



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

Membership Form Jan.1-Dec.31, 2018

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)

- 1. Annual Membership (Voting) Grower/Producers \$150.00 Due 1/30/18
2. Associate Membership (Non-Voting) \$100.00 Due 1/30/18
Vendor/Supplies/Nursery /Academic/ Professional/Supporters of Industry
3. First Year Membership (Voting) Grower \$100.00 Due 1/30/18
4. Additional Mailing another company member \$75.00 Due 1/30/18

Name Telephone Address City/State/Zip

Marketing Opportunities: definitions on attached page.

Payment date by

- A. CYO Directory-listing at state fair & website update...\$100.00 per location (see form) 1/31/18
B. Wholesale Directory-guide & website listing.... (see form for ad size & cost) 1/31/18
C. Retail Lot list on MNCTA website & Google map...\$100.00 per location (see form)... 1/31/18
D. Go Green- Get Real Promotion - DVD's are available... anytime
E. MN Grown Donation - campaign- Your 2017 Donation was 1/31/18
G. Trademark License Logo- Go Green- Get Real...1 year License...\$25.00... Annual 1/31/18
H. Website Marketing - 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- Retail Lot- Related Business & Services

Make Check to: MNCTA Total Amount Due \$
12519 37th 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):

Table with 6 columns: Wholesale, Retail, Choose & Cut, New Grower, Vendor, Other

Services/Supplies (Check all that apply):

Table with 4 columns: Wholesale Wreaths, Gift Shop, Custom Shearing, Christmas Tree Products; Wholesale Roping/Swags, Mail Order, Custom Planting, Seedlings & Transplant; Wholesale Boughs, Large Trees (20' & up), Custom Greening, Consulting

Other

Vendor Products



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Marketing Opportunities Definitions
Make your Farm / Retail lot stand out! List it on
MNCTA.com website!

MNCTA.com

Dear Members: Have you ever felt that the M.N.C.T.A. 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 31, 2018
- Directories Listings and payment are due January 31, 2018
- All pledges are due when pledge 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, 2018

Cut Your Own Tree Farm / Tree Lot Directories: Advertise your farm or lot, list website, note unique characteristics, contact info, and be found on Google maps through MNCA website. A CYO 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 on the MNCTA website. **Listing multiple farms or Retail lots 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.

Retail Lot Listing –A list of Retail lots in the state will be listed on mncta.com website for the public to view. It will be linked with company website and get year round exposure.

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 are appreciated.. Our goal of \$4000 must be received as early as possible to continue program for 2018. For more info contact Tom Wolcyn.**

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.

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- Enhance your tree farm or retail lot 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. Deadline for all advertising information must be submitted by with annual membership. This allows MNCTA to edit the website prior to the upcoming season.



MNCTA.com

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**FIND A TREE-
CUT YOUR OWN FARM or TREE LOT
DIRECTORY**

These directory listing will be on the MNCTA.com website and the location will be active in Google maps. Tree farms and Tree Lots are linked directly to your companies' websites if you have one. Form and Payment must be due by 1/31 to have time to update information.

1. STEP ONE: FILL INFORMATION BELOW.

Tree Farm/Lot 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 500 character listed above.

6. ENHANCE YOUR listing on the website with an Ad: Coupon, Picture, Special Event or Other Items. Each listing location cost \$25. Payment and information (Ad) must be submitted at the beginning of the year.

Sample Below:

Tree Farm Name /Lot Name www.treefarm website
Fraser Fir 123-456-7890
12545 Christmas RD info@treefarm
Anywhere, MN 123456 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, 9-8pm . 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. OR Lot is Located at the intersection of 1200 Lyndale Ave & France Street, City, State

For a cost of three trees, this listing can enhance your business 24 hours a day on website.
Cost for **Cut Your Own Directory (CYO)** is **\$100.00 /by location.**
Enhance your listing with a picture/coupon for **\$25**
All ads must be submitted & payment must be made by 1/31. **Total Cost \$** _____
Mail Check to MNCTA @ address above.
Ad can be emailed. 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 1/31/18.

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 1/31	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 _____			

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 >> _____

NEW THIS YEAR>> Advertising on website>>> Add Picture/Coupon or announcement on website by your Co. name for a fee of \$25.

****Ads must be received in MNCTA office by 1/31/18. & Payment due 1/31/18.**

Wholesale Ad size _____	\$ _____
Website listing	Free
Enhanced Website listing \$25	\$ _____
Total Amount Due to MNCTA	\$ _____



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Retail Lots Ad Form

MNCTA.com

1. Retail Lot- Name _____ **Contact Information** _____

Address/Location _____ Phone # _____

Website _____

Species FF, BF, CF, WP, SP, SPR, KF

Email _____

Other Items – Wreaths, Pots, Stands

Open- Day after Thanksgiving Or _____

2. Retail Lot- Name _____ **Contact Information** _____

Address/Location _____ Phone # _____

Website _____

Species FF, BF, CF, KF, WP, SP, SPR

Email _____

Other Items – Wreaths, Pots, Stands

Open- Day after Thanksgiving Or _____

3. Retail Lot- Name _____ **Contact Information** _____

Address/Location _____ Phone # _____

Website _____

Species FF, BF, CF, WP, SP, SPR, KF

Email _____

Other Items – Wreaths, Pots, Stands

Open- Day after Thanksgiving Or _____

If additional lots are added, copy form and submit to MNCTA office with payment.

Cost will be \$100/ per location and \$25 for enhancing each listing with a picture or coupon.

Information can be email to info@mncta.com .

In the future we are planning on updating website during winter months. Thank you.

\$100/per location ___ x ___ # of lots = _____ total

Enhance listing ___ # x \$25 = _____ total

****Mail Form & Check back to MNCTA, 12519 37th Street Clear Lake MN 55319 ****



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MNCTA.com
January 1, 2018

To: MNCTA Members

Hope all of you had a wonderful Christmas season and Happy New Year.

A few changes are taking place with the directory listings. We are planning to update the directories before March. Please check your listing on MNCTA website. Send in printed farm information on the appropriate form. Include a check for all categories with your annual membership by January 31, 2018. Once again all payments and forms are due in January. Keep in mind, Thanksgiving will be early again. (Nov 23).

As for MN Grown your annual form has the amount your farm donated for 2017 in red print. Our goal each year has been \$4000 total, of which we ended 2017 short by \$775.00. Auction money has been applied to make up shortage. However we would like to raise this through our donation on our annual membership form. Please consider a donation for 2018 and included it with annual dues.

Winter meeting will be in March. Information will be out soon.

Thank you for continuing support.

Jan Donelson
MNCTA Executive Director.
320-743-4657