



Minnesota Christmas Tree Association 320-743-4657 phone
12519 37th Street SE, Clear Lake, MN 55319

Membership Form Jan.1-Dec.31, 2017

MNCTA.com

Name _____ Farm/Company _____

Address _____ Business Telephone _____

City/State/Zip _____ Home Telephone _____

Web Site _____ Email _____

Please make any corrections above to any incorrect information. Print Clearly!

Membership Categories. (Choose one)

- | | | Due |
|--|----------------|----------------|
| 1. Annual Membership (Voting) Grower/Producers | \$150.00 _____ | 1/30/17 |
| 2. Associate Membership (Non-Voting) | \$100.00 _____ | 1/30/17 |
| Vendor/Supplies/Nursery /Academic/ Professional/Supporters of Industry | | |
| 3. First Year Membership (Voting) Grower | \$100.00 _____ | 1/30/17 |
| 4. Additional Mailing another company member | \$75.00 _____ | 1/30/17 |

Name _____ Telephone _____ Address _____ City/State/Zip _____

Marketing Opportunities: definitions on attached page.

Payment date by

- | | | |
|--|-------|-----------------------|
| A. <i>CYO Directory</i> -listing at state fair & website update...\$100.00 (see form)..... | _____ | 4/15/17 |
| B. <i>Wholesale Directory</i> -guide & website listing..... (see form) | _____ | 4/15/17 |
| C. <i>MN Grown Donation</i> – campaign- Your 2016 Donation was | _____ | 1/30/17 |
| D. <i>Go Green- Get Real Promotion</i> – DVD’s are available..... | _____ | anytime |
| E. <i>Own a copy of a Christmas Tree Commercial</i> for a donation of \$500..... | _____ | anytime |
| G. <i>Trademark License Logo- Go Green- Get Real...1 year License...\$25.00...</i> | _____ | Annual 1/30/17 |
| H. <i>Website Marketing</i> - To be listed on the website you must be an active member of M.N.C.T.A. | | |
| 1. Add coupon or picture or ad on website for a fee of \$25.00 / quarter - anytime..... | | |
| 2. Categories – Choose & Cut Directory- Wholesale Directory- Related Business & Services | | |

Make Check to:	MNCTA	Total Amount Due	\$ _____
	12519 37 th Street SE	Amount Enclosed -	\$ _____ ck # _____
	Clear Lake, MN 55319	Balance due	\$ _____

Please check the categories and services/supplies below for the membership directory:

Categories (Check all that apply to your operation):

<input type="checkbox"/> Wholesale	<input type="checkbox"/> Retail	<input type="checkbox"/> Choose & Cut	<input type="checkbox"/> New Grower	<input type="checkbox"/> Vendor	Other _____
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Services/Supplies (Check all that apply):

<input type="checkbox"/> Wholesale Wreaths	<input type="checkbox"/> Gift Shop	<input type="checkbox"/> Custom Shearing	<input type="checkbox"/> Christmas Tree Products
<input type="checkbox"/> Wholesale Roping/Swags	<input type="checkbox"/> Mail Order	<input type="checkbox"/> Custom Planting	<input type="checkbox"/> Seedlings & Transplant
<input type="checkbox"/> Wholesale Boughs	<input type="checkbox"/> Large Trees (20' & up)	<input type="checkbox"/> Custom Greening	<input type="checkbox"/> Consulting

Other _____

Vendor Products _____



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Help make a difference for the Christmas Tree Industry!
Join us by getting involved sometime this year!

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Dear Members: Have you ever felt that the M.N.C.T.A. "Misses the boat?" Why not join a committee and make a difference? Check the committees you like. The Chair of the committee will contact you. Or run for Board of Director

Name _____ Phone _____ (CHECK ALL THAT APPLY)
____ Membership ____, Other _____, Research ____, Promotion ____, Convention ____, State Fair ____ Board of Director

Payments need to be made by deadlines, make checks to MNCTA

- Annual Membership dues are January 30, 2017
- Directories Listings and payment are due April 15, 2017
- All pledges are due when pledges unless approved by MNCTA
- Advertising on web site are due prior to the quarter the ad appears.

(ie: A website enhanced AD appearing in April - June must be in March 31. Other payment dates are June 30, Sept. 30. and December 31, 2017)

Marketing Opportunities Definitions

Cut Your Own / Choose & Cut Directories: Advertise your farm, list website, note unique characteristics, contact info, and be found on Google maps. A similar directory is printed and handed out at the State Fair each year. See options below to ad a picture or coupon next to your listing. **Note listing multi location/farms is \$100 per location.**

Wholesale Directory- A list of Your Company's advertisement in a booklet form to be handed out to potential customers who call the association. Also a listing goes onto the website. See the form to determine size of ad and cost.

MN Grown Commitment –Annual cost \$4000 a year gives us a seat on advisory board and \$15,000 for real tree TV advertising. **(All pledges must be in by Jan 31 and \$4000 must be received to continue program for 2017) For more info contact Tom Wolcyn at Wolcyn tree farm.**

Go Green- Get Real Donation- This is a marketing campaign designed to increase sales of real Christmas Trees through the use of DVD's and other Promotional items.

Christmas Tree Commercial- Own the rights to a professional commercial for a fee.

MN State Fair – This is a great time to get involved in the promotion of the Christmas Tree Industry. Sign up to work a session at the fair and see how the consumer views our product.

Trademark License- Own the rights to use the attractive logo "Go Green- Get Real" Logo in your advertising. Cost is minimal fee of \$25 and renewed each year. Place logo on your website and in all advertising of your company. **MNCTA will bill you each January, if not on your membership form.**

Website Marketing- Brand your farm with a picture, coupon, and or listing of a special event on the MNCTA website for a minimal fee. Size will be limited. The cost is \$25 per quarter for additional space. If you're interested in listing your business (Other than Choose & Cut farm or Wholesale growers on MNCTA website contact MNCTA office for pricing.



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**CHOOSE & CUT DIRECTORY
AD ORDER FORM**

Print Ad is distributed at the Minnesota State Fair, DNR Information Center, Explore MN sites and a listing on MNCTA.com (website) Tree farms are linked directly to your website.

1. STEP ONE: FILL INFORMATION BELOW.

Tree Farm Name _____ Website _____
Contact Name _____ Phone _____
Address _____ Email _____
City _____ State/ Zip _____

2. CIRCLE TREES YOU SELL Species **BF, CF, FF, KF, NP, SP, WP, CS, WS BHS, MS, SS**
Index: **FIR:** Balsam, Canaan, Fraser, Korean **PINE:** Norway, Scotch, White
SPRUCE: Colorado, White, Black Hill, Meyer and Siberian Spruce

3. OPENING DATE: _____
If Friday after Thanksgiving, can I use "Day after Thanksgiving" Yes _____ No _____

4. Description of product & services. Limit it to 500 characters. Please email to info@mncta.com if possible to eliminate errors. Thanks you.

5. DIRECTION: include in 400 character listed above.

6. ENHANCE YOUR Cut Your Own listing on the website with an Ad: Coupon, Picture, Special Event or Other Items. It can be changed quarterly. Each quarter cost \$25. Payment and information (Ad) must be submitted prior to each quarter. Deadline Dates: 3/31, 6/30, 9/30.

Sample Below:

Tree Farm Name
Fraser Fir
12545 Christmas RD
Anywhere, MN 123456

www.treefarm website
123-456-7890
info@treefarm
BF, FF, WS, SP, WP

Addition Ad Space for Pic/ Coupon/ Event

Tree Farm Name
Bring in this Ad for a
free ornament this
Season! Or \$5.00 off purchase



Opening Day after Thanksgiving 9-5 and weekends only, 9-5 . Closed for the season on Dec. 17.
Come enjoy fresh cut or u cut trees with all the trimmings. Wreath, greens, garland, stands, saws, baling & shaking, tree bags and services available. Special visits by Santa and other Ag-entertainment happening on special dates. Check our farm website for more detail.

In Anywhere take Hwy 95 East to Co Rd 322, turn left, Travel 3 mile to Christmas Rd. Take right and look for signs.

For a cost of three trees, this listing can enhance your business 24 hours a day.
Cost for **Cut Your Directory** (CYO)– print ad & list on website is **\$100.00**
Enhance your listing with a the upgrade to your list @ **\$25 x _____ = \$ _____**
All ads & payment must be made by 4/15. **Total Cost \$ _____**
Mail Check to MNCTA @ address above.
Ad can be emailed to info@mncta.com



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Wholesale Buyers Guide Ad Form

MNCTA.com

This form is for growers and suppliers of Christmas tree products and services. Each year we get a number of requests for contact information about growers and suppliers. If you have products for sale at the wholesale level, then you want to be in this guide. For the cost of less than half of dozen trees, your company can be listed in both the guide and on the website as a supplier to Minnesota and surrounding states.

If you ran an ad in last year's MNCTA Buyers Guide and would like the same one for this year. _____ Check here.
If you want to update your ad email to: Donelson@frontiernet.net by 3/15/17

Advertising Rates			
1. Circle size of Advertisement	<u>Placement</u>	<u>Dimensions</u>	<u>Cost</u>
2. Mail or email ad Copy to MNCTA	Back Cover	7 ½" x 10"	\$190
3. Make check payable to MNCTA by 4/15	Inside Cover	7 ½" x 10"	\$175
4. Please print below the <u>information to be listed on website</u>	Inside Back cover	7 ½" x 10"	\$165
Farm Name _____	Full page	7 ½" x 10"	\$135
Contact Name _____	½ page	7 ½" x 4 7/8"	\$ 90
Address _____	¼ page	3 ¼" x 3 ½"	\$ 75
City _____ State/Zip _____	Business card	2" x 3 ½"	\$ 50
Website/email _____			

NEW THIS YEAR >>> Advertise on website >>> Additional Picture/coupon or announcement on website by your Co. name for a fee of \$25 quarter Ad can be changed quarterly. Check qty. __Winter __Spring __Summer __Fall

X Check Species Available for free website listing

_BF _CF _FF _KF _SP _WP _NP _WSPR _CSPR _MSPR
 Other Items >> _Wreaths _Garland _Boughs _Retail supplies
 Other items >> _____

****Ads must be received in MNCTA office by 3/17 & Payment due 4/17.**

Wholesale Ad size _____	\$ _____
Website listing	Free
Enhanced Website listing # Qtr. ___ x \$25 =	\$ _____
Total Amount Due to MNCTA	\$ _____



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Save the Date.....MARCH 9-11th
MNCTA Winter
Convention & Trade show

WHEN March 9-11th 2017

WHERE Doubletree by Hilton Hotel Reservation- 800-222-8733 with MNCTA Hotel reservation link

: <http://doubletree.hilton.com/en/dt/groups/personalized/M/MSPBSDT-MXT-20170309/index.jhtml>

2017 Winter Meeting Speakers and Program

Larry Downey from Quebec, one of Canada's largest growers of Christmas trees will be giving two presentations. One will focus on growing Korean fir and what he has learned about this increasingly popular tree. The other presentation will be a general presentation about his farm and growing and marketing fir's across North America. Larry has presented at the NCTA and several State association meetings.

Vera Krischik (University of Minnesota extension entomologist) and **Michelle Grabowski** (University of Minnesota extension plant pathologist) will have presentations on with insect and disease problems. They will be focusing on pests we can expect to be having more problems with especially related to a wetter than normal growing season like many of us had last year, new pests that are showing up in our area and what to expect in the future.

Carl Vogt (long time grower, MNCTA member and retired University of Minnesota extension forester) has a great presentation on the history of Minnesota Christmas tree farming and the MNCTA.

Elizabeth Wemeier (Associate Representative, Thrivent Financial) and an estate-planning attorney will have a 45-minute presentation "Keeping the Farm in the Family" and be available for consultation both days. Elizabeth is passionate about helping farmers and their families and seeing the local agricultural economy grow.

Andy Jenks (University of Minnesota, Geographic Information Systems (GIS) research and extension specialist. Using QGIS, a free GIS systems and how it can fit into Christmas tree operations. Applications could include mapping fields and keeping track of things like herbicide, insecticide, fertilizer, mowing, planting and other operations and tracking costs on a per acre or per tree basis. Other aspects of the presentation will include using drone imagery to inventory and track fields and individual trees, making pretty handouts with maps for choose and cut customers and other non-Christmas tree applications you may be interested in. There will also be a presentation on using Google maps and what it can do –vs- a true GIS like QGIS

Esultants will be doing sessions on "Get the most out of Google Analytics" and "Getting the most bang for the time and effort out of Facebook, Google My Business, Yahoo, Bing, Instagram and other sites"

Annual Meeting for MNCTA. Committee Opportunities.

Open discussion between MNCTA members and representatives from the University of Minnesota related to our needs and/or desires in all areas of research and extension at the College of Food, Agricultural and Natural Resource Sciences (CFANS) and the U of M as a whole.

Open Discussion with growers covering topics from planning, planting, shearing, marketing, equipment uses, pricing, sales and more! Pizza Night/ Social hour- Thursday night! Fun learning! Networking with the best in the industry! Vendors with new products! UMGA will be at the hotel same time!