



## 100th Annual Conference & Trade Show

July 18-21, 2021 • Embassy Suites by Hilton San Marcos Hotel & Conference Center, San Marcos, Texas

### Dear TPGA Members and Friends:

This year Texas Pecan Growers Association (TPGA) celebrates its 100th anniversary! Join us as we head to the Embassy Suites by Hilton San Marcos Hotel Conference Center & Spa in San Marcos, Texas, for our 100th conference. With hotel and conference center under one roof, it is hard to beat this convenient venue. And with free breakfasts and free manager's reception in the evenings, it is hard to beat the value! The hotel address is 1001 E McCarty Ln. San Marcos, Texas 78666.

In this letter, we give a brief rundown of this year's conference and then provide a more detailed listing on the following page. As conference approaches, we will email occasional notices to TPGA members. If you have not received an email from us recently, please email [pecans@tpga.org](mailto:pecans@tpga.org) with your current email address.

Our room block at the Embassy Suites has sold out. TPGA has secured an overflow hotel at the Holiday Inn Express. You can reserve a room now by going online or calling the hotel directly. You must secure your reservation before the room block runs out to receive the discounted group rate. If you go online, go to [this link](#) and use your group code TPG. Or you may call Holiday Inn at 512-392-6355 and identify yourself as part of the Texas Pecan Growers group. The TPGA rate is \$149 for a single or double. Our guaranteed block includes Saturday through Wednesday nights only.

At the 2021 conference, we're featuring a variety of new activities and speakers with the hopes of providing you with an educational and entertaining experience. Before we get into the agenda though, we'd like to introduce our staff. Conference attendees can go to any of our staff members for assistance: Blair Krebs, Executive Director; Erin Diserens, Associate Director of Membership; Catherine Clark, Managing Editor of Pecan South; and lastly our newest team members, Jaclyn Uzcategui, Office Manager, and Bailey Gruber, TPGA intern.

Our agenda for Sunday activities includes registration from 1 to 5 p.m. and a TPGA Pecan Pairing Program meetup for growers at 4 p.m. We encourage you to check in and get your registration materials on Sunday afternoon. Following the Pecan Pairing Program, the Grand Opening Reception will open at 5 p.m. in the exhibit hall and will feature heavy hors d'oeuvres and bar, sponsored by Bissett Specialty Equipment, Weiss McNair, Flory Industries, Air-O-Fan, and Gillison's Variety Fabrication, Inc. Dinner will be on your own. During the reception, we will draw for the annual Fundraising Raffle—raffle tickets are \$20 each this year. The grand prize is a commemorative Henry Golden Boy 22LR, engraved with the TPGA 100-year logo and donated by Jake Montz and Larry Don Womack. All proceeds from the raffle go to Texas pecan research.

In another effort to raise money for research and extension, a silent auction will open during the reception. You can donate items to the auction as a way to contribute to fundraising efforts and promote your business.

The Mini Pecan Short Course, sponsored by Texas A&M AgriLife Extension, will kick off Monday morning. Presentations will cover leaf and soil sampling, pecan scab management, weed control, and more. Three Texas general pesticide recertification CEUs will be available through the course.

Our educational program will continue Monday afternoon and through Tuesday, and feature topics to help you manage your orchard and business, including talks on irrigation, management techniques, and pests. Tuesday will also include the TPGA business meeting, grower awards, and a crop estimate.

During refreshment breaks, you can head over to the exhibit hall to meet with vendors and attend breakout sessions. These short sessions are another educational opportunity. Exhibitors will give 15-minute educational presentations at their booths.

On Wednesday, we'll venture out to New Braunfels, Texas to Comal Pecan Farms for the orchard tour. The tour will include lunch.

As for special events, this year we have two outings planned that will surely enhance your conference experience. On Monday evening, we convene at AquaBrew Brewery & Beer Garden on 150 S LBJ Drive in San Marcos for a Casino Night. Casino Night will feature games, dinner—sponsored by Big Star Ag Source—and beverages sponsored by Burch Corporation. Be sure to reserve your tickets for this spectacular Monday event.

We also scheduled a Spouse's Event on Tuesday—"A Day in Wimberley." Participants will depart the hotel by bus and be dropped off in downtown Wimberley to enjoy the day however they wish. This scenic town is the perfect place to dine and shop the afternoon away. The bus will bring participants back to the hotel in the afternoon.

In celebration of our 100th year, TPGA is offering special anniversary items and an archival photo gallery, A Walk Down Memory Lane, at the 2021 conference. Conference attendees can bring their own photos for staff to scan and add to the archive. TPGA members are invited to request free copies of our 100-year recipe booklet to use in their businesses. In addition, we are selling commemorative TPGA hats and metal membership signs. Learn more about these anniversary items on page 6 of this packet.

Another way to participate in our 100th year celebration is through the Pecan Pie Contest, held during the Welcome Reception. All attendees are invited to participate. Simply check the box on page 6, bake your pie, and show up to conference!

Another way to contribute to the conference and promote your company is through sponsorship. For our 100th year, we're opening sponsorship to all participants. Everyone can help make TPGA's 100th conference a special one.

Don't want to donate money? Think about donating a door prize! If any of our members would like to donate door prizes or learn more about sponsorship, please let us know. You can call our office, make a note on your registration form or email [erin@tpga.org](mailto:erin@tpga.org). Please keep reading for more important details on each day's activities.

**online conference registration: [tpga.org/tpga-events/](http://tpga.org/tpga-events/)**

## ***The Conference Breakdown: Here's more need-to-know conference information!***

### **REGISTER ONLINE**

This packet provides information on the upcoming conference and a registration form. You can also register on the TPGA website: [tpga.org/tpga-events/](http://tpga.org/tpga-events/)

### **TPGA DUES**

Most TPGA memberships expire on June 30 (you can check in the TPGA membership area to confirm). If yours expires in June, please take this opportunity to renew your membership as you register for conference. You will find a renewal form in this packet. If you are unable to attend the conference this year, you may still renew by filling out the attached membership form or going online to [tpga.org](http://tpga.org). Through your membership, you not only fund TPGA benefits but also support valuable pecan research and promotion. Pecan researchers and supporters and all of us here at TPGA greatly appreciate your support.

### **ROOM RESERVATION DETAILS**

The Embassy Suites in San Marcos has sold out, but TPGA has secured an overflow hotel: the Holiday Inn Express. The discounted group rate is offered until the room block runs out. You can make your hotel reservations now by going online [here](#). **Once online, use your group code: TPG.**

You may also call the hotel directly at 512-392-6355 and identify yourself as part of the Texas Pecan Growers group. The TPGA rate is \$149 for a single or double. Triple and quad occupancy rates are slightly higher. Our guaranteed block includes Saturday through Wednesday nights, departing on Thursday morning. Other nights may be reserved, based on availability. Please check with Holiday Inn Express for the hotel's latest safety guidelines and regulations.

The Holiday Inn Express address is 900 Barnes Dr, San Marcos, Texas, 78666.

### **PECAN PAIRING PROGRAM**

We will host our annual Pecan Pairing Program on Sunday at 4 p.m. before the Grand Opening Reception. This program is designed to bring growers from the same region together so that they have someone to turn to when the going gets tough. As such a large state, Texas has a diverse range of growing conditions and practices. By participating in the Pecan Pairing Program, you'll meet someone who is confronting the same challenges as you for a chance to talk, share ideas, and establish connections.

If you're interested in connecting with another grower in your region, be sure to check the box on the following page. Once you're signed up, you will be contacted via email before conference with more information and details. On the day of the meetup, please gather near the registration desk.

### **CELEBRATE 100 YEARS WITH US**

As part of our 100 year celebration, Texas Pecan Growers Association is offering some special anniversary products, as well as a Pecan Pie Contest and A Walk Down Memory Lane—a archival photo gallery.

- 100th year special edition recipe booklets, free to TPGA members to use in their business.
- 100th anniversary TPGA hats in heather gray and black, only 100 available, \$25 each.
- Membership sign, only 200 available, \$30 per sign.
- Sponsorship—help to sponsor the 100th TPGA conference.

TPGA will host a Pecan Pie Contest during the Grand Opening Reception. All conference attendees are welcome to participate in this 100th anniversary event. If you wish to bring a pie and participate, fill out the required section on the Conference Registration Form. A Walk Down Memory Lane will showcase archival photos from TPGA history; attendees are invited to bring photos to add to the gallery.

### **Orchard Walk**

TPGA board member Troy Swift invites any interested attendees to take a walk through his orchard on Monday morning. Guests will meet at Swift River Pecans at 7 a.m. before the educational program starts, and can wander through the orchard and along the river. There will be a short walk for people who want to do a shorter distance or make sure they're back in time for the 8:30 Mini Pecan Short Course, as well as a longer walk option of about 2.5 to 3 miles. Swift River Pecans is about 20 minutes from the hotel. Maps will be provided by the front desk. The Orchard Walk is a free, do-on-your-own event for any interested conference participant.

### **ORCHARD TOUR ON WEDNESDAY**

On Wednesday, we will have our annual orchard tour. A special ticketed event, the tour gives you an opportunity to visit and learn about another grower's pecan operation and practices. The group will leave the hotel at 8:30 a.m. and embark on a 30-minute drive to New Braunfels, Texas. There, we will visit Comal Pecan Farms, a fifth-generation family farm owned by Mark Friesenhahn. This family business boasts an on-site retail store and cleaning plant. You can learn more about Comal Pecan Farm and its owner, Mark Friesenhahn, in a profile from Pecan South's July 2020 issue. Aside from dealing with the usual pecan growing obstacles, the Friesenhahns face the challenge of residential and industrial growth around their farm. We will end the tour with lunch in the orchard and the conference will then conclude.

The cost for the tour is \$25 per person. There will be no bus transportation. All attendees must drive their own car or carpool.



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## CONFERENCE AGENDA

*With exception of special events, all activities are at the Embassy Suites San Marcos.*

### Saturday, July 17, 2021

3 p.m. TPGA Board of Directors Meeting, *Placido Boardroom*

### Sunday, July 18, 2021

10 a.m. - 4 p.m. Trade Show Setup (*Not open for viewing until reception time*)

12:30 p.m. Texas Pecan Board meeting, *Placido Boardroom*

1-5 p.m. Conference Registration

2 p.m. National Pecan Federation meeting, *Burleson Boardroom*

4 p.m. TPGA Pecan Pairing Program Meetup, *San Marcos Room*

5 p.m. Trade Show Grand Opening/Welcome Reception in Veramendi Ballroom/Exhibit Hall—reception bar, sponsored by Bissett Specialty Equipment, Weiss McNair, Flory Industries, Air-O-Fan, and Gillison's Variety Fabrication, Inc. Also, State Pecan Show on view in the Chautauqua Room. Fundraising Raffle drawing and Silent Auction will take place during the Reception.

### Monday, July 19, 2021

7 a.m. Orchard Walk at Swift River Pecans in San Marcos (*optional; on your own*)

8 a.m. - 5 p.m. Registration and Trade Show; State Pecan Show open

8:30 a.m. Mini Pecan Short Course, sponsored by Texas AgriLife Extension (*3 CEUs available*)

9 a.m. The Native Nut Book Nook opens

Noon Lunch on your own

Noon Research & Extension Luncheon (*invited guests only*)

1:30 - 5 p.m. Educational Program; the Silent Auction closes at 5 p.m.

6-10 p.m. Casino Night at AquaBrew Brewery & Beer Garden, 150 South LBJ Dr., San Marcos, sponsored by Big Star Ag Source and Burch Corporation (*Ticketed event*)

### Tuesday, July 20, 2021

8 a.m. - 5 p.m. Registration and Trade Show

8:30 a.m. - Noon Educational Program

9 a.m. - 3 p.m. Spouse's Event: A Day in Wimberley (*Ticketed event*)

Noon Lunch on your own

Noon The Native Nut Book Nook and State Pecan Show close

1:30 - 4:45 p.m. Educational Program

Evening On Your Own

### Wednesday, July 21, 2021

8:30 a.m. Orchard Tour in New Braunfels, Texas (*Ticketed event*)

Plan to depart from the hotel in San Marcos at 8:30 a.m. by car. Participants will tour Comal Pecan Farm in New Braunfels. Lunch will be included in the tour.

**\*\* If you have any questions at the conference, visit the registration desk for details\*\***

**online conference registration: [tpga.org/tpga-events/](https://tpga.org/tpga-events/)**

## Conference Educational Program

While preparing for the 100th Annual Conference and Trade Show in San Marcos, Texas, be sure to check out the conference's educational program. Educational topics include pecan production, management and research topics from specialists across the country and growers in your own region. The Educational Program also features updates from industry groups and talks on the market, consumer relations, and the agriculture census. Don't miss out on your favorite topics and new events!

### Monday, July 19, 2021

- 8:30 a.m. **Texas AgriLife Mini Pecan Short Course, 3 Texas general pesticide recertification CEUs**  
8:30 - Keys to Pecan Scab Control - Dr. Monte Nesbitt, Texas AgriLife  
9:00 - Yield Expectations for Pecan Trees - Dr. George Ray McEachern, Texas A&M University  
9:30 - Overcropping Estimation & Management - Dr. McEachern  
10:00 - Coffee break in the Exhibit Hall  
10:30 - Management of Crop-Damaging Pecan Insects - Dr. Nesbitt  
11:00 - Leaf and Soil Sampling for Pecan Orchard Fertilization - Colton Ploch, Texas AgriLife  
11:15 - Controlling Weeds While Protecting Trees - Dr. Larry Stein & Dr. Monte Nesbitt, Texas AgriLife  
11:45 - Sanitizing Pecans for Direct Sales - Dr. Nesbitt
- Noon Lunch on own, buffet available at Rocky River Grille in the hotel/Visit the Trade Show  
Research and Extension Luncheon – *By invitation only*
- 1:30 p.m. **Breakout session**—Cooking with Pecan Oil by Shirley Hammons, Kinloch Plantation Products *in Exhibit Hall*
- 2:00 p.m. **TPGA 100-Year Celebration, President's Welcome**—Shannon Ivey, TPGA President, Texas Agriculture Commissioner Sid Miller, & More
- 2:30 p.m. **National Pecan Federation & Washington, D.C. Update**—Robert Redding, Redding Firm
- 3 p.m. Refreshment Break in the Exhibit Hall/Trade Show
- 3:15 p.m. **Breakout session**—Bissett Specialty Equipment at Booth 115 *in Exhibit Hall*
- 3:45 p.m. **Panel: Producing Food in Today's World—Food Safety, Sustainability, & More**—Richard Matoian, President of the American Pistachio Growers; Deborah Walden-Ralls, Green Valley Pecan Company; Dennis Perz, Georgetown Pecan Company, *moderated by Bob Whitney, Texas AgriLife*

### Tuesday, July 20, 2021

- 8:30 a.m. **Noble Research Institute's change to regenerative agriculture – Improving soil health within our orchard**—Dr. Charles Rohla, Noble Research Institute
- 9:00 a.m. **Healthier Orchards Means More Health Benefits**—Dr. Richard Heerema, Extension Pecan Specialist, New Mexico State University
- 9:30 a.m. Coffee Break in the Exhibit Hall/Visit the Trade Show
- 9:45 a.m. **Breakout session**—The Importance of Adjuvants by Oro Agri at Booth 24; The Benefits of Pecan Oil by The Art of Pecan at Booth 40 *in Exhibit Hall*
- 10:15 a.m. **Shaping the future of the pecan industry through genetics**—Dr. Jennifer Randall, New Mexico State University
- 10:45 a.m. **Texas Pecan Board update**—Larry Don Womack, President of the Texas Pecan Board
- 11:15 a.m. **TPGA Business Meeting and Awards**  
Door Prize Drawing—visit at least 10 exhibitors in the trade show and fill out the TPGA questionnaire to have two tickets placed into the drawing. Get exhibitors' signatures on the form included in your packet and return it with your TPGA questionnaire to the registration desk to be entered in the drawing
- Noon Lunch on own, buffet available at Rocky River Grille in the hotel/Visit the Trade Show
- 1:30 p.m. **Breakout session**—Reduced Cost Irrigation by Vortex Pipe Systems at Booth 39; Smart Guided Systems at Booth 48 *in Exhibit Hall*
- 2 p.m. **Update from the American Pecan Council**—Alex Ott, Executive Director, American Pecan Council
- 2:30 p.m. **How does it work? Inspection & Quarantines**—Cory Pence, Texas Department of Agriculture
- 3 p.m. Refreshment Break in the Exhibit Hall/Visit the Trade Show
- 3:15 p.m. **Break Out Session**—Effective Crow Control Techniques by Texas Crop Patrol at Booth 23 *in Exhibit Hall*
- 3:45 p.m. **Consumer preferences for pecans: Insights from nationwide panel survey**—Dr. Jay Lillywhite, New Mexico State University
- 4:15 p.m. **Pecan Crop Estimate & Taking A Look at the Data**—Lalo Medina, Pecan Grove Farms
- 4:45 p.m. **Adjourn**



July 18-21, 2021 • Embassy Suites & Conference Center, San Marcos, Texas

## REGISTRATION FORM

online conference registration: [tpga.org/tpga-events/](http://tpga.org/tpga-events/)

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Names of additional attendees (for name badges): \_\_\_\_\_

### Conference Registration Fee

(Only two adults of same family per registration)

**Check one:**

- \_\_\_\_\_ TPGA MEMBER, admits 2 \$150  
Early registration discount (prior to June 21)
- \_\_\_\_\_ TPGA MEMBER, admits 2 \$170  
Registering after June 21
- \_\_\_\_\_ TPGA NON-MEMBER, admits 2 \$200
- \_\_\_\_\_ BUSINESS RATE \$500  
Up to five people included; at least one membership must be associated with the group

\*\**(Confirmed exhibitors do not pay a registration fee)*\*\*

### 2021-2022 Membership Dues

(Please fill out the attached form)

### TPGA Pecan Pairing Program

(Please check box if yes)

We know how hard it is to grow pecans, and with all the variations in Texas management, it can be helpful to have another grower to rely on.

This program offers you the chance to be paired with someone from your region. Participants will meet up on Sunday at 4 p.m. before the Grand Opening Reception, near the registration desk. TPGA staff will email you before the event with more details.

If you're interested in connecting with another grower in your region, check this box!

## Tickets for Special Events

**# of tickets**

**Amt. Enclosed**

- |                          |  |       |
|--------------------------|--|-------|
| <input type="checkbox"/> | <b>CASINO NIGHT</b> —at AquaBrew Brewery & Beer Garden, 150 S. LBJ Dr., San Marcos, Monday, July 19.<br>Doors open at 6 p.m. and event ends 10 p.m. Dinner sponsored by Big Star Ag Source; beverages sponsored by Burch Corporation. <u>\$40 per ticket</u> | _____ |
| <input type="checkbox"/> | <b>SPOUSE'S EVENT: A Day in Wimberley</b> , Tuesday, July 20. Depart by bus at 9 a.m. and return at 3 p.m. Transportation provided, participants can enjoy a day out and about. <u>\$25 per person</u>   | _____ |
| <input type="checkbox"/> | <b>ORCHARD TOUR</b> , Wednesday, July 21, includes lunch and tour. <u>\$25 per person</u>  | _____ |

See back for more

**Total for special events:** \_\_\_\_\_

# REGISTRATION FORM...continued

## Celebrate 100 Years With Us

### 100TH YEAR RECIPE BOOKLETS

Amt. enclosed

Texas Pecan Growers Association has printed special edition recipe booklets to celebrate our 100th year anniversary. These booklets are available for free to all TPGA members to use in their businesses, consumer outreach, and more. **On the line below, write how many booklets you would like. Booklets will be hand-delivered at conference and come in bundles of 25.**

FREE

# booklets requested \_\_\_\_\_

### SPECIAL EDITION TPGA HATS

To celebrate this anniversary, TPGA is selling special edition hats. These commemorative hats are available in heather gray and black and feature the Texas Pecan Growers Association's 100th anniversary logo. There are only 100 in stock. **\$25 each.**

# of hats (\$25.00 ea.) \_\_\_\_\_

### TPGA MEMBERSHIP SIGNS

Show off your TPGA membership with a special aluminum sign. These signs feature the TPGA logo and are weather resistant. Sized 12-by-12 inches, the signs are perfect for your front gate, retail store, or even your front yard. Only 200 signs available. **\$30 each.**

# of signs (\$30.00 ea.) \_\_\_\_\_

### SPONSOR THE 100TH CONFERENCE

The Texas Pecan Growers Association opens up sponsorship opportunities to all conference attendees in celebration of 100 years as an organization. Everyone can help make TPGA's 100th year a special one. If you're interested in sponsoring the 2021 conference, please write the amount you wish to contribute on the line to the right. **Optional.**

### PECAN PIE CONTEST

Yes, I want to participate:

As part of our 100th anniversary celebration, TPGA is hosting a Pecan Pie Contest during the Grand Opening Reception on Sunday, July 18. All attendees are invited to participate. If you want to enter a pecan pie into the contest, please check the box and fill in the names of the recipe and baker on the lines below. **Pies must be made in an aluminum throwaway dish and should be delivered to Registration by 4:30 p.m. on Sunday, July 18, before the Grand Opening Reception.**

Recipe name \_\_\_\_\_

Baker's name \_\_\_\_\_

**Subtotal for anniversary items** \_\_\_\_\_

*See next page for more conference registration...*

# REGISTRATION FORM...continued

## Contributions

### RAFFLE TO SUPPORT TEXAS EXTENSION & PECAN RESEARCH

**Amt. Enclosed**

For the past seven years, the Texas Pecan Growers Association has included a raffle at each conference. All proceeds will go to Texas pecan research and extension. Some of the speakers you hear from at the conference will directly benefit from this raffle. The grand prize is a commemorative Henry Golden Boy 22LR, engraved with the TPGA 100 year logo and donated by Jake Montz and Larry Don Womack. Ticket sales will be limited to 500 tickets for \$20 each. Buy five tickets, you get the sixth free. You do not need to be present to win. **The drawing will take place at Grand Opening Reception on Sunday night.**

\_\_\_\_\_

### FRED R. BRISON SCHOLARSHIP FUND

This mailing is the only time each year we mention the \$1,000 Fred Brison scholarship presented annually by TPGA to a student in the Horticulture Department at Texas A&M University. If you are interested in contributing to our scholarship fund (or the TAMU Pecan Endowment), you may use this registration form to do so.

\_\_\_\_\_

### TEXAS A&M PECAN ENDOWMENT

These contributions go towards the effort to create a pecan endowment at Texas A&M University, which will support pecan research and the Texas A&M pecan program.

\_\_\_\_\_

### SILENT AUCTION

Funds generated from the silent auction will go to Texas pecan research and extension. Your contribution is not only for a good cause but can also help to promote your company or product. If you'd like to donate, please write a description of the item and give an estimated value. **Items will need to be mailed to our office or delivered to the Registration at conference before Sunday night's Grand Opening Reception.**

Item Description \_\_\_\_\_

Attribute this donation to... \_\_\_\_\_

Estimated Value \_\_\_\_\_

## PLEASE COMPLETE THIS SECTION!

1. Registration fee \_\_\_\_\_
2. Membership dues \_\_\_\_\_
3. Total \$ amount for special events \_\_\_\_\_
4. Total \$ amount for anniversary items \_\_\_\_\_
5. Scholarship/Endowment Contribution \_\_\_\_\_
- 6. TOTAL AMOUNT ENCLOSED** \_\_\_\_\_

**Mail this registration form, along with check or money order to:**

**Texas Pecan Growers Association**

4348 Carter Creek Pkwy., Ste. 101, Bryan, TX 77802 • 979-846-3285; fax 979-846-1752 • pecans@tpga.org

## Our Sponsors

Thank you to every sponsor for helping make our 100th Year Celebration special! The Texas Pecan Growers Association looks forward to celebrating this anniversary with all of you at our 2021 Conference and Trade Show.



**Weiss McNair**  
NUT HARVESTING EQUIPMENT



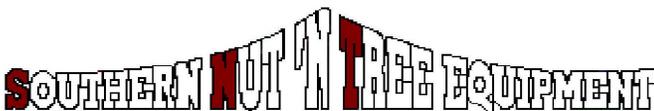
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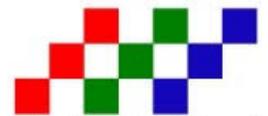
324 SH 16 South Goldthwaite TX 76844  
Email: [donnieh@pecans.com](mailto:donnieh@pecans.com)  
Phone: 1.800.527.1825  
Online: [www.sntequipment.com](http://www.sntequipment.com)



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Texas Pecan Growers Association

4348 Carter Creek Pkwy., Ste. 101, Bryan, TX 77802 • 979-846-3285; fax 979-846-1752 • [pecans@tpga.org](mailto:pecans@tpga.org)