

# HAVILAND HAPPENINGS

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**Haviland Talks. . .**

**As we close another year at HPP with you, we hope you find love, friendship and thanksgiving with the Season and throughout the New Year! May you continue to find many successes using our product line and find the treasures wrapped inside with our fine sales team, manufacturing and home office staffs.**

**May the spirit of the Holidays be yours each and every day!**

**The Haviland Team**

## The 2008 White House Christmas Tree— A North Carolina Tree

It's that time when we begin to decorate our homes for the special holiday, thinking greener than ever before. The White House tradition of a National Christmas Tree began with the first indoor Christmas tree in 1889 on Christmas morning during the Benjamin Harrison Presidency. The President, First Lady Caroline Harrison, their daughter and grandchildren gathered in the second floor Oval Room to celebrate the holiday. Mrs. Harrison, an artist, helped to decorate the tree with lit candles and fresh fruit and nuts. President Harrison presented the White House staff with gifts. Married men received turkeys and single men were given fine gloves. The President assumed that families ate Christmas dinner at home, but single staff members had to dress up to go for dinner. Mrs. Harrison, with the first White House Christmas tree, set the stage for the beautiful White House Christmas tree tradition.

In November, 1923 First Lady Grace Coolidge gave permission for the District of Columbia Public Schools to erect a Christmas tree on the Ellipse south of the White House. The tree, a 48-foot Balsam Fir from Vermont, President Coolidge's native state, was officially called the "National Christmas Tree." On Christmas Eve, President Coolidge walked from the White House to the Ellipse and lit the tree with the "push of a button." Three thousand spectators looked on as the tree was alight with 2,500 red, white, and green bulbs.

The tradition was moved from the Ellipse to various locations on the White House



grounds during the following years. In 1932, concealed loudspeakers were installed in the tree to play Christmas carols, which started a new tradition that continued for decades. The tree was known as the "Singing Tree" and attracted many visitors. President Franklin D. Roosevelt moved the ceremonies to Lafayette Park just north of the White House and pointed to the statues of German, Polish and French Revolutionary War heroes as types of diversity found among the American people, saying that the spirit of Christmas knows no race or creed. Prime Minister Winston Churchill was visiting the U.S. in 1941 for a

war council meeting and took part in the tree lighting ceremony. Because of the war, the tree was decorated by school children in the Washington area.

The Tree lighting was broadcast over radio until the first televised ceremony in 1946 with President Truman. President Truman was also the first President to light the tree by remote control from his home in Independence Missouri, where he was spending the holidays. By 1952, the radio and telecast of the ceremony had developed. The event was watched "by millions" and President Truman's address was broadcast through the Voice of America

in thirty-four languages. In 1954, President Eisenhower began the Christmas Pageant of Peace. This began a new tradition which included a life-sized reproduction of the nativity scene, a children's corner, and live reindeer from the Washington Zoo. Each year from 1954 to 1972, a tree was donated to the White House from a different state. Having used cut trees from around the country since 1954, the Christmas Pageant of Peace re-introduced a living tree into the ceremony with President Richard Nixon in 1973. This was in direct response to the hundreds of letters from individuals and environmental groups around the country requesting that conversation concerns be addressed. The tree was decorated with non-energy consuming decorations such as garland and balls.

After an assassination attempt in 1981, President Ronald Regan used a remote control from inside the White House to light the tree. President George Bush followed this tradition in 1989. President Clinton, in 1995, saw the National Christmas Tree lit by solar energy for the first time. George W. Bush, in 2007, answered the green call with LED Christmas lights.

The 2008 National Christmas tree is provided by River Ridge Tree Farm in Creston, (Ashe County) North Carolina. The Fraser Fir will be harvested the day after Thanksgiving and taken to Washington, where the owners of the River Ridge Tree Farm and their families will present the tree to First Lady Laura Bush. The tree will hold the weight of 400 plus ornaments. White House Chief Usher Stephen Rochon placed a red, white and blue ribbon on the tree stating, "This is so critical. It's President Bush's last Christmas. It's got to be perfect." The tree will be placed in the Blue Room where the White House Floral Department staff and volunteers will decorate it and the tradition of the indoor National Christmas Tree ceremony that began over a hundred years ago will continue for all citizens to enjoy.

## A HOME GROWN BOY LOVES HIS HOME, HIS FAMILY, AND HIS FARMING MEET FRANKIE WELFORD



"I always wanted to be a farmer, like my Daddy," proudly states Frankie. "I love diggin' in the dirt. I'm at home here and never want to wander too far."

Frankie Welford's story takes us to the quaint and "sleeper" city of Lucedale, Mississippi—one of the best kept secrets of the south. Lucedale, George County's seat and Mississippi's nursery center, is strategically located in the center of a viable commerce triangle with Mobile to its east, Pascagoula to the south, and Hattiesburg to the west. Lucedale's mayor says, "It's a city where People and Progress meet." The instant you drive into Lucedale for the first time, you immediately realize that Lucedale is a friendly, caring, and giving community. The scenery is down home old south with moss in the trees, beautiful pine forests, empty fields excepting the grazing cows, and beautiful streams and rivers scattered about, and many beautiful plant nurseries.

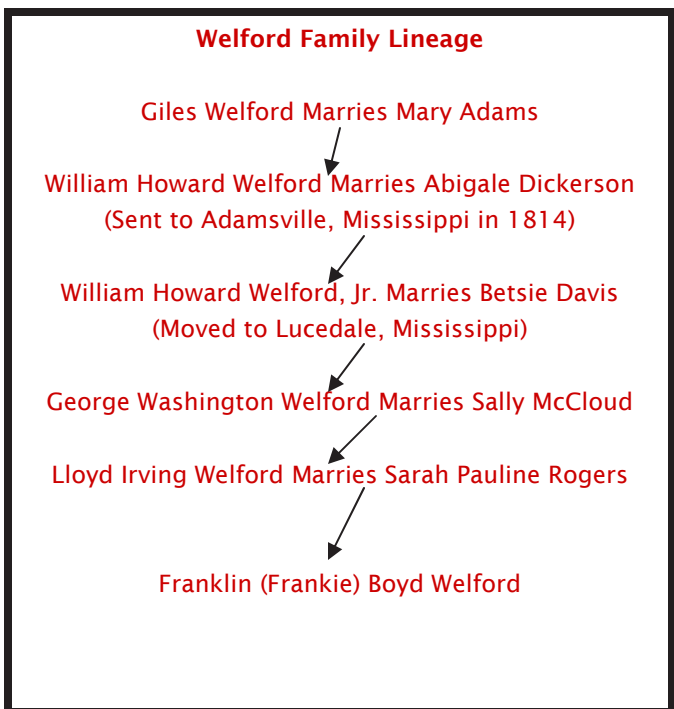
Lucedale nurtures its young residents by providing excellent schools, parks, and recreational opportunities, but also respects and holds a caring attitude for its senior citizens. Stop in any of the family operated southern-style cooking eateries and you'll see everyone knowing and caring about each other, all 2,500 residents. Frankie describes Lucedale as a town "where everyone looks out for and cares about each other. I'm proud to call it home." Even though the town was established in 1901, many of family names found in the

town today were the founding pillars of the community long before the city's incorporation.

### The Welfords in Mississippi

The Welford family lineage begins in Herford County, England where Giles Welford married Mary Adams. In 1800, they had one son, William Howard Welford who was

sent to Adamsville, Mississippi in 1814 to reside with members of his mother's family to avoid conscription during the French War. On Christmas Day, 1831, William Howard Welford married Abigale Dickerson and the couple called Greene County, Mississippi home. This union produced twelve children with the first born son named William Howard Welford, Jr. At the close of the Civil War, William Howard Welford, Jr. met and married Betsie Davis. Their second son, George Washington Welford was born in 1876. Howard and Betsie migrated to the adjacent George County (Lucedale) where they moved into the "family" home. "The house was located on Highway 63 North, a narrow dirt road traveled by people in wagons, buggies, on horseback or walking. The formal address was Route 2 Lucedale, Mississippi." the company of each other. "It is probably my saving grace—it



**The Lucedale Welford Farming Story Begins**

The Lucedale Farming story begins here. In 1907, George Washington Welford fell in love with Sally McLeod, “a local girl” and they married. George moved his bride into the “family” house and following the lead of his parents, they farmed the same rich land, and worked at being strong community leaders and leaders in the agricultural arena. The Welfords had definitely become a strong hold in Lucedale’s closely knit community. George Washington and Sally Welford had three children with Lloyd Irving Welford, the youngest being born in 1914. Lloyd was reared in the same “family” home and took great pride in the art of farming, just like his father and grandfather. He proudly expanded the farm crops to include soy beans. Lloyd, like his daddy, married a “local” girl, Sarah Pauline Rogers and they, too moved into the “family” home. Franklin (Frankie) Boyd Welford was the baby of this union. Frankie loved the farm. “I’ve never lived anywhere else, except 300 yards from where I’m living right now. This farm is home,” says Frankie.

**Franklin Welford—The Early Years**

As a young boy, Frankie called himself “the caboose of the family.” He describes himself as a “late bloomer” and says he loved to walk in the woods and chase squirrels. “When I wasn’t in the woods exploring nature, I was pulling weeds.” Frankie adds that school was not important to him and therefore he did not apply himself, adding, “I just wanted to farm, like Daddy.” Frankie laughs when he shared, “during my high school years, I was paid \$100.00 a year to help Daddy with the farm. I had to manage my money well because I was only paid once a year.”

At seventeen, he and his father became partners in the farm. They “had a few cattle,” but the bulk of the 100 acres consisted of growing corn, soy beans, and peas. Frankie reflecting on his youth says, “I think I spent every July 4<sup>th</sup> of my early years pulling weeds out of the soy beans. I loved every minute of it.”

**The Early 1980s Slow Down**

The 1979 oil crisis along with the ensuing early ‘80s economic slow down, triggered by the Iranian Hostage event, sent the farming industry into a downhill spiral. In Frankie’s words, “Farming was in a crisis.” Frankie found himself looking for work off the farm. “I started from scratch working on a supply boat in the Gulf that was drilling and pumping oil.” He eventually went to work for Dupont Chemical in Mobile where he was a 25 year veteran operator making agricultural chemicals. “Everyday that I was working at Dupont, I dreamed of being back on the farm. I always wanted to be a farmer. My Daddy and I were still partners and I was still farming when I could. I couldn’t wait to get back in the dirt.”

**Realizing the Dream**

In June 1998, Frankie, like those before him, married “a local girl.” Deborah, a vibrant, attractive, and goal oriented educator in Lucedale helped Frankie realize his farming dream. In 2001, while still working at Dupont, but preparing to retire, he and Deborah purchased a working 10 acre plant nursery, Countyline Nursery, which was only twenty feet from the backdoor of the “family” home. Countyline Nursery, owned by Frankie’s cousin, Bill, was growing primarily azaleas, hollies, and ornamentals. “I had to contract with Bill to run the nursery while I was completing my time at Dupont and I needed help because I knew nothing about running a plant nursery. My plan was, I needed some training—Bill could help me with the

transition,” shares Frankie.

Frankie immediately changed the name of the nursery to Welford’s Countyline Nursery. The grower, Marshall Holliman, who has worked at the nursery for 15+ years has “been a blessing,” adds Welford. Since purchasing the nursery, Frankie has added six acres and is making subtle changes and says, “Don’t want to do anything drastic!” But, he has changed the nursery to containerized growing and closely watches the changing market so he can respond to the demands in a timely growing cycle. “We are always working on better plant performance,” says Welford. Presently, he specializes in diverse azaleas and hollies. Welford ships his outstanding material west as far as Texas, North to Tennessee and Kentucky and East into the Mid Atlantic states.

**“I always wanted to be a farmer, like my Daddy. I love diggin’ in the dirt. I’m at home here and never want to wander too far.”**  
Frankie Welford

**Frankie at Home**

Frankie is at home with the farm, the nursery, “the family home” and his family. He, Deborah, and their three year old daughter, Hope, love to travel, but Frankie adds, “When I do, I feel guilty.” However, Deborah quickly chimes in, “We never miss a road trip!” The couple loves Nascar and Sunday afternoons sitting at their “cabin in the woods” on the Escatawpa River. They recently completed their “cabin in the woods” which is a *Southern Living* show piece where they go to unwind, relax, and just enjoy the company of each other. “It is probably my saving grace—it is my escape. It keeps me from going

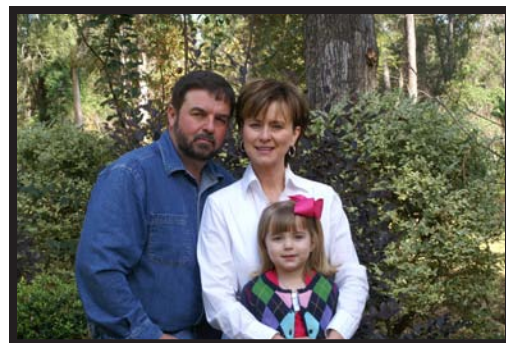
crazy on some days. I love this cabin!”

If they aren’t watching a “race” on television, they are watching it from the grandstands. “I used to watch the last 20 or so laps of the race on Sunday as a kid with my Daddy. It was a relaxer for me and him. AJ Foyt was our hero back then. And then Jeff Gordon became my man when I was with Dupont.” Frankie and Deborah also enjoy visiting with his son, Justin, a minister who lives in Panama City and his 19-year old daughter, Haley, who is attending college. “I think she is going to transfer to Southern Miss and study medicine or become a teacher—we’ll see.”

**Frankie the Nurseryman and Community Supporter**

Frankie supports the nursery industry through his excellent networking and through the local and national organizations. But, when Katrina left her mark on southern Mississippi, Frankie and other local nurserymen silently, but generously gave and continue to give to community members on the local level. Shyly he says, “Our help helps.”

The Welfords are very happy living on the same Welford property in Lucedale, Mississippi for four generations. “I love digging in the dirt. I want to enjoy a successful business with the nursery, travel, see our children explore the world, and hopefully they will want to expand my love—farming. I want them to have and keep the values that I grew up on, and know the value of hard work. It’s a great life here.”



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**HPP**



### Guiltless Eggnog

Do you love eggnog but dare not have more than a tiny sip because it is loaded with fat, cholesterol, sugar, and mega calories? Here is a recipe that is fat free and sugarless, but high in healthy digestible protein and big on flavor. Have fun and indulge!

- 1 Pint of Egg Beaters
- 1 Pint of Egg Whites
- 4 Cups Fat-free Milk
- 1 Pint of Fat-free Half and Half
- 1 Cup of Splenda
- ¼ teaspoon ground Nutmeg

Beat the pint of Egg Whites  
Mix in the 1 cup of Splenda  
Slowly mix the Egg Beater mix into the Egg White mix  
Add the Fat-free Milk  
Add the Fat-free Half and Half  
Sprinkle in the Nutmeg  
Sprinkle a little more Nutmeg as Garnish

Yield: 1 gallon

*Haviland Plastic Products is a family-run company committed to the nursery industry. We work closely with our customers to reduce the cost and time spent in the ordering process. Our customers, know when they place an order, they will hear the same friendly voice. Our commitment to you is our quality product and excellent service!*

## Haviland Now Offers Specialized Printing and Branding

The Haviland team understands that growers need and want a personalized branding which will create a complete plant package. Your superbly grown plants with a specialized identify on the Haviland container will demand customer attention and showcase your product. The personalized branding allows your product to be noticed, stand-out, and gain immediate customer attention, both in the nursery and in the retail stores.

Haviland will print your logo, nursery name, artwork or other important specifications about your plant that will tailor your product and have instant customer recognition. Even pots for generic plants can be imprinted with single color graphics as sim-



ple as the recycling information that HPP Pots are noted for. Our field representatives will work with your marketing and sales teams to design your custom brand and create your message in a quick turn-around time. We offer our new printing

process in quantities from a pallet to truckloads.

For additional information call your Haviland representative. We want to become your printed container company!