



# NATIONAL CHRISTMAS TREE ASSOCIATION

*One Voice for Real Christmas Trees*



Farm  
Support a Sale  
Pass a

*We Want You Back!*



## Mark your 2012 calendar

Plan for the success of your business – join us for one of these upcoming NCTA events. Make 2012 your best year ever by taking advantage of these valuable education and networking opportunities. Look forward to seeing you there!



### 2012 CT PLUS

San Antonio, Texas

February 18-19, 2012

Everything's bigger in Texas! CT Plus, NCTA's premier marketing meeting, heads to the heart of Texas and the beautiful historic Menger Hotel, located ½ block off of the River Walk and across the street from the Alamo. From industry trends to new marketing tactics, this meeting has something of value for everyone.



### 2012 NCTA Convention & Trade Show

Sacramento, California

August 8-11, 2012

The NCTA Convention & Trade Show is headed to sunny California! Mark your calendar and plan to head to Sacramento, Calif., for the 2012 NCTA Convention. We're busy working on educational sessions, farm tours, side trips, national contests and many more exciting events. NCTA is dedicated to making the 2012 Convention & Trade Show better than ever!

Nearly 80% of 2011 Convention attendees said they will definitely attend a future NCTA Convention.

# Join Us in Making the Industry Stronger

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**The National Christmas Tree Association (NCTA)** exists to protect and promote the Real Christmas Tree industry, striving to be one voice for the industry. NCTA is governed by a board of Christmas Tree growers and retailers, representing an extensive cross section of the industry. NCTA Directors pledge to put the best interest of the Real Christmas Tree industry ahead of the individual needs of the national association, their personal businesses and the special interests of the state or regional association that elected them to office.



**Vision:** A Real Christmas Tree should be the centerpiece of every family's Christmas celebration.

**Mission:** As a professional organization, NCTA promotes and protects the use of Real Christmas Trees and supports the industry that provides them.

**Guiding Principles:** The National Christmas Tree Association will:

- Conduct its affairs with honesty and integrity
- Advocate unity among all segments of the industry
- Deal only with issues that cannot be handled on a state or individual basis
- Communicate fully and accurately with members, state associations and related industries on a continuous and timely basis

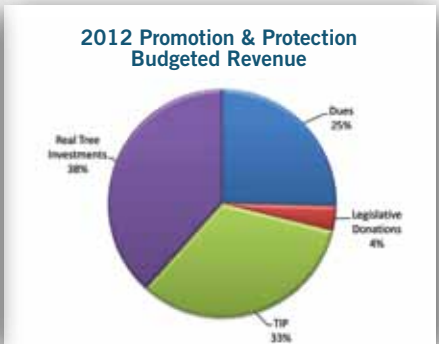
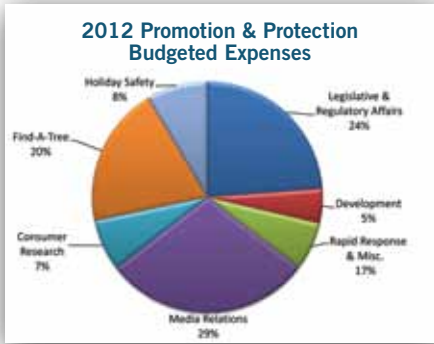
**Goals:**

- Promotion: To promote the Real Christmas Tree tradition to the public.
- Government Affairs: To monitor and evaluate legislative and regulatory issues and to respond as appropriate in a manner that benefits the industry.
- Member Services: To provide programs and services that attract and retain members.
- Operational Effectiveness: To develop leadership teams that support the association's mission and goals in an accountable and cost-effective manner.



# Protecting & Promoting Our Industry:

The need for a nationwide Christmas Tree community – with a desire to have its voice heard – has never been stronger.



**Protection issues** are becoming increasingly important as attacks come from various directions. NCTA's 2012 Promotion & Protection plan includes the following efforts:

- **Legislative & Regulatory Affairs** – Work with policymakers on an array of issues including property rights, crop protection chemical registrations, tax issues, import/export regulations and labor regulations.
- **Holiday Safety** – Protect the right to display Real Christmas Trees by working with code writers and fire officials.
- **Media Relations** – Interact with mainstream and social media writers, editors and influencers to create positive stories about Real Trees, such as the White House Christmas Tree presentation and Trees for Troops and squelch the spread of misinformation.
- **Consumer Research** – Monitor industry trends and supply information to the media.
- **Find-A-Tree** – Maintain and promote the online directory of farms and lots where millions of customers come each year to find a place to buy their Real Christmas Tree.
- **Electronic Communications** – Update and improve electronic consumer information systems to assure that consumers can get the information they desire quickly and efficiently.
- **Rapid Response** – Keep reserve funds available for rapid responses to unexpected attacks on the industry.
- **Development** – Raise the necessary funds. (You can help keep this to a minimum by investing now.)

**These programs are dependent upon voluntary funding.** The 2012 budget for all of these programs is \$147,400.

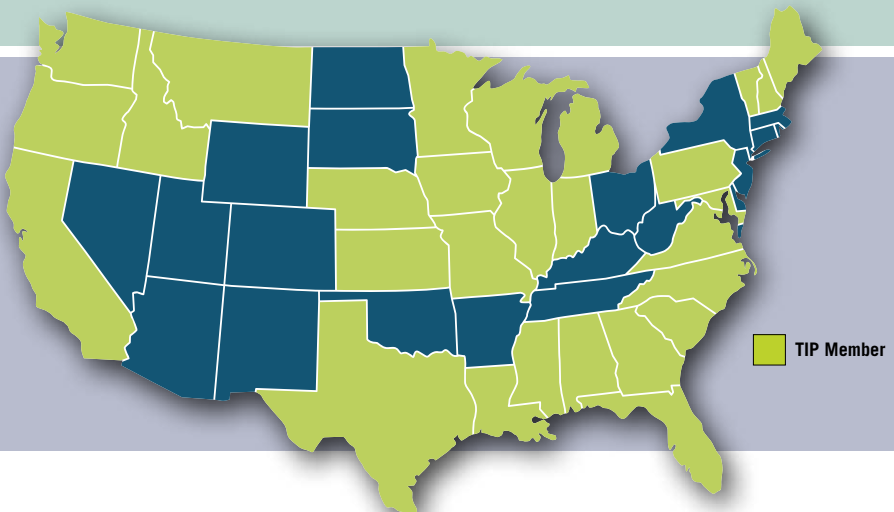
- NCTA dues will contribute \$36,400, which includes covering the lobbying portion of our programs.
- Legislative donations typically total about \$5,000.
- The Tree Industry Partnership is budgeted to contribute \$47,000 from 2,350 members of participating state and regional associations.
- Real Tree Contributions are budgeted at \$55,000.

## Tree Industry Partnership (TIP):

The Tree Industry Partnership (TIP) was started in 1995 and 100% of the funds collected through the program go to protecting and promoting the industry. Participating state/regional associations pay \$20 per member. In addition to receiving the industry benefits achieved through NCTA's protection and promotion work, TIP state members receive the following benefits:

- A free basic listing on the NCTA website or an enhanced listing for \$14 per year
- A link to their own website for \$25 per year
- A discount on the registration rate for NCTA Conventions
- A discount on a subscription to the *American Christmas Tree Journal*

**Currently there are 23 state & regional associations that participate in TIP**



## NCTA Programs are Effective

As the voice of the industry, working to protect and promote our businesses, we know Real Tree programs must be impactful to reach consumers. NCTA strives to design and implement effective programs and works continuously to improve programs so they successfully reach consumers and the media.



NCTA media interactions head off dozens, if not hundreds of negative news stories each year. We redirect reporters' misguided questions into either positive stories, or at least avert negative stories on allergies, drought, pests, pesticides and flaming trees. Once a negative story runs, other media outlets tend to pick it up and extend the reach; therefore, it is critical we correct the story from the beginning.

- The White House Christmas Tree presentation results in more than 70 million consumer media impressions each year, an estimated value of about \$10 million.
- Fire code regulations that would ban Real Trees have been prevented and modified because of NCTA's involvement with the code writers.
- Christmas Tree production is recognized as agriculture and growers are treated the same as any other farmer on overtime wage provisions because NCTA participated in legal action against the Department of Labor.
- Consumer perceptions are changing. In 2002, just 18% of consumers said a Real Tree was better for the environment than a fake tree and 55% said a fake tree was better. For the last three years, a consistent 30% of consumers have said a Real Tree is better for the environment. There are still about 45% of consumers who say a fake tree is better for the environment and 25% that don't know.

### In 2012 NCTA will continue to protect and promote our industry through:

- Continuing core promotion programs (media relations, interviews, etc.)
- Developing and distributing tools to help you SELL more trees
- Presenting the White House Christmas Tree and maximizing media attention
- Focusing promotions on the environmental benefits of Real Trees
- Combating the fake tree industry's fake claims
- Continuing to fight misinformation (fires, mold, pesticides, etc.)
- Ongoing work on legislative issues

## 10 Reasons to Show Your Support for NCTA 2012 Core Programs

1. Speaking with One Voice to Media, Consumers and Regulators
2. Property Rights
3. Fair Trade
4. Fair Labor Laws
5. Crop Protection Products
6. Tax Reform
7. Holiday Safety
8. Industry Facts and Figures
9. Countering Misinformation
10. Media Events – White House Christmas Tree & Trees for Troops

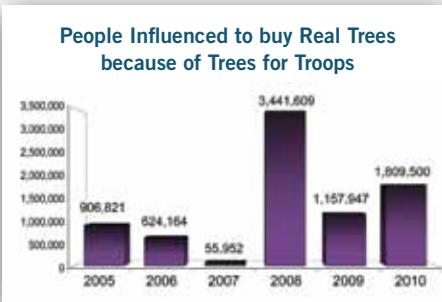
# Christmas SPIRIT Foundation

The Christmas SPIRIT Foundation (CSF) is the charitable branch of the National Christmas Tree Association dedicated to keeping the spirit of Christmas alive and growing memories for the next generation of children and families. CSF was founded in 2005 as a 501(c)(3) charity. Contributions help needy children and families in the United States during the holiday season and promote environmental stewardship throughout the year.

**TREES FOR TROOPS™** is a program of CSF. In 2011, CSF was proud to deliver the 100,000th Christmas Tree to a military family! Annually the program provides more than 15,000 donated Christmas Trees to military families around the world.

While the foundation is not allowed to promote any product, including Real Christmas Trees, it is allowed to make sure that the Real Tree industry and its other

supporters “get caught” doing good. Consumer polling by Harris Interactive shows that 16 million families each year recall seeing, hearing or reading about the program. On average, more than a million a year say they were influenced to buy a Real Christmas Tree because of the program!



# Membership Pays

NCTA members receive a variety of benefits. Membership categories allow you to purchase the benefit package that works for you. If you are not currently a Premier member, consider giving yourself an upgrade to receive additional benefits.

## NCTA Member Categories

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**Premier Membership** – For Christmas Tree professionals interested in expanded services and benefits focused on their specific section(s) of the industry. The Premier Sections are:

- **Choose & Cut** – for persons or corporations that produce Christmas Trees and retail them from the farm on which they are grown.
- **Commercial Retailer** – for persons or corporations involved in the retail sale of cut Christmas Trees through one or more outlets.
- **Major Grower** – for persons or corporations involved in the production and annual sale of 25,000 or more Christmas Trees.
- **Wholesaler/Grower** – for persons or corporations involved in the growing and/or selling of Christmas Trees to retailers on behalf of growers.

**General Membership** – For those involved in the Real Christmas Tree industry who are interested in the basic benefits and services of the organization.

**Related Industry Membership** – For those involved in the industry through providing goods and services to Christmas Tree growers and retailers.

## Special Offers for NCTA Members

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The following companies offer special promotions and discounts to NCTA members. These currently include:

**Capital Q** – Offers discounted rates and seasonal credit card processing as well as equipment leasing.

**Eckert AgriMarketing/FarmWebDesign** – Offers flat-fee website design services especially tailored for the farm and agriculture industry.

**First Pioneer Insurance Agency** – Offers a special worker's compensation insurance program.

**Hertz Car Rentals** – Offers NCTA members a discount of up to 10% on all car rentals with Hertz.

**Kurt S. Adler Inc.** – Offers NCTA members a 10% discount on holiday gift and ornament needs (minimum order required).



# Join Now!

## NCTA membership rates have been kept the same for 2012.

Contact Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

<b>Dues &amp; Industry Support</b>	
<b>Dues Amount</b> <i>Enter total from back of form here. Please be sure to send in both sides of form to ensure that you will receive all of the benefits for which you are signing up.</i>	\$
<b>Real Tree Programs</b> <i>This contribution may be tax deductible as a business expense. Please check with your tax advisor.</i>	\$
<b>Legislative and Regulatory Affairs</b> <i>(e.g. Ag Status [overtime pay ruling], AGJOBS and capital gains) Because some of the legislative work NCTA does is considered lobbying, this contribution may not be tax deductible.</i>	\$
<b>Christmas SPIRIT Foundation Contribution</b> <i>(CSF is the charitable foundation of NCTA) This contribution may be tax deductible as a charitable contribution.</i>	\$
<b>Total</b>	\$

<b>Payment Information</b>	
<b>Check enclosed:</b> (U.S. funds only)	
Check Number: _____	Amount: \$ _____
<b>Please process my credit card:</b> <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa	<b>Office Use Only</b>  DM1011
Credit Card #:	
Exp. Date: _____	Signature: _____
<i>Dues and/or gifts to NCTA are not deductible as charitable contributions for federal income tax purposes. However, they may be treated as ordinary and necessary business expense. Legislative Action Fund Contributions may no longer be deducted from taxable income as a business expense. NCTA estimates \$30 of your membership dues will be used for lobbying purposes.</i>	

**Choose your Membership Category...****...and use this form to calculate your dues** **Choose & Cut Premier Membership**

Base Dues: \$ 254

Per tree amount \_\_\_\_ trees x \$0.05 = \$ \_\_\_\_\_

Additional Sections if desired:

 Commercial retail (\$105) \$ \_\_\_\_\_ Wholesaler (\$105) \$ \_\_\_\_\_

\$ \_\_\_\_\_

 **Commercial Retail Premier Membership**

Base Dues: \$ 304

Per tree amount \_\_\_\_ trees x \$0.05 = \$ \_\_\_\_\_

Additional Sections if desired:

 Choose & Cut (\$55) \$ \_\_\_\_\_ Wholesaler (\$105) \$ \_\_\_\_\_

\$ \_\_\_\_\_

 **Wholesale Premier Membership**

Base Dues: \$ 304

Per tree amount \_\_\_\_ trees x \$0.025 = \$ \_\_\_\_\_

Additional Sections if desired:

 Choose & Cut (\$55) \$ \_\_\_\_\_ Commercial Retail (\$105) \$ \_\_\_\_\_

\$ \_\_\_\_\_

 **Major Grower Premier Membership**

Base Dues: \$ 1,029

Per tree amount for more than 25,000 trees to a max  
of 150,000. \_\_\_\_ trees x \$0.025 = \$ \_\_\_\_\_

Additional Sections if desired:

 Choose & Cut (\$55) \$ \_\_\_\_\_ Commercial Retail (\$105) \$ \_\_\_\_\_ Wholesale (\$105) \$ \_\_\_\_\_

\$ \_\_\_\_\_

 **General Membership**

Base Dues: \$ 199

Per tree amount \_\_\_\_ trees x \$0.05 = \$ \_\_\_\_\_

Link to website if desired (\$25) \$ \_\_\_\_\_

\$ \_\_\_\_\_

 **Related Industry**Open to members that sell products to the industry. Includes a  
listing in a special section of the annual Member Directory.

Base Dues: \$ 220

\$ \_\_\_\_\_

Please enter the total for the membership category of your choice in the right hand column and on the front of this form.

**Please mail completed form and payment to:****Payments by check to:** NCTA • P.O. Box 790379 • St. Louis, MO 63179**Credit card payments to:** NCTA • 201 East Main Street, Suite 1405 • Lexington, KY 40507

# Membership Benefits

Choose the Membership Category that's right for you!

	Premier Choose & Cut	Premier Commercial Retailer	Premier Wholesaler	Premier Major Grower	General	Related Industry
Representation in Washington on legislative and regulatory issues that impact the Real Christmas Tree industry	•	•	•	•	•	•
<i>American Christmas Tree Journal</i> subscription, offering the latest research updates, production tips, marketing issues and trends, business advice, NCTA news and more	•	•	•	•	•	•
Annual Member Directory – your name and contact info listed when dues are paid by February 28 each year and a copy of the directory mailed to you	•	•	•	•	•	•
Member rates when you register for NCTA meetings and conventions	•	•	•	•	•	•
FREE and reduced rates for NCTA-sponsored webinars and educational programs	•	•	•	•	•	•
FREE access to the <i>Real Trees 4 Kids!</i> curriculum and materials for use in school tours and presentations	•	•	•	•	•	•
Discounts and special offers on products and services for your business	•	•	•	•	•	•
NCTA Member logo and window decal to display at your business	•	•	•	•	•	•
FREE access to NCTA's Online Member Center, with resources such as classifieds, past publications, industry supplier lists and more.	•	•	•	•	•	•
FREE access to NCTA's Online Marketing Tool Kit, featuring customizable and ready-to-use materials such as press releases, talking points on hot topics, media tips, graphics and photos, printable tree care tips and more	•	•	•	•	•	•
FREE listing on NCTA's online Find-A-Tree Directory, viewed by millions of consumers each year	•	•	•	•	•	
Reduced rates to CT PLUS conferences, designed to improve your marketing skills and management acumen	•	•	•	•		
The right to vote in your Premier Section meeting and elect someone from your Premier Member Section to serve on NCTA's Board of Directors	•	•	•	•		
<i>Intelligencer</i> subscription – The Christmas Tree community newsletter	•	•	•	•		
FREE farm/lot sign or seal for your own sign	•	•	•	•		
FREE link to your own website from your listing in NCTA's Find-A-Tree online directory	•	•	•	•		
Section Specific newsletters – published 5x per year and delivered right to your Inbox		•	•	•		
<i>Tradition Makers</i> subscription – A newsletter by and about the Choose & Cut business, published 2x a year	•					



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[www.realchristmastrees.org](http://www.realchristmastrees.org)  
[info@realchristmastrees.org](mailto:info@realchristmastrees.org)

### Keep up with NCTA!

**On the web:** [www.christmastree.org](http://www.christmastree.org)



**On Facebook:** [www.facebook.com/ChristmasTreesandWreaths](http://www.facebook.com/ChristmasTreesandWreaths)



**On Twitter:** [www.twitter.com/realtrees](http://www.twitter.com/realtrees)



**On YouTube:** [www.youtube.com/realtrees](http://www.youtube.com/realtrees)

NCTA protects & promotes the Real Tree industry.