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Invest in Your Future – Join NCTA!

THE VALUE OF YOUR NCTA MEMBERSHIP

What is it worth to your bottom line ...

- For NCTA to lead the fight against restrictive “safety codes” limiting uses of Real Christmas Trees?
- For NCTA to achieve “ag status” for Christmas Trees and benefits deriving from that status?
- For NCTA to respond to more than 1,500 calls and e-mails from media and consumers each year?
- For NCTA to provide a free curriculum on Real Trees to science teachers?
- For NCTA to have acquired and retained capital gains treatment for Christmas Trees?
- For NCTA to provide you with marketing tools for you to use to get free media coverage?
- For NCTA’s Web site to draw more than 8 million consumers each year looking for farms and lots in their area?
- For NCTA to fight the EPA to keep registered key crop protection products for Christmas Trees?
- For NCTA’s *American Christmas Tree Journal* to provide you examples of practical production and marketing tips?
- For NCTA to promote Real Trees via media events such as the White House Christmas Tree?
- For NCTA to promote Christmas traditions to Generation Y through programs such as the Help Santa Find the Perfect Real Tree contest and the advergaming?
- For NCTA to offer forums and special newsletters for you to share profit-making ideas with other Christmas Tree professionals?
- For NCTA to offer conferences and information that enhance your profitability?
- For NCTA to conduct consumer research that helps you better understand your market?
- For NCTA to promote the recycling and the environmental benefits of Real Christmas Trees to media and consumers through a partnership with Earth 911?
- For NCTA to promote legislation that ensures a legal and available workforce for the future?
- For NCTA to defend Real Trees from negative challenges and claims of competitors?
- For NCTA to produce video news releases that debunk the fire safety myths about Real Trees?
- For NCTA to support grants and funding for research vital to the Christmas Tree industry?
- For NCTA to provide a “meeting place” for knowledge and networking for people in our industry?

Your NCTA dues, TIP investments and RealTree investments make these and more possible.