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FOR IMMEDIATE RELEASE

Richard Moore Elected President of National Christmas Tree Association

Chesterfield, MO - (11/16/2009) – Richard Moore of Groton, N.Y, will begin his two-year term as president of the National Christmas Tree Association on Jan. 1, 2010. He has served on the NCTA Executive Committee since 2004 and on the NCTA Board of Directors since 2001.

“I believe Richard will do a great job for the association and its members,” said Mark Steelhammer, outgoing president and grower from Washington state. “He understands the needs and concerns of this industry and is always willing to listen.”

Richard and Kay, his wife of 42 years, own and operate Moore Tree Farm LLC (www.mooretrees.com), a 135-acre farm in the Finger Lakes region of central New York. In addition to a 50-acre Choose & Cut operation, the Moores sell wholesale Christmas Trees and landscaping trees.

Richard is a director and past president of the Christmas Tree Farmers Association of New York (CTFANY). He has also served as a co-chair for past NCTA conventions, including the 2000 convention in Rochester, N.Y., and the 2004 convention in Split Rock, Pa. He holds graduate degrees in electrical engineering and business administration and served for 35 years as a professor at Cornell’s School of Hotel Administration, where he developed and evolved the Hospitality Information Technology field.

As a professional organization, NCTA promotes and protects the use of Real Christmas Trees and supports the industry that provides them. For more information on NCTA and Real Christmas Trees, please visit www.realchristmastrees.org.

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