



The Power of Story



Stories are powerful. Stories tell us where we came from, who we are and where we dream of going someday. Stories have the power to lift us up, to inspire us to be better, to strike fear into our hearts and to take us places we've never been before.

From the earliest legends sketched on cave walls to tales shared around the campfire to the bedtime yarn you spin for your child, stories are a part of us. And we have an innate desire to share them.

The way that we create and share stories may be changing, but their importance has not. If anything, the power of stories is increasing, as we're able to tell these stories in never-before-seen ways and share them with people around the globe at a speed we could never have imagined.

The question is – what story are consumers telling, to themselves and others, about your business? About your product? About your industry? Is it the story you want them to be telling? And, how can you share your story in a way that's compelling, engaging and powerful?

For this year's CT Plus, we head to San Antonio, a city full of stories, from legends of cowboys to the history of the Alamo, to explore those stories shaping the Real Tree industry. **Join us at the 2012 CT Plus meeting to create your story!**

Plan Your Trip!

Who Should Attend?

Anyone with a story to tell ... so everyone! This meeting is a wonderful opportunity for ALL involved in the marketing and sale of Real Christmas Trees. From industry trends to new marketing tools to visiting with fellow members, this meeting has something of value for everyone.

Reserve Your Room:

Built in 1859, the Menger Hotel is rich with stories of its own. Located immediately adjacent to the historic Alamo, San Antonio River Walk and the Rivercenter Mall, the Menger offers modern amenities including downtown San Antonio's largest heated swimming pool, a full-service spa, fitness room, jacuzzi and free high-speed Internet access. Reserve your room now by calling 800/345-9285 and asking for the NCTA group rate of \$112/night. (The Group Code is 0212NCTA.)



At CT Plus, you'll:

- Be among the first to see the 2011 holiday season consumer poll results from Harris Interactive.
- Get the inside scoop on what happened with the checkoff program in 2011, learn the latest updates and discuss what's next for the industry.
- Hear the stories that consumers tell about the Real Tree industry and learn how NCTA is helping to shape these stories.
- Find out how the season went for your fellow members, learn from their successes (and mistakes) and begin planning to make 2012 your best year ever.
- See how the NCTA Blog Army went to battle during the 2011 season – and learn how you can join the fight.
- Find out what Congress has in store for the coming year and get your questions answered by legislative expert Craig Regelbrugge.
- Get a sneak peek at what's in store for the 2012 NCTA Convention in Sacramento.
- Make sure the future of your business is secure by tackling your succession and estate plan.
- Network with other industry leaders to share profitable ideas and best practices.
- Improve communication and reduce stress in your family business with help from business planning expert David Marrison.
- Help set the course for your association by electing your Section Council leaders.
- Pick up new marketing tips and tactics that you can put into action.
- Uncover your business' unique story and develop new ways to engage consumers with these stories.
- And more!

Schedule of Events As of 1/1/2012 – subject to change

Saturday, Feb. 18, 2012

12:00 p.m. – 2:00 p.m. Registration/Check-in

2:00 p.m. – 5:30 p.m. **Opening General Session: The Story of the Season**

There were a lot of stories told during the 2011 Christmas Tree sales season, from the economy to drought to checkoff. Find out which were accurate and which were tall tales and learn the results of the annual consumer poll, conducted by Harris Interactive.

In the first half of the session, we'll examine the stories that are shaping the Real Tree industry – and how NCTA and members are helping to tell those stories. In the second half, we'll discover, in roundtables and through group discussion, the unique story each of us has to tell and explore new ways to bring these stories to life.

Sunday, Feb. 19, 2012

8:00 a.m. – 9:30 a.m. **Trees for Troops: 100,000 Memories, 100,000 Stories**

In 2011, Trees for Troops reached a remarkable milestone of 100,000 trees delivered to military families since the beginning of the program. Join us as we take a look back at the success of the program and hear from those whose lives it has touched. A special visitor from Lackland Air Force Base will be on hand to help us recognize all our 2011 Trees for Troops participants.

9:45 a.m. – 11:30 a.m. **Preparing for the Next Chapter**

Your farm or business has a story to tell, but will that story carry on in the future? Not if you don't plan ahead. Whether you're nearing retirement or are years away, this session will address those tough questions and discuss the steps you can take today to be ready for tomorrow. Back by popular demand, David Marrison of OSU Extension, will explore family relationships, communication challenges, succession and leadership planning and more.

12:00 p.m. – 1:30 p.m. **Networking Luncheon – Predicting the Future: An Election-Year Story**

As an industry and an association, we've had a number of regulatory and legislative successes in recent years, including Ag Status and the reversal of the Mexican tariffs. But what can we expect from Washington in this election year? ANLA Vice President Craig Regelbrugge will review looming issues that could affect our industry and your business, from E-Verify enforcement to H-2A reform to the ongoing battle over tax cuts and debt.

2:00 p.m. – 5:00 p.m. **Major Grower/Wholesaler Section Meeting**

2:00 p.m. – 5:00 p.m. **Choose & Cut/Commercial Retailer Section Meeting**

Register today at www.christmastree.org/ctplus_2012.cfm



CT Plus Registration Form

2012 CT Plus • February 18-19, 2012 • The Menger Hotel • San Antonio, Texas

If you are a member of the **Major Grower, Choose & Cut, Commercial Retailer** or **Wholesaler/Grower** Premier Sections, a portion of your dues go toward CT Plus meeting expenses. Premier Members, therefore, enjoy a reduced rate to attend the meeting. For information on joining a Premier Section, contact NCTA Member Services at 636/449-5070.

Primary Registrant: _____

Farm/Business: _____

Address: _____

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

Fax: _____ Email: _____

Additional Attendees: _____

Please note: The registration rates for CT Plus have not increased since 2006. Want to help keep meeting rates reasonable? Be sure to stay in the NCTA room block at the Menger Hotel! By staying at the host hotel, you are helping to reduce meeting costs, while staying close to the action for maximum networking opportunities. Reserve your room today by calling 800/345-9285 and ask for the NCTA group rate of \$112/night (Group Code: 0212NCTA).

	On/Before 2/1/12	After 2/1/12	TOTAL
Premier Member – Primary Registrant	_____ @ \$379	_____ @ \$429	\$ _____
Premier Member – Additional Registrants	_____ @ \$279	_____ @ \$329	\$ _____
General – Primary Registrant	_____ @ \$429	_____ @ \$479	\$ _____
General – Additional Registrants	_____ @ \$379	_____ @ \$429	\$ _____
		TOTAL:	\$ _____

Payment:

Please charge my payment to: Visa Mastercard Check Enclosed

Card Holder's Name: _____ Card No.: _____

Expiration Date: _____ Signature: _____

Refund Policy: If you register and are unable to attend, a full refund, less \$15 processing fee, will be granted if cancellation is received prior to February 1, 2012. No refunds after February 1, 2012.

Mail credit card payments to:
 NCTA/CT PLUS Meeting
 201 East Main Street, Suite 1405
 Lexington, KY 40507

Mail check payments to:
 NCTA/CT PLUS Meeting
 P.O. Box 790379
 St. Louis, MO 63179

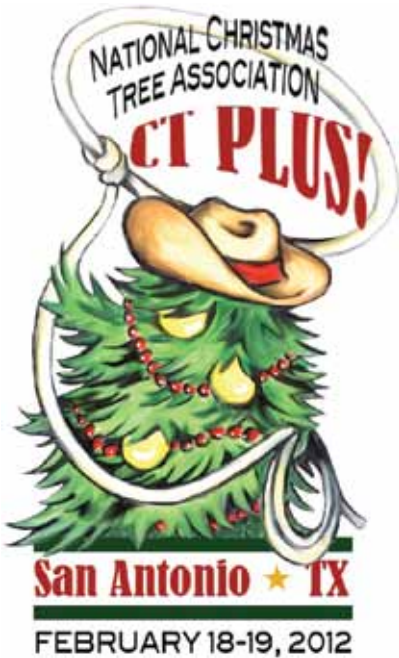
Fax to:
 859/514-9188

Please note: NCTA is still headquartered in Chesterfield, Mo. Registration for CT Plus is being processed through our Lexington, Ky., office.

Register today at www.christmastree.org/ctplus_2012.cfm



16020 Swingley Ridge Road, Suite 300
Chesterfield, MO 63017



Join us in San Antonio for CT PLUS!

Getting There:

There are more than 100 flights daily to San Antonio International Airport, which is located eight miles from downtown San Antonio. To get from the airport to the Menger, shuttles, taxis and rental cars are available. A taxi ride to downtown runs \$25-\$29. Valet parking is available at the Menger.

Getting Around:

Downtown travel is a breeze on the streetcar, an open air, authentic reproduction of a rail streetcar, which traveled the streets of San Antonio more than 50 years ago. Four streetcar routes stop at top sights like the Alamo, the Spanish Governor's Palace, La Villita, Sunset Station, the Southwest School of Art, the Institute of Texan Cultures, the King William Historic District and downtown shopping. A River Taxi is also available, stopping at 39 locations along the River Walk.

Dining:

On-site, the Menger Hotel offers the Colonial Room Restaurant, serving breakfast, lunch and dinner, and the Menger Bar, which serves up delicious beverages along with sandwiches, hamburgers, and appetizers. Just steps away, you'll find the San Antonio River Walk, offering a wide variety of dining experiences.

To See and Do:

Stick around before or after CT Plus to check out all San Antonio has to offer, from the historic Alamo and Missions to family fun at Sea World. Visit www.visitsanantonio.com to plan your trip.



Register today at www.christmastree.org/ctplus_2012.cfm