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FOR IMMEDIATE RELEASE

2020 White House Christmas Tree Selected

Littleton, CO – (October 12, 2020) – In a normal year the selection of the White House Christmas tree is a media event at the NCTA Champion Grower’s farm attended by 100 or more people to observe the White House team select the perfect tree for the Blue Room. But...2020 is far from a normal year—there was no selection event this year. Instead, the tree was quietly chosen at Dan and Anne Taylor’s farm, they are the 2020 NCTA Grand Champion Grower.

The Taylors have supplied Christmas trees to decorate the White House for a number of years, except of course, the Blue Room tree which comes from NCTA’s Grand Champion Grower. Dale Haney, White House Superintendent of Grounds, visited Taylor’s farm to pick out the other trees for the White House. While he was there he was able to also see the large trees they had available to select among for the Blue Room. This special tree has to fit exacting and particular specifications to go on display in such a historic room. Mr. Haney’s viewing of the trees that day became the selection process; a beautiful 18 ½’ tall Fraser Fir was chosen to be displayed in the Blue Room of the White House this holiday season.

The Taylors were named 2020 Grand Champion at the National Christmas Tree Association’s National Christmas tree contest. With this award goes the honor of presenting a Christmas tree to the White House. Mr. Taylor is celebrating his win after participating in numerous state contests, he continued to pursue the honor of providing a tree to the White House. “We are honored to have the opportunity to represent the Christmas tree growers of America, by continuing the tradition of

providing a tree to the White House Blue Room, which will be viewed by millions of people. This will be an experience of a lifetime for our family, especially for our children, who are accompanying us for the presentation of the tree to the White House” said Taylor.

2020 will mark the 55th year a member of the National Christmas Tree Association has presented the official White House Christmas Tree for display in the Blue Room, a tradition that began in 1966.

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About the National Christmas Tree Association (NCTA)

The National Christmas Tree Association is the national trade association representing the farm- grown Christmas tree industry. NCTA represents hundreds of active member farms, 38 state and regional associations and nearly 4,000 affiliated businesses that grow and sell Christmas trees or provide related services. For information on real Christmas tree selection and care tips, or to find a Christmas tree farm or lot in your area, please visit

www.realchristmastrees.org

Dan and Bryan Trees

Dan and Bryan Trees is a Christmas tree farm owned by Daniel Taylor and family: wife Anne, daughter Abigail, and son, Joshua. It is a family run business, with some help from fellow tree grower, Bryan Holler.

The farm was started by Eric and Gloria Sundback in 1968, who had much success in the world of Christmas trees. Dan started working for the Sundbacks in 1983, watching and learning from them both. After many years under their tutelage, Dan's passion for Christmas trees was off and running.

Dan's interest in Christmas tree farming began shortly after he started working for the Sundbacks. It began with mowing the many fields, then onto learning to hand shear the trees the "Sundback way", and his love grew from there. He planted his first trees in 1997 and has continued to plant about 8000 trees every year since.

In 2009, Dan took over the Sundback's retail locations in Washington DC and Montgomery County, Md. when they decided to start their retirement. With that, Dan and Bryan Trees was born. That year was their first full retail season. After their first successful season "in the city", they have enjoyed going back every year since. The farm also offers choose and cut sales on weekends during the Christmas season. In addition to the city retail locations and the farm's choose and cut, they do a small amount of wholesale as well.

Following the Sundback's path, Dan started entering, and winning, state tree competitions, Maryland, and eventually, West Virginia. After winning the top honor in Maryland several times, Dan was eligible to enter the National Competitions as well. He traveled with a tree in tow, to North Carolina (2010), Wisconsin (2014), and Pennsylvania (2019). Dan won reserve grand champion in Wisconsin and had the honor of presenting a tree to Vice President Biden in 2014. In 2019, he took 2020 Grand Champion honors at the NCTA National Tree Contest and now has the honor of presenting a tree to the Trump White House this Christmas season!



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Grand Champion Fast Facts

The White House Tree

- A member of the National Christmas Tree Association (NCTA), who has won the National Christmas Tree Contest, has presented a tree to the White House each year since 1966, when Lyndon Johnson was president.
- This is the 55th tree presented by a member of the National Christmas Tree Association.
- The tree is traditionally presented to the First Lady, who accepts the tree on behalf of the White House.
- The tree serves as the centerpiece of the White House Christmas decorations.
- The tree must be between 18-19 feet tall, and reach the ceiling of the Blue Room where the power source for the chandelier (removed for the season) is located.
- The 2020 tree delivery presentation to the First Lady is scheduled for November.

How did Mr. Taylor earn the honor of presenting the White House Tree?

- The honor of presenting the Christmas Tree to the White House is earned by being named Grand Champion of the National Tree Contest.
- Mr. Taylor first had to win his state contest to be eligible to compete in the National Tree Contest.
- At the national contest, the trees are first judged by a panel of experts and then by the industry peers at the contest.
- Mr. Taylor was named the 2020 Grand Champion winner of the NCTA National Tree Contest, he entered a Douglas Fir.

The National Christmas Tree Association

Grand Champion Christmas Tree Growers



The National Christmas Tree

Association (NCTA) was founded in 1955 and represents more than 3,000 people involved in the production and sale of Real Christmas Trees and in related industries and services. NCTA provides educational programs to the industry and product information to consumers. NCTA recognizes Real Christmas Trees as an agricultural product and is committed to protecting our natural environment through education, research and local and national recycling programs.

Grand Champion Christmas Tree Growers

Since 1966, the winner of NCTA's National Christmas Tree Contest has presented a farm-grown Christmas Tree to the White House for display in the Blue Room or other rooms.

Vision

NCTA's vision is that a farm-grown tree is a part of every Christmas celebration.

Mission

NCTA's mission is to protect and advocate for the farm-grown Christmas Tree industry.

Contact NCTA

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Year	State	Presenter	Tree Species
2020	West Virginia	Dan Taylor	Douglas fir
2019	Pennsylvania	Larry Snyder	Douglas fir
2018	North Carolina	Larry Smith	Fraser fir
2017	Wisconsin	Jim & Diane Chapman	Fraser fir
2016	Wisconsin	Dave Vander Velden	Balsam fir
2015	Pennsylvania	Glenn & Jay Bustard	Fraser fir
2014	Pennsylvania	Chris Botek	Concolor fir
2013	New Jersey	John Wyckoff	Douglas-fir
2012	North Carolina	Rusty and Beau Estes	Fraser fir
2011	Wisconsin	Tom & Sue Schroeder	Balsam fir
2010	Pennsylvania	Christopher Botek	Douglas fir
2009	West Virginia	Eric & Gloria Sundback	Douglas fir
2008	North Carolina	Jessie Davis & Russell Estes	Fraser fir
2007	North Carolina	Joe Freeman	Fraser fir
2006	Pennsylvania	Francis Botek	Douglas fir
2005	North Carolina	Earl, Betsy & Buddy Deal	Fraser fir
2004	Washington	John & Carol Tillman	Noble fir
2003	Wisconsin	Jim & Diane Chapman	Fraser fir
2002	Washington	Ed & Cindy Hedlund	Noble fir
2001	Pennsylvania	Bowersox Family	Concolor fir
2000	Pennsylvania	Paul & Sharon Shealer	Douglas-fir
1999	Washington	Ed & Cindy Hedlund	Noble fir
1998	Wisconsin	Jim & Diane Chapman	Balsam fir
1997	North Carolina	Sanford Fishel	Fraser fir
1996	Ohio	Kenneth & Joan Scheetz	Blue Spruce
1995	North Carolina	Ron Hudler & Danny Dollar	Fraser fir
1994	Missouri	Lynn & Myron Schmidt	Blue Spruce
1993	North Carolina	Wayne Ayers	Fraser fir
1992	Oregon	Bob Kintigh	Grand fir
1991	Oregon	Gary & Audrey Sander	Noble fir
1990	North Carolina	R. Bruce & Michael Lacey	Fraser fir
1989	Pennsylvania	Berkey Family	Fraser fir
1988	Wisconsin	Irv & Alyce Daggett	Balsam fir
1987	West Virginia	Eric & Gloria Sundback	Fraser fir
1986	Washington	Ron Palmer & Charles Burton	Fraser fir
1985	Michigan	Stephen Vander Wiede	Blue Spruce
1984	North Carolina	Hal & Sarah Johnson	Fraser fir
1983	Washington	Ken & JoAnn Scholz	Noble fir
1982	North Carolina	Hal & Sarah Johnson	Fraser fir
1981	Pennsylvania	Eric & Gloria Sundback	Douglas-fir
1980	Indiana	Harry Eby	Douglas-fir

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1979	Pennsylvania	Eric & Gloria Sundback	Douglas fir
1978	New York	Guy Cockburn	Veitch fir
1977	Washington	Alvin Hofert	Noble fir
1976	Wisconsin	Ken Guenter	Balsam fir
1975	New York	Guy Cockburn	Douglas fir
1974	Michigan	Ed Cole	Concolor fir
1973	North Carolina	Homer & Bruner Sides	Fraser fir
1972	Washington	Alvin Hofert	Noble fir
1971	North Carolina	Kermit Johnson	Fraser fir
1970	Wisconsin	Calvin J. Frelk	White Spruce
1969	Ohio	Roy R. Pierce	Blue Spruce
1968	Indiana	Don Goodwin	White pine
1967	Ohio	Gordon Anderson	Blue Spruce
1966	Wisconsin	Howard Pierce	Balsam fir