

TREE INDUSTRY PARTNERSHIP FACT SHEET

Q: What is the TIP program?

A: The Tree Industry Partnership (TIP) was started in 1995 as a way to work together with state/regional associations to protect and advocate on behalf of the Real Tree industry. Initially, state association members were asked to assess their members \$25, the retail price of one tree at that time.

Since then, TIP contributions have been used to fund a variety of industry programs, including consumer and industry research, holiday safety education, legislative and regulatory efforts, environmental action, the White House Tree presentation and more. While the number of the threats facing the Real Tree industry has increased over the years, the TIP program rate of \$25 per state association member has not increased.

Q: Does my state participate in TIP? If not, how can we get involved?

A: As of 2013, 22 state/regional associations support TIP through their annual contributions of \$25 per member.

California	Iowa	Missouri	South Carolina
Florida	Kansas	Nebraska	Southern
Georgia	Maine	New Hampshire/Vermont	Texas
Indiana	Maryland	North Carolina	Virginia
Inland Empire	Michigan	Pacific Northwest	Wisconsin
Iowa	Minnesota	Pennsylvania	

New TIP members are always welcome! A state/regional association may join the TIP program at any time by contacting NCTA at 636/449-5070.

Q: What do we receive in return for our participation in the TIP program?

A: The TIP program helps fund valuable protection and advocacy work that could not be easily accomplished on a local level. TIP programs, such as efforts to improve and maintain fair fire codes, support legislation and regulations conducive to the growth of small business and our industry, combat misinformation about farm-grown Christmas Trees and conduct industry research, benefit ALL Christmas Tree professionals.

In addition, each state association member in a participating TIP state receives the following benefits:

- A FREE basic listing (wholesale or retail) on the NCTA Tree Locator at www.christmastree.org.
- The option of upgrading to an enhanced listing for \$15/year and adding a weblink for \$25/year.
- Discounted subscription rate for the *American Christmas Tree Journal*.
- Discounted registration rate for NCTA events.

All TIP members are also invited to receive additional benefits by becoming a full member of the National Christmas Tree Association through a General or Premier membership. These benefits include a complimentary subscription to the *Journal* and other publications, vendor discounts, free enhanced Tree Locator listing, access to the Online Member Center and Directory, member sign and window decal and more. For more information on NCTA membership, please contact us at 636/449-5070 or visit www.christmastree.org.

Q: What are our obligations as a participating TIP state?

A: Each participating state/regional association is asked to submit \$25 per member and provide NCTA with a current member list annually, to ensure that its members receive all of their TIP benefits. (Reminders are sent to each state association executive at the beginning of each year.)

To ensure all listings are accurate, and to give TIP members the opportunity to purchase additional add-ons, such as a website link or *Journal* subscription, update forms are mailed to all TIP state members twice a year – in the spring for wholesale listings and in the fall for Choose & Cut/retail listings. Website listing corrections may be made at any time throughout the year by calling 636/449-5070 or sending an email to info@realchristmastrees.org.

The need for a recognized nationwide Real Christmas Tree community – with the desire to have its voice heard – has never been stronger. The more voices we have working together, the more we can accomplish. Thank you to all of our participating TIP states and their members for their ongoing support!