees and shrubs you will see today. Most of the plants in the garden are junipers, hollies, Leyland cypress, pines, or oaks. Pearl maintains his topiary by trimming them every 4-6 weeks. www.pearlfryar.com
- 12:00 - 2:15 p.m. Lunch and Tour Moore Farms Botanical Garden: Upon arrival in Lake City at the Moore Farms Fire Tower Center, we will enjoy a Southern barbeque luncheon catered by Schoolhouse Barbeque. The Botanical Garden was started by South Carolina native Darla Moore on family land in 2002. The initial design and construction was under the direction of Jenks Farmer who will be one of our Saturday morning presenters. Staff horticulturists will lead groups of 20 on tours of the gardens, the greenhouse nursery and the "Green Roof" on the maintenance facility. The gardens feature a *Magnolia grandiflora* collection of over 50 cultivars as well as South Carolina native plants and Southern heritage plants. www.moorefarmsbg.org
- 2:30 - 3:30 p.m. McKenzie Farm: A short ten minute ride brings us to the last stop of the day. This property has been growing vegetables since the mid-1960s. They grow watermelons, squash, and sweet potatoes in the summer followed by cabbage and collards in the winter. But the real treat is the more than 40 different species of cold hardy citrus that are grown and grafted in the nursery. Stan "The Citrusman" McKenzie will show us the citrus as well as the eucalyptus and palms which are sold on the property and by mail order. www.mckenzie-farms.com

FRIDAY TOUR SCHEDULE

FRIDAY, OCTOBER 28

- 7:00 - 8:45 a.m. Registration in Expo hallway
- 8:45 a.m. Leave Landmark Resort
- 9:30 - 1:00 p.m. Brookgreen Gardens Tour and Lunch in the Lowcountry Center: Founded in 1931 by Archer and Anna Hyatt Huntington, the site of four former colonial rice plantations was developed into gardens and an outdoor museum for sculpture. It is a National Historic Landmark and has been chosen by TripAdvisor as one of the Top Ten Public Gardens in the U.S. We begin with a short presentation in the Visitor Center followed by a Special Guided Horticulture Tour. Lunch in the Lowcountry Center will be soup, salad and sandwiches. www.brookgreen.org.
- 1:30 - 3:30 p.m. Hobcaw Barony: We will head down to Georgetown for the afternoon. Upon arrival we will remain aboard the bus joined by a guide to tour the 16,000 acre property on the site of 14 former plantations. We will then have guided tours of the 1930 house of Financier Bernard Baruch. His winter home hosted President Franklin Roosevelt, Prime Minister Winston Churchill, and many other dignitaries of the first half of the twentieth century. www.hobcawbarony.org

HOLLY SPRIG CONTEST

Competition will be open to 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. The arrangement must consist predominantly of 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: (Look for your Sprig Registration Form on line at the HSA web site: www.hollysocam.org.)

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.
3. All judging will be based on the official point score card of The Holly Society of America (see table below).
4. The contest committee will supply plastic tubes for exhibitors.
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: No entry fee applies in entering 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

Plant Auction Form

You may make as many copies as you need. Complete one Plant Auction Form for each plant you bring to the auction and return it to: Margot Gerding, 1135 Gypsy Lane West, Towson, Md 21286, or email to: magerding35@gmail.com by Oct. 14, 2016. This form can be found on the HSA web site: www.hollysocam.org.

Family:	Quantity:	
Cultivar:		
Size of Plant:		Sex:
Zone:	Adult Height / Width:	
Description:		
Pollinator(s):		

Please bring your plants to the meeting, or if you need to deliver plants ahead of time, Bob Shumate will accept them at his home. Please call: 410-474-5957.

-----Please clip-----

MEETING REGISTRATION FORM (See other side)

PLEASE PRINT THE FOLLOWING:

Names of attendees: _____
(Please print attendee's names as they are to appear on attendee name tags)

Address: _____
(Please print the address of each attendee, if different)

City: _____ State: _____ Zip code: _____ Phone: _____

Country: _____ E-mail: _____

Please complete the reverse side of this form, clip, and return with your check to the HSA Secretary.

IMPORTANT INSTRUCTIONS

Meeting Registration:

Please use the clipped portion of the Meeting Registration Form below to register for the 2016 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 the total amount due and complete the reverse side of the form and return the form with your check payable (in U.S. Funds or International Money Order) by September 28, 2016, to:

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

or: PAY ONLINE WITH PAYPAL
www.hollysocam.org


Upon arrival at the Resort, pick up your registration packet at the registration table in the Expo hallway.

Holly Auction: Your support of the auction both as a donor and participant helps finance the Holly Society Research and Development Program. Please bring holly donations (or other plants of horticultural merit), to the Holly Auction. Label in advance with the Plant Auction Form on page five (5), and list all plant material with genus, species, cultivar name and USDA hardiness zone. Please complete a Plant Auction Form for each plant you are entering in the auction and forward to Margot Gerding as early as possible, or email: magerding35@gmail.com. We also recommend attaching a copy of the completed Plant Auction Form to each plant you bring to the meeting.

Silent Auction: Handcrafted items displaying a holly motif, or other items of special interest will be greatly appreciated. Remember to price your donations before they are displayed.

Holly Sprig Contest: Everyone is encouraged to participate in this event. Please see page four (4) for more information on entering the sprig contest.

For questions about the meeting, contact meeting coordinator, Robert Shumate, 4770 Redberry Drive, Green Sea, S.C. 29545 Tel. (410) 474-5957 E-mail: shubobcat@gmail.com

-----Please clip.....

MEETING REGISTRATION FORM

69th ANNUAL MEETING -- OCTOBER 26 - 30, 2016
MYRTLE BEACH, SOUTH CAROLINA
www.landmarkresort.com

Please reserve your room(s) directly with the Landmark Resort, toll free reservation line: 800-845-0658 to receive the "Holly Society of America" group rate. Early registrations are encouraged. Cut-off date is Monday, September 26, 2016.

Entire Meeting, <i>plus Thursday's Early Arrivals Tour</i>	# _____	x	\$360.00	\$ _____
Entire Meeting, <i>including Registration</i>	# _____	x	\$310.00	\$ _____

Daily Fees for those only interested in attending specific single activities:

Meeting Registration Fee	# _____	x	\$100.00	\$ _____
Breakfast Thursday if not attending Early Arrival Tour	# _____	x	\$ 11.00	\$ _____
Thursday, October 27, 2016 Early Arrivals Tour (Incl. Breakfast, Lunch)	# _____	x	\$ 50.00	\$ _____
Thursday, October 27, 2016 Welcome Dinner	# _____	x	\$ 40.00	\$ _____
Friday, October 28, 2016 Full Day Holly Tour, (Incl. Breakfast, Lunch)	# _____	x	\$ 85.00	\$ _____
Saturday, October 29, 2016 (Lectures, Lunch, and Auction)	# _____	x	\$ 35.00	\$ _____
Saturday, October 29, 2016 Holly Awards Banquet, (Incl. Sunday breakfast)	# _____	x	\$ 50.00	\$ _____

Grand Total Enclosed: \$ _____

The Landmark Resort
1501 South Ocean Blvd., Myrtle Beach, S.C. 29577
 Holly Society of America Group Rate reservation telephone: **800-845-0658**
www.landmarkresort.com

Hotel Reservations:

Each attendee will make his or her own reservation by calling direct at 800-845-0658 and press the number “one” when they receive the recording. Rooms vary from \$45.00 to \$74.00 per night depending on weekday or weekend and room location. Please ask about room rates when calling 800-845-0658. (*We recommend Ocean View or Beach Front rooms.*) The hotel also requires a guarantee to hold reservations. At check-in a \$25.00 cash deposit or credit card is required to activate the guest room telephone. If no calls are placed, your deposit will be returned. (If your family and friends need to reach you while you are away, they should call the hotel’s main number: 843-488-9441.) ***Please register early.***

The oceanfront Landmark Resort has long been one of the most sought after vacation destinations along the Grand Strand. The Landmark’s unique amenities consist of 17 indoor and outdoor water attractions including the exciting H2Oasis water park and 9-hole mini golf course. Located oceanfront at 15th Avenue South in Myrtle Beach, the resort is conveniently close to the area’s best attractions, shopping, dining and entertainment venues as well as the Myrtle Beach International Airport.

Set on the beach and 2.6 miles from Whispering Pines Golf Course, this casual oceanfront hotel is 1.2 miles from the Myrtle Beach Boardwalk and Promenade. The bright quarters all have balconies, free WiFi, and wet bars with mini-fridges and microwaves. Suites add full kitchens and pull-out sofas.

Other attractions include a lazy river ride, whirlpools and kids’ pools. Dining options range from a seasonal frozen yogurt shop to a casual bar and grill. Additional amenities consist of a video arcade, exercise room, free parking and airport transportation.

The Landmark Resort is set oceanfront in Myrtle Beach, South Carolina, the #1 beach in the United States as rated in the 2011 TripAdvisor Travelers Choice Awards. Check out all of the wonderful features that Myrtle Beach has to offer that makes it the vacation destination for over 14 million visitors each year. You will find more to do at: GotoMyrtleBeach.com/events.

“The Friendliest Place on the Beach,” is Landmark Resort’s promise.

Travel Directions:

Please note, it is important that the exact address be used if using map quest or google earth or any navigation device due to several similar addresses nearby. The parking garage is located across Ocean Boulevard from the hotel. It is accessed from the 16th Avenue side and is connected to the hotel by a skyway.

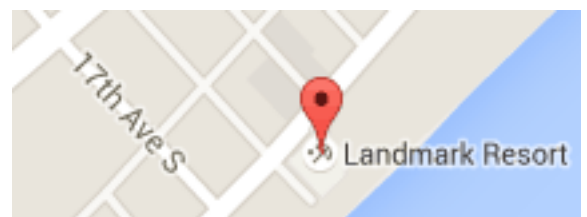
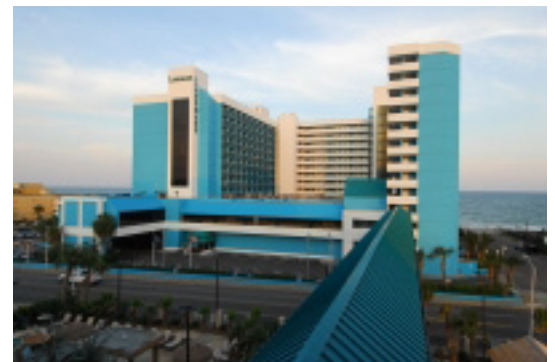
From I-95

Southbound from points north the most direct route is to take Exit 181A toward Latta/Marion onto SC-38 Go 7.6 miles. SC-38E becomes US-501 S. Go 55 miles. Slight right onto 3rd Ave. S. Go 1.1 miles. Right onto S. Kings Hwy/US 17 Bus S. Go 0.87 miles. Left onto 15th Ave. S Landmark Resort is on S. Ocean Blvd. between 15th and 16th Avenues. Entrance to parking garage is on 16th ave.

From the Airport:

Myrtle Beach Airport is about 2 miles from the hotel and the hotel has a complimentary shuttle. Simply contact the hotel upon arrival.

Driving directions from the airport: Exit right onto Harrelson Blvd., Go. 0.8 miles. Left onto S. Kings Hwy/US-17 Bus N. Go 0.58 miles. Turn Right onto 15th Ave. S. Go 0.2 miles. Landmark Resort is on S. Ocean Blvd. between 15th and 16th Avenues. Entrance to the parking garage is on 16th Ave.





HOLLY LETTER

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 a copy of the *Holly Letter* each year. Annual dues are as follows: Student Membership: Standard, \$15.00. Regular Membership (Individual or Joint to the one address, domestic or foreign): Standard, \$35.00; 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., P. O. Box 803, Millville, NJ 08332-0803

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