



2012 CT Plus
Feb. 18-19, 2012
Menger Hotel
San Antonio, TX

The Power of Story

SCHEDULE OF EVENTS - *subject to change*

Saturday, Feb. 18, 2012

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. 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 of the session, we'll discover, in roundtables and as a group, the unique story each of us has to tell and explore new ways to bring these stories to life.

Dinner will be on your own.

Sunday, Feb. 19, 2012

8:00 a.m.– 9:30a.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 will be joining us from Lackland Air Force Base, and all 2011 Trees for Troops participants will be recognized.

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 those issues looming 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