

Since 1955, the Pacific Northwest Christmas Tree Association has played a role in providing guidance to Christmas tree growers in the Northwest.

Our purpose is to be the Christmas Tree industry's leading voice, advocate, and knowledge center in the Pacific Northwest.

We are dedicated to achieving this mission through the following core principles:



Collaboration and Mutual Benefit:
Our primary purpose is to bring together industry stakeholders for their mutual and public benefit. We aim to foster cooperation and collective success.



Education, Research, and Quality:
We are committed to sponsoring educational and public relations efforts to enhance public understanding of the industry. Additionally, we promote and engage in research valuable to all members and the production of high-quality, marketable trees.



Market Development and Support:
We strive to develop and expand the market for trees grown in the Pacific Northwest. We are dedicated to improving marketing procedures and providing support at both the wholesale and retail levels.



Environmental Stewardship and Unity:
We are dedicated to practicing environmental stewardship in our operations. Our overarching goal is to provide a unified force that strengthens the Pacific Northwest Christmas Tree industry.

Members benefit from use of the PNWCTA website — www.pnwcta.org

The site includes wholesale farm listings, choose & cut listings, directory search, member resources, information about the Pacific Northwest industry, Lookout and Buy-Sell magazine information and a “members only” section.



MEMBER BENEFITS

The Organization for Progressive Individuals and Firms Active in The Christmas Tree Industry



PO Box 7245, Salem, Oregon 97303
(503) 364-2942 • www.pnwcta.org

www.pnwcta.org

PNWCTA Membership Advantages



NETWORKING & EVENTS

- Attend the annual Christmas Tree & Farm Showcase — the largest industry event of its kind — featuring vendors, demos, research, and market connections.
- Participate in the Short Course Seminar and Summer Meeting & Farm Tour to learn and connect with other growers, researchers, and suppliers.
- Exchange ideas and strategies with fellow growers, buyers, retailers, and educators across the region.
- Access the PNWCTA Membership Directory online and in print to connect with peers by tree type, services, or location.

EDUCATION & INFORMATION

Stay current with expert-led sessions on:

- Growing and harvesting methods
- Pesticide and safety regulations
- Business management and tax strategies

Receive a monthly digital newsletter with industry updates, event announcements, and tips to maximize your membership.

RESEARCH & INNOVATION

Help guide and benefit from research projects on:

- Tree diseases
- Noble and Douglas-fir provenance
- Clone development and stress tolerance
- Soil management and seedling quality

Collaborate with the Research Committee to identify new research priorities that directly benefit growers.

MARKETING & VISIBILITY

- Feature your farm in the Buy-Sell Directory (only \$50/year) — distributed to buyers across the U.S., Canada, and Mexico.
- Get listed on the PNWCTA website with a locator map, contact info, photos, and a link to your farm's site (Choose & Cut members only).
- Access ready-to-use marketing materials like brochures, retail ads, and PR placements in national consumer magazines.
- Receive 15% off advertising in the Christmas Tree Lookout and Buy-Sell Directory.

BUSINESS SUPPORT

- Access group discounts on liability insurance for retail lots and choose & cut operations.
- Purchase up-to-date, sortable mailing lists of interested Christmas tree buyers.
- New in 2025:** Receive member-only discounts on health plans in Oregon and SW Washington through Oregon Aglink.
- Support industry advocacy — \$25 of your dues go directly to the National Christmas Tree Association's national programs.



Start taking advantage of these exclusive benefits today!

Apply online
www.PNWCTA.org

info@pnwcta.org | (503) 364-2943



Hear It From Our Members

There are many benefits to joining the PNWCTA. Whether you are a large grower, small grower, or retailer. Membership provides access to meetings with industry professionals of all kinds. If you have needs related to Christmas trees there is someone in the association that can help with that.

-Tyler Stone, BTN of Oregon

Being a member of this association has helped me in so many ways. I'm sure I would not have the quality of trees that I have now, with all the information that you can achieve at the meetings, publications, articles, and knowledge from other farmers. It's priceless!

-Joe Larsen, Helping Heart Farm

I have been a member of the PNWCTA since 1983 when we planted our first Christmas trees. A huge benefit is access to research on Christmas trees done at both OSU and WSU that has informed my tree farming and retail practices. Participation in our short courses and talking with other growers has been an invaluable learning experience regarding best practices of insect, fungus and weed control.

-Dan Bolender, Olympic Tree Sales, LLC

I am a member of the PNWCTA largely for the opportunities that the association provides to learn more about Christmas Tree Growing and Marketing. Not only from presentations at meetings or from Farm Tours but also from other members. Nurturing relationships with other growers allows me to kick ideas around – maybe ideas stemming from a presentation – to see how those ideas might be implemented on my farm or in my marketing efforts. Priceless!

-Wes Wasson, Skookum View Nobles, LLC

JOIN US!

PACIFIC NORTHWEST
CHRISTMAS TREE ASSOCIATION

CHRISTMAS TREE & FARM SHOWCASE

The former Tree Fair and Trade Show + Summer Farm Tour combined.

AUG 14-16, 2025
Estacada, OR

STEP 1:

Membership Directory Listing Information

For inclusion in the Member Directory dues must be paid by **March 1**.

Name: _____
Business Name: _____
Address: _____
City, State, Zip: _____
County: _____

Email Address: _____
First Telephone: _____
Second Telephone: _____
FAX: _____
Year Tree Farm/Company Established: _____
Codes: (see box below) Acreage: _____

PNWCTA encourages members to make the most of our website by managing their membership profiles, registering for events, and accessing exclusive resources. Ensure your information is current and included in our online directories via the membership portal. If you haven't provided an email address, you may be missing important PNWCTA news and industry updates. Watch for PNWCTA messages in your inbox and visit PNWCTA.org today to begin. **New Members!** New members will receive a welcome message with instructions for logging in, using the PNWCTA website, and accessing exclusive resources.

Membership Directory Listing CODES	G – Grower	1 – Noble Fir	6 – Shore Pine	11 – Austrian Pine	16 – Living Trees	Industrial Category Listings	
	R – Retailer	2 – Shasta Fir	7 – Scotch Pine	12 – Nordmann Fir	17 – Table Tops		
	U-C – UCut	3 – Douglas-fir	8 – Spruce	13 – Balsam Fir	18 – Evergreens		
	F – Forester	4 – Grand Fir	9 – White Pine	14 – Turkish Fir	19 – Wreaths		
	GI – Greens Industry	5 – Concolor Fir	10 – Fraser Fir	15 – Sequoia		Br – Broker	S – Seedlings
						N – Nursery	SS – Seed Supplier
						C – Consultant	CH – Custom Harvesting
						CP – Custom Planting	E-S – Equipment/Supplies
						CS – Custom Shearing	FM – Farm Management

STEP 2:

2025 Dues Schedule

Dues are per calendar year (Jan 1 through Dec 31) and may not be prorated.

Please choose the appropriate dues schedule based on your business categories.*

☐ **Associate** Educators, extension agents, foresters, employees of member firms.....\$196

☐ **Retailer** Those actively involved in retailing trees to the public, i.e., tree lots, florists, store outlets.
Retailers who are also suppliers, brokers, nurseries or growers do not fit this category (see note below).....\$301

☐ **Industrial** Brokers, commercial, nursery, supplier, equipment, services, greens industry\$459

☐ **Grower**

<input type="checkbox"/> Pre-harvest (up to 5 years)\$301	<input type="checkbox"/> 101-200 acres\$1,040	<input type="checkbox"/> 1,001-2,500 acres\$3,241
<input type="checkbox"/> ★ Choose & Cut Only\$301	<input type="checkbox"/> 201-300 acres\$1,370	<input type="checkbox"/> over 2,500 acres\$4,041
<input type="checkbox"/> 1-40 acres\$377	<input type="checkbox"/> 301-500 acres\$1,956	
<input type="checkbox"/> 41-100 acres\$703	<input type="checkbox"/> 501-1,000 acres\$2,597	

*Note: When a member (or prospective member) qualifies in more than one dues category, the applicant must apply for and pay dues in the highest category. Examples: (1) if a broker is also a pre-harvest grower, the dues would be that of a broker; (2) if a nursery owner also has 200 acres of Christmas trees, the dues would be that of a grower; (3) if a retailer is also a broker, supplier or a harvesting grower or if a Choose & Cut operator also wholesales, the dues would be that of the highest category.

One Lookout magazine subscription is provided for each membership. Additional subscriptions for the magazine may be purchased by any member for \$25 per year.

STEP 3:

Voluntary Contributions

Please list which fund you would like to contribute to and the amount.

To the Legislative Lobbying Program..... ☐ OREGON \$ _____ ☐ WASHINGTON \$ _____

To PNWCTA Advanced Research 2025 requested contribution based on farm size and contribution history

STEP 4:

2025 Buy-Sell Directory

For inclusion in the Member Directory dues must be paid by **March 1**.

Please complete the following for the Buy-Sell Directory which is published in May.

M = Thousand, mm=million, TT= Table Top

Seller

Add a \$50 Listing Fee

☐ **Grower** ☐ **Broker**

* I verify that the trees listed here were grown in:
☐ OR ☐ WA ☐ BC ☐ ID ☐ CA

Douglas	Noble Shasta Red Silver	Grand	Nordmann	Fraser	Turkish	Other tree species, wreaths and garlands
Pre-Harvest, Choose & Cut Only & Retailer memberships are not eligible for a Seller listing						

Buyer

Add a \$25 Listing Fee

☐ **Broker** ☐ **Retailer**

Douglas	Noble Shasta Red Silver	Grand	Nordmann	Fraser	Turkish	Other tree species, wreaths and garlands

Other

Add a \$50 Listing Fee (Please check one. Appropriate form will be sent) ☐ **Seed Supplier** ☐ **Nursery** ☐ **Trucker**

Note: (1) Only one listing in each section per current membership. Preharvest, Choose & Cut Only and Retailer members are not eligible for Seller listing; (2) Only trees grown in Oregon, Washington, California, Idaho or British Columbia are eligible for listing in the Buy-Sell Directory*

STEP 5:

Sponsor Credit for 2025 Membership Referrals

This \$100 credit is given to Members who have successfully referred new Members to the Association.

**Credits are limited to your total annual membership dues only. All credits will be used for 2025 membership dues only. There will be no direct payment of credits nor will credits be applied to other Association activities, listing fees, accounts or memberships. Credits are non-transferable.

TOTAL

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

STEP 6: Annual Sponsorship

Become a sponsor at each of PNWCTA's Annual Events

PERFECT FOR
FREQUENT SPONSORS

Annual sponsorships include recognition in publications, event marketing materials, on-site during events

Choose the total sponsorship amount that rights for you. You may then choose how much to apply to each event — Leave blank if you want PNWCTA to determine appropriate distribution based on your sponsorship history. —

☐ \$3,000*

☐ \$2,000

☐ \$1,500

☐ \$1,000

☐ \$750

SHORT COURSE

\$ _____

Held in February.
Primarily focused
on education.

TREE FAIR & FARM SHOWCASE

\$ _____

The Tree Fair & Farm Showcase connects Christmas tree buyers with top growers and showcases industry equipment, supplies, and retail demonstrations. For the first time this year, we are combining our summer farm tours with this event, giving members the chance to meet and visit the farm operations of fellow growers, nurseries, researchers and choose & cut operations.

*Includes 3 total registrations to any PNWCTA event - Short Course and Tree Fair & Farm Showcase

STEP 7: Individual Sponsorship

If annual sponsorship is too much commitment, get a head start by securing a sponsorship for one or more events

Individual sponsorships include recognition in event marketing materials and on-site during events

SHORT COURSE

☐ Platinum - \$500

☐ Gold - \$300

☐ Silver - \$150

☐ Other \$ _____

TREE FAIR & FARM SHOWCASE

☐ Diamond - \$1000

☐ Platinum - \$500

☐ Gold - \$300

☐ Silver - \$150

☐ Other \$ _____

CHOOSE THE SPONSORSHIP LEVELS
AND EVENTS YOU WANT TO SPONSOR

STEP 8: Advertisement Opportunities

Advertise in the 2025 Winter Lookout, Buy-Sell Directory, and Fall Lookout!

Choose the appropriate advertisement specs for each of the publications you wish to advertise in.

<input type="checkbox"/> WINTER LOOKOUT PUBLISHED JAN 31st ADS DUE DEC 15th	AD UNIT	<input type="checkbox"/> Full Page Ad	B/W \$373	Color +\$300 \$673
		<input type="checkbox"/> 2/3 Page Ad	\$263	\$563
		<input type="checkbox"/> 1/2 Page Ad	\$208	\$508
		<input type="checkbox"/> 1/3 Page Ad	\$139	\$439
		<input type="checkbox"/> 1/4 Page Ad	\$109	\$409
		<input type="checkbox"/> 1/6 Page Ad	\$82	\$382
<input type="checkbox"/> FALL LOOKOUT PUBLISHED AUG 31st ADS DUE JULY 15th	AD UNIT	<input type="checkbox"/> Full Page Ad	B/W \$373	Color +\$300 \$673
		<input type="checkbox"/> 2/3 Page Ad	\$263	\$563
		<input type="checkbox"/> 1/2 Page Ad	\$208	\$508
		<input type="checkbox"/> 1/3 Page Ad	\$139	\$439
		<input type="checkbox"/> 1/4 Page Ad	\$109	\$409
		<input type="checkbox"/> 1/6 Page Ad	\$82	\$382
<input type="checkbox"/> BUY-SELL DIRECTORY PUBLISHED IN MAY ADS DUE MARCH 10th	AD UNIT	<input type="checkbox"/> Full Page Ad	B/W \$476	Color +\$300 \$776
		<input type="checkbox"/> 2/3 Page Ad	\$338	\$638
		<input type="checkbox"/> 1/2 Page Ad	\$263	\$563
		<input type="checkbox"/> 1/3 Page Ad	\$175	\$475
		<input type="checkbox"/> 1/4 Page Ad	\$142	\$442
		<input type="checkbox"/> 1/6 Page Ad	\$102	\$402

STEP 9: Payment Options

For inclusion in the Member Directory
dues must be paid by **March 1.**

TOTAL DUE

\$ _____

➤ Please return original copy with payment to PNWCTA.

ONLINE ★ We encourage you to visit **PNWCTA.ORG** — to fill out this form and pay online.

CREDIT CARD PAYMENT

Please charge my: ☐ Visa ☐ MasterCard
A 3% service charge will be applied for all credit card purchases.

Credit Card Number: _____

Security Code: _____ Exp Date: _____

Card Holder Signature: _____

MAIL A CHECK

☐ I have enclosed my check for \$ _____
Make checks payable to **PNWCTA**