

## Readership Survey

Included with this issue of the *Journal*, you will find the 2011 Annual Readership Survey. Your input on this survey is vital in helping us understand our readers and helps us shape future issues of the magazine. Please take a moment to complete the survey and return it via mail or fax by Feb. 20, 2012. Or, you may complete the survey online – a link has been emailed to all subscribers with email addresses.

And if you have story ideas throughout the year, do not hesitate to share them by calling 636/449-5070 or sending an email to [brasmussen@amrms.com](mailto:brasmussen@amrms.com).

## CSF Consumer Donations

Thank you to everyone who collected donations or hosted fundraising events on behalf of the Christmas SPIRIT Foundation. These contributions support current programs of the Foundation, such as Trees for Troops, as well as future opportunities.

Please submit all donations (checks or credit card forms) as soon as possible to:

Christmas SPIRIT Foundation  
16020 Swingley Ridge Road, Suite 300  
Chesterfield, MO 63017

If you are submitting contributions on behalf of another company or organization, please let us know so that they can be thanked appropriately.

Also, if you participated in the 2011 Trees for Troops program as a trailer drop location, don't forget to submit your \$5 per tree sold. Contact Amy Mills at 636/449-5060 with questions.

## Trees for Troops Reaches 100,000<sup>th</sup> Milestone




In 2011, the Trees for Troops program delivered more than 19,000 Real Christmas Trees (our biggest year yet) to military families across the United States and around the world. In doing so, the program also reached an important milestone – 100,000 trees

delivered since 2005. Thank you to everyone who continues to make this program a success!

For more on this year's program, as well as a list of 2011 donors, see page 35 of this issue. If you participated in the 2011 program, don't forget to register for the upcoming CT Plus meeting – we will be recognizing those participants at this meeting on Feb. 19.

Lists of donors were provided to


NCTA by state contacts and pick-up locations. If you donated trees and do not see yourself listed, or if there are others to add from your state, please contact NCTA at 636/449-5070 or [brasmussen@amrms.com](mailto:brasmussen@amrms.com). We will recognize any additional tree donors in the March issue, as well as those members who made monetary contributions to the Christmas SPIRIT Foundation.



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manufacturer of  
**EVERGREEN<sup>®</sup>**  
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**TREE BALER** EVERGREEN<sup>®</sup> CHRISTMAS TREE EQUIPMENT

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- Three sizes available: standard, mid-size or large
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**TREE SHAKER**

- Remote or frame-mounted to baler



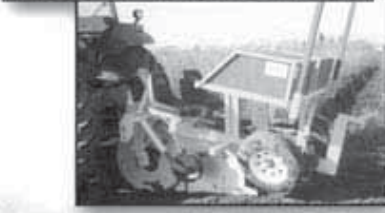
**STUMP GRINDER** EVERGREEN<sup>®</sup> CHRISTMAS TREE EQUIPMENT

- Custom drum widths available
- Severe application carbide cutter teeth
- Speeds of up to 1 Acre per hour
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- 32' long boom extends 18'
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- Adjustable tree and row spacing
- Plants up to 2000 trees per hour
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**(503) 634-2242** WOODBURN, OREGON  
[www.resequipment.com](http://www.resequipment.com)

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**Registration Still Open for CT Plus**

Get your year started off right at the 2012 CT Plus meeting, set for Feb. 18-19 in San Antonio, Texas. From industry trends to new marketing tools to sharing ideas with fellow members, this meeting has something of value for everyone.



At this year's meeting, we'll explore "The Power of Story" as we review the story of the 2011 season, examine the stories that consumers tell about Real Trees and develop new ways for attendees to create and share their business' unique stories.

This year's event will include:

- 2011 Consumer Poll Results & Media Highlights
- Legislative Update with Craig Regelbrugge
- Premier Section Meetings & Elections
- Trees for Troops Recognition Event
- Roundtable Discussions
- And more!

More information on the meeting can be found on page 32 of this issue

or by visiting [www.christmastree.org/ctplus\\_2012.cfm](http://www.christmastree.org/ctplus_2012.cfm). (A registration form has been included on page 34 of this issue for your convenience.) If you serve on the NCTA Board of Directors, CSF Board of Trustees or one of the Strategic Committees, be sure to visit the Director's Corner at [www.christmastree.org/directors.cfm](http://www.christmastree.org/directors.cfm) for a schedule of these meetings.

**Nominations Open for Christmas SPIRIT Awards**

The Christmas SPIRIT Awards were developed to recognize exceptional efforts in advancing the spirit of Christmas for kids, families and the environment. Awards are available in five categories: Community, Industry, Individual, Military and the National Christmas SPIRIT Award.

The Christmas SPIRIT Foundation will be accepting nominations until April 15, 2011. Nominees should have made a direct, positive impact in their communities, the nation or the world by working with CSF or by assisting another charity or person(s) in need.

For more information on the awards criteria and a nomination form, please contact Amy Mills at 636/449-5060 or [amills@amrms.com](mailto:amills@amrms.com). Judging will be

conducted by a panel nominated by the CSF trustees, and all winners will be announced by Aug. 31.

**Address Update**

You may have started to notice a new address on some of your NCTA/CSF forms and applications. Following the purchase of DRAKE & COMPANY by AMR Management Services, NCTA and CSF continue to be headquartered and staffed out of the Chesterfield, Mo., office. However, many payment and donation transactions will be processed by the Lexington, Ky., office.

As always, you may reach staff with any questions or concerns at 636/449-5070.

**Make Your Summer Vacation Plans**

California, here we come! This summer, the NCTA Convention & Trade Show heads to the West Coast region to explore the city of Sacramento, Calif. Mark your calendars for Aug. 8-11 because we've got a great meeting in store for you!

Known as the "City of Trees," Sacramento offers plenty of family-friendly activities, from sightseeing in the Old Sacramento historic district to touring the California State Capitol to spending a day at the Sacramento Zoo. As always, we'll have a great lineup of educational sessions, covering the latest marketing, production and business management topics important to your business. The California Christmas Tree Association is already hard at work developing farm tours to educate and entertain attendees.

The Convention will be held at the Sacramento Convention Center, located adjacent to the Hyatt Regency Sacramento. Reserve your room now by calling 888/421-1442 and asking for the NCTA Group Rate of \$112/night for a single/double.

As more information becomes available, it will be added to the NCTA website at [www.christmastree.org/convention2012.cfm](http://www.christmastree.org/convention2012.cfm).

If you are interested in trade show or sponsorship opportunities, please contact Amy Mills at 636/449-5070 to ensure you receive this information. 🌲

ARE YOU PAYING TAXES NEEDLESSLY?

- The IRS has assessed & collected major \$\$\$ from tree growers when no tax was due!
- **You can reap the benefits of capital gains tax rates while reducing self employment taxes!**
- Spectrum CPA Group has helped many growers save money; from small operators through large, along with wholesale providers...***we know your business!!!***

Serving Christmas tree and timber growers nationwide!

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