

## Your Thoughts on 2010 ...

Each year, we distribute a Reader's Survey to find out more about our readers and their thoughts on the *American Christmas Tree Journal*.

Thank you to everyone who took the time to submit your thoughts; your comments help us to continually improve our publication. We may never be able to please every single reader. But we do want every reader, after flipping through these pages, to walk away with something – whether it's more knowledge about the business, a little marketing inspiration, added pride in the industry or simply something to think about in their day-to-day work.

**Do you have an idea for a future article?** Whether it's a production technique you've been trying on your farm or a marketing idea you want to share, we're always looking for new story ideas or contributors to the *Journal*.

**Want to share the *Journal* with someone you know?** The magazine is offered as a benefit of membership in the National Christmas Tree Association and is also available at a reduced subscription rate to members in TIP state associations.

**Looking to Promote Your Business to the Industry?** If you're a supplier to the Christmas Tree industry, then there is no better way to reach your target market than through advertising in the *American Christmas Tree Journal*. There are a variety of sizes and options for every budget, and additional advertising opportunities may be available in other NCTA newsletters and communications.

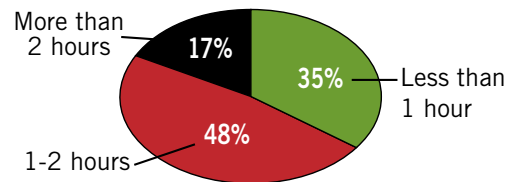
Please submit any comments or questions to Becky Rasmussen, National Christmas Tree Association, 16020 Swingley Ridge Road, Suite 300, Chesterfield, MO 63017; Fax: 636/449-5051; E-mail: [rasmussen@drakeco.com](mailto:rasmussen@drakeco.com).

## Our Readers' Favorite Stories of 2010

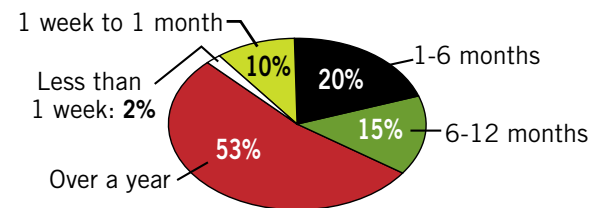
- 1) Shearing Techniques for Fraser Fir (October)
- 2) Weeds & More: An IPM Approach (July)
- 3) Teach Me How To ... series (all issues)
- 4) Checkoff (July)
- 5) Trees for Troops (October)
- 6) Legislative/Tax articles (all issues)

*Hint: many of these top-requested articles are also available online in the NCTA Members Center – just go to [www.christmastree.org/members.cfm](http://www.christmastree.org/members.cfm) and log-in with your e-mail address and Member ID.*

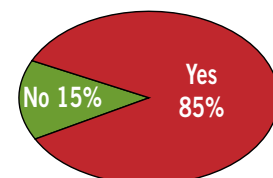
### How much time do our readers spend reading the *Journal*?



### How long do our readers keep their issues of the *Journal*?



### Have you ever purchased a product or service advertised in the *Journal*?



## Don't Forget to Catch Up with Us on Social Media!



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

**Trees for Troops:** [www.facebook.com/trees4troops](http://www.facebook.com/trees4troops)

**CSF:** Search for "Christmas SPIRIT Foundation" under the Causes application



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

**Trees for Troops:** [www.twitter.com/trees4troops](http://www.twitter.com/trees4troops)

**CSF:** [www.twitter.com/christmasspirit](http://www.twitter.com/christmasspirit)



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

**CSF:** [www.youtube.com/christmasspiritfdn](http://www.youtube.com/christmasspiritfdn)

## From the mouths of readers ...

*"Good or bad, the Harris poll results are informative. Keep up the good work."*

*"The Journal is the most complete, best organized magazine for the Christmas Tree grower/retailer."*

*"The ACTJ gets better every year."*

*"Any new strategies on diversification? My primary focus is on Christmas Trees, but I also do landscape evergreens and pumpkins. Are there some other good ideas? This isn't a strictly tree idea, but I think if it helps members be profitable, it will be helpful for the association in the long run."*

*"The Journal keeps me informed about what is happening in the industry as a whole."*

## Nominate Someone You Know for a Christmas SPIRIT Award

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, go to [www.christmastree.org/csaward\\_info.pdf](http://www.christmastree.org/csaward_info.pdf) or call Amy Mills at 636/449-5060. Judging will be conducted by a panel nominated by the CSF trustees, and all winners will be announced by Aug. 31.

## CT Plus Meeting a Success

Thank you to all of the directors, section leaders, members and speakers who helped to make the 2011 CT Plus meeting in Las Vegas a huge success. If you couldn't make it this year, we encourage you to make it a must-attend in the future. We always welcome your suggestions and ideas for improving this and other meetings – just let us know by calling 636/449-5070.

## From Rock 'n' Roll to Roller Coasters

The 2011 NCTA Convention & Trade Show has it all! Mark your calendars for Aug. 10-13 and make your reservations at Sawmill Creek Resort ... we're headed to Ohio.

With three tracks of educational programming, contests, farm tours, trade show, Theme Night and even a Buckeye Bash Tailgating Party, this

year's convention offers something for everyone. Bring the family along to enjoy the amenities of Sawmill Creek Resort, including an 18-hole Tom Fazio golf course, three restaurants, marina, shops, pools, beautiful lakefront sand beach and a 500-acre nature preserve. And if you choose to venture out, the area boasts plenty of attractions from Cedar Point Amusement Park to the Lake Erie Islands to the Rock 'n' Roll Hall of Fame.

See page 20 of this issue for more information or check out [www.christmastree.org/convention2011.cfm](http://www.christmastree.org/convention2011.cfm) for the latest information as it becomes available.

## Member Directory

NCTA is currently working on the annual Member Directory to be published in May. If you haven't already, be sure to submit your 2011 membership renewal information to be sure you are included in this important resource. If you need to make changes to your information, please contact Sherry Erker at 636/449-5070 or [erk-er@drakeco.com](mailto:erk-er@drakeco.com). 🌲

