

» NCTA Business Report

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 May 15, 2012. 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, call Amy Mills at 636/449-5060 or visit www.christmasspiritfoundation.org.

tion.org. (Click on the Awards link under the "In the Spirit" tab.) Judging will be conducted by a panel nominated by the CSF Trustees, and all winners will be announced by Aug. 31.

New Executive Director



In March, NCTA and CSF welcomed DeLaine Bender as the new Executive Director. DeLaine has more than 20 years of experience in association management and has served three associations in executive positions, while supporting and leading associations through significant transi-

tions. She may be reached at dbender@amrms.com or by calling NCTA at 636/449-5070.

Reserve Your Room for the 2012 Convention



California, here we come! Mark your calendars today for Aug. 8-11 and begin making plans to join us in Sacramento, Calif., for the 2012 NCTA Convention & Trade Show. The California Christmas Tree Association has been hard at work developing farm tours and special events to educate and entertain

» Your Thoughts on 2011 ...

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.

Want to share the *Journal* with someone you know? The magazine is offered as a benefit of membership in the National Christmas Tree Associa-

tion and is also available at a reduced subscription rate to members in TIP state associations.

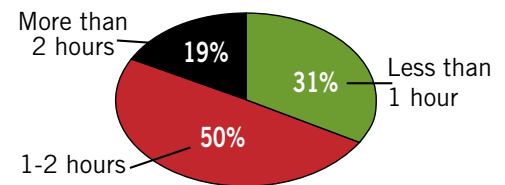
Looking to promote your business to the industry? If you're a supplier to the Christmas Tree industry, then there is no better way to reach your target market than through advertising in the *American Christmas Tree Journal*. There are a variety of sizes and options for every budget, and additional advertising 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; Email: brasmussen@amrms.com.

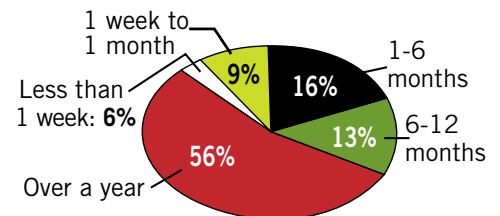
Our Readers' Favorites Stories of 2011 ... in no particular order

Practical Armored Scale Management	July 2011
Best of the 2010 Webinar Series	January 2011
Ghosts of Christmas Past, Present and Future (Harris Poll results)	January 2011
Anything on Checkoff	multiple issues
2011 Convention & Trade Show Highlights	July 2011

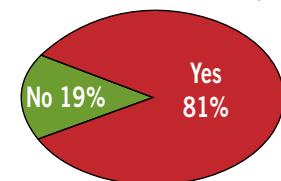
How much time do our readers spend reading the *Journal*?



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



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



attendees. As always, you can count on a great lineup of educational sessions, covering the latest marketing, production and business management topics, and time to network and shop from vendors in the Trade Show.

This year's Convention will be held at the Sacramento Convention Center, located adjacent to the Hyatt Regency Sacramento. You can reserve your room now by calling 888/421-1442 and asking for the NCTA group rate of \$112/night or visit www.christmastree.org/convention2012.cfm to book online. Registration information will be mailed shortly – see page 19 of this issue for more information.

If you're a supplier or vendor, then you won't want to miss this opportunity to promote your products and services. Booth sales are now open; visit www.christmastree.org/convention2012.cfm for forms and information.

Real Tree Purchases Up 14% in 2011

The 2011 season was a strong one for the Real Tree industry, as consumers reported purchasing 30.8 million Real Christmas Trees, an increase of 14% over the 2010 season. The results of the annual consumer poll, conducted by Harris Interactive, were announced recently at the CT Plus meeting in San Antonio, Texas. The poll found a slight 3% decrease in purchase price, as consumers reported paying, on average, \$34.87 for their Real Trees.

While the good news is that Real Tree purchases were up, the bad news is that fake tree purchases were too. The poll found that 9.5 million new fake trees were purchased in 2011, an increase of 16% over the previous year. See page 12 of this issue

for more details on the Harris poll results. (Please note: this information is being made available only to NCTA members at this time; the purchase figures will be released to the media later in the year.)

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 2012 membership renewal information to be sure you are included in this important resource. If you need to make changes to your information, please contact Diane Dougherty at 636/449-5076 or ddougherty@amrms.com. ▲

Veldsma & Sons, Inc.

Garden ~ Halloween ~ Christmas

Wreath Making and Decorating Supplies

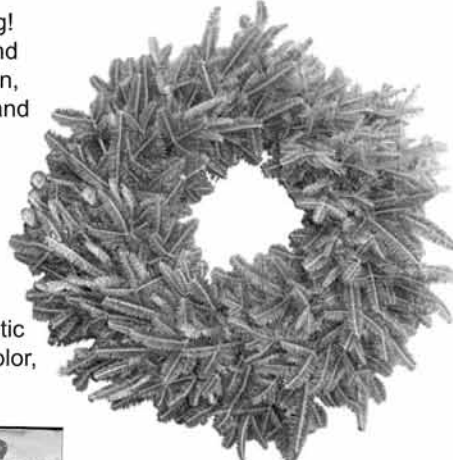
Everything you need for wreath making! Wreath machines, rings and forms, hand pruners, preservatives, bows and ribbon, picks, pine cones, berries, crabapples, and wreath hangers.

Snow Flock

Snow flock and flocking equipment including tree movers, turntables, plastic tubing, glitter, sparkle mica, spray on color, and mix in color.

Balers and Netting

Kirk balers and netting, Candy Cane netting, and red netting.



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1-800-458-7919
 Or visit us online
www.veldsma.com
info@veldsma.com



Scan this tag with your smartphone to go directly to our website.

