

PNWCTA TreE-Blast

Edition III.1

May 2018

Jan Hupp at Drakes Crossing Nursery was very helpful in implementing this survey, but his responses were mistakenly not included in the previous version of this article. The volunteer editors of this newsletter sincerely apologize for this error as we very much appreciated Jan's input.

The attached now contains the contribution of Jan Hupp of Drakes Crossing Nursery.



Nursery Survey Results

John Tillman, Tillman Tree Farm

GOT SEEDLINGS?

One of the biggest challenges growers and nurseries face these days is the demand for Christmas tree seedlings.

We recently sent a survey to nursery members of the PNWCTA to help growers know what to expect when ordering seedlings. [Click here](#) to view what the nurseries had to say!

In addition, Brooks Tree Farm composed a [projection of seedling](#) availability thru 2020 and [advice for navigating](#) the future of seedlings.



PNWCTA Tree Fair & Trade Show

Portland, Oregon | September 7-8, 2018

60th Diamond Celebration

Please join us for the 60th Annual Pacific Northwest Christmas Tree Association Tree Fair and Trade Show. In honor of our Diamond Anniversary, our event committee is working tirelessly on exciting new features in the program, including:

- A solution-driven forum on how to provide merchantable quantities of Christmas trees to retailers
- Back by popular demand, a special Saturday morning retailer break-out seminar facilitated by vendor/exhibitors and Northwest retailers
- Top notch exhibitors showcasing the latest and greatest in industry products and services
- On Friday evening, growers, buyers, retailers and suppliers will have an opportunity to celebrate each other and the industry as we honor Christmas tree and wreath contest winners, retiring Board of Director members, newly elected Board members and the Herb and Helen Plumb, Barney Douglass and Honorary Membership recipients

Come and be part of it! To obtain registration materials or to learn more about the PNWCTA Tree Fair & Trade Show, please contact us:

Angie Smith
Executive Director
503-364-2942

Kristi Scholz-O'Leary
Program Chair
253-848-3492

www.pnwcta.org

Please also see ad on page 24.

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Molly, Advertising Manager
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PNWCTA MEMBER BENEFITS

- Join with other Christmas tree growers, buyers, retailers, educators and suppliers to exchange ideas, information and methods.
- A free subscription to the Christmas Tree Lookout magazine, considered the top publication of its kind in the industry. The Lookout contains informative articles on all aspects of the Christmas tree industry, as well as information on association activities.
- A copy of the annual PNWCTA Membership Directory, a ready resource containing fellow member contact information, and types of trees or services they provide.
- A free subscription to the **TreE-Blast** electronic newsletter for timely receipt of industry news.

EDUCATION:

- Educational programs are held three times per year. Events include the Short Course in February, the Summer Farm Tour in June, and the Tree Fair & Trade Show in September.
- At these events, experts discuss topics such as new growing and harvesting methods, pesticide and safety information, business practices, and tax implications for those in the industry.
- At the September Tree Fair, retailers have a chance to share in advanced sessions designed to provide retailers with best business practices and increase profits.

MARKETING & ADVERTISING:

- Members have the opportunity for direct market exposure at the September Tree Fair & Trade Show, the largest show of its kind in the industry. The show allows buyers and sellers to connect, and features industry equipment and supplies on display, as well as retail lot demonstrations, research and marketing information.
- Advertising opportunities in the Lookout magazine and the Buy-Sell Directory at a 15 percent discount.
- Members can purchase a listing in the Buy-Sell Directory for only \$50, with contact information and types and quantities of trees available. The Buy-Sell Directory is published in May and distributed free of charge to prospective buyers in the U.S., Canada, and Mexico.
- Choose & Cut operators may purchase a listing on the PNWCTA website that includes farm contact information, locator map, types and quantities of trees and services provided. Website listings can be enhanced and customized with photos, farm details, and link to the farm website.
- Members have the opportunity to purchase a mailing list of potential buyers. The list is kept current, contains several thousand names of interested buyers, and is sortable.

DISCOUNTS:

- A 15 percent discount on advertising in the Lookout magazine and the Buy-Sell Directory.
- Low group rates on liability insurance for retail lots and/or choose & cut operations.

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TreE-Blast FAQs

We are very excited to launch this new method of communication to provide up-to-date industry news to our members. We hope you will find it both informative and timely. Keep in mind, this is a new venture for us and it will be a bit of a work in progress as we figure out how to make it better.

What is the TreE- Blast?

The TreE-Blast is an electronic (email) newsletter sent out to PNWCTA members. These are commonly referred to as an "e-blast." We felt TreE-Blast was more appropriate for our members.

How often will I receive the TreE-Blast?

We will be sending out between three and six TreE-Blasts per year. We will send out a TreE-Blast only when we have new, relevant information that will directly benefit our members. The TreE-Blast will contain no more than five topics so it does not become too cumbersome.

Does this mean we will not be getting the Lookout magazine?

No. The Lookout magazine has been a staple of this association for many, many years. It will still be printed and mailed several times per year. There may be some duplication of articles in the TreE-Blast and the Lookout.

What if someone did not get this newsletter?

Please ask your PNWCTA friends if they received a copy, and if not have them contact [Angie Smith](#).

What if I do not want to receive this newsletter?

If you do not want to receive this newsletter, simply unsubscribe using the link at the bottom.

Will there be a chance to advertise in the TreE-Blast?

As we launch this new communications tool, we are currently ad free. We are considering the possibility of a limited number of side bar and banner ads to be included in the future. The focus of the TreE-Blast will always be information.

What if I have an idea, story, challenge or suggestion for the TreE-Blast?

We welcome and encourage your input. Your experience, questions and suggestions are all very important in making this TreE-Blast the best it can be. It's as easy as contacting any board member at the email links provided. We look forward to hearing from you!



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