

Still Time to Invest in Real Tree Advocacy

What if ...

- Fire codes were changed and began restricting the display of Christmas Trees in homes without sprinkler systems?
- Invasive pests or diseases prevented the movement of trees across state lines?
- Small growers and retailers were targeted by Department of Labor audits and punitive fines?
- National consumer and industry research was no longer conducted to measure and predict trends?
- Those who promote and sell fake trees became the first and only contact or resource for news media?
- Media around the world no longer had an answer to, "How were Christmas Tree sales last year?"
- There was no National Christmas Tree Association to help protect the industry and your business?

This year, NCTA's leadership has enacted a renewed focus on protection, advocacy, communication and collaboration. The year may be almost over, but our work isn't. There's still time to show your support by investing in the 2012 fund.

Use the form included on page 39 of this issue or call 636/449-5070 to make your contribution today.

2012 Trees for Troops



The eighth year of Trees for Troops is underway – and we need your help this season!

Whether you donate trees, collect consumer donations, host a trailer drop or solicit sponsorships, your participation makes a difference for thousands of military servicemembers and their families. Check out pages 28-30 of this issue to see how you can still get involved and visit the new Trees for Troops website at www.treesfortroops.org for the latest information throughout the season.

White House Tree Selected

White House staff traveled to Peak Farms in Jefferson, N.C., in early October to select the Blue Room Christmas Tree. Russell and Beau Estes earned the right to present the Blue Room Christmas Tree by winning the National Tree Contest at the NCTA Convention in Sacramento, Calif.. The selected tree will be presented to the First Lady Michelle Obama on Nov. 23. Our Grand Champions and the industry have already received a great deal of media attention, and HGTV is again expected to film and air a special on



Christmas at the White House.

NCTA is also coordinating with the Vice President's staff to arrange for the presentation of a Real Christmas Tree to the Vice President's Residence. This presentation will be done by Reserve Champion Paul Smith of Cool Springs Nursery of Banner Elk, N.C.

Make Sure Customers Find You This Holiday Season

Each year, consumers come to the NCTA website to find a farm or lot in their area, and this year, NCTA is excited to introduce the new Tree Locator to help them in their search. (See page 16 for more information.) You can help potential customers find your farm by making sure your Tree Locator is complete and up-to-date. Retail listing update forms have been mailed to all NCTA and TIP members; please complete and return as soon as possible so your listing is ready to go

when the season rolls around.

Give yourself one less thing to worry about this Christmas season by renewing your NCTA membership at the same time. You can choose to pay now, or have your payment processed in December or even January. This will ensure you continue receiving all your benefits of membership (and we won't bother you with any future reminders!)

If you have any questions on your listing or membership, please contact NCTA Member Services at 636/449-5076.



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