

Shearings

November 2014



Dr. Nick Brazee Plant Diagnostic Specialist of UMass Extension Service and Tom Cranston touring Cranston's Tree Farm in Ashfield, MA

Massachusetts Christmas Tree Association
www.christmas-trees.org

Massachusetts Christmas Tree Association

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ORGANIZATION & INDUSTRY NEWS

Ready or not, the season has arrived with a holiday feel. Cold, crisp air will surely get consumers thinking about the holidays. How could they not? Have you been to a Home Depot, Lowe's hardware or Wal-Mart lately? Most mass merchants have stocked Christmas goods at the entrances the moment Halloween is over. Plastic ornaments, wreaths and trees are everywhere. Would you like PE Fir, PVC Spruce, or polypropylene Pine, with lights while you wait for your paint? The fifteen minutes of convenience, maybe financially logistic, unmemorable, and one more thing checked off the list in a busy life.

If you think about it, a majority of material purchases are fleeting. But do they offer a better value long term? Psychologist recently discovered that when people looked back at their purchases, they realize that experiences provided a better value, for them and their families. We, as Christmas tree farmers, have an innate sense of connection between this value and a lasting experience. We have a golden opportunity to share this connection on our farms and retail farm stands. Let's promote and provide this new consumer with a real tree experience. One that they and their families will remember forever. Thanks to the mass merchants, our potential new consumers may have visited our website already, and we are ready.

A special thank you to the Tom, Cynthia & Seth Cranston of Cranston's Tree Farm for hosting a great annual meeting in Ashfield. Dr. Nick Brazee of UMass made the event enlightening, educational, and got us down to the root of each problem. The well attended meeting gave us plenty of food, exercise and education to hold us over for a while. The melt-in-your mouth pulled pork & ice cream sundaes really hit the spot. Jim Colburn, our Secretary, did a great job at raffling off a nice variety of prizes. See highlights on page 10.

It was another record crowd at the Big E this year. Thanks to John Coward and his great set-up crew, things went pretty smoothly. Massachusetts had a good number of tree and wreath prize winners. Nearly all New England states had entered trees this year. We have Abby Tonry to thank for organizing the judges and seeing that ribbons and prizes were awarded.

Great job Tom Cranston. Thank you for your long service to the MCTA, as director, vice president, president, and past president. Your leadership and devotion to our association helped make us what we are today. Thank you to Carol Nims for your service and many hours of volunteering as a director. You too, have been great asset to the MCTA. And, welcome back to the board Dave Radebaugh.

Please be sure to check your farm information and farm links on the MCTA website one last time before the season hits hard. Make sure your farm information is correct and your farm website links work. Goggling your farm as if you were the consumer. If you find an error, notify Secretary, Jim Colburn as soon as possible so he can get it corrected.

Welcome! To all our news members Nick Potter of Pineberry Farm, Bill Wolfendale, and Nickolas Graham of Texas Tree Farm. Turn on the Christmas lights, start the music and bundle up! Looks like we might have a white Christmas. Wishing you a prosperous selling season.

NATIONAL NEWS

The Check Off Program Update for 2014:

According to the USDA, there will be no assessments levied on Christmas trees harvested in 2014 as part of the Christmas Tree Promotion, research and Information Order and Christmas tree producers can plan accordingly. There are 57 people who have applied to be on the board. The board is expected to be named something in January 2015.

Trees For Troops ...A New Way to Help

Trees for Troops is excited to announce the launch of an online, buy-a-tree campaign. The **One Thousand Tree Campaign** is a convenient online program that will run through the end of November. Each year, Trees for Troops has to turn down nearly one thousand tree requests from military families across the U.S. because of supply. This year we hope to bridge that gap by letting the public purchase trees online. Each \$40 donation to the campaign will provide one farm-grown Christmas Tree to a military family and ensure it gets delivered via FedEx in time for the holidays.

Trees for Troops Weekend is Dec. 5-7, 2014

Consumers can be a part of this wonderful program by visiting one of the farms or retail lots across the country that will be participating in Trees for Troops Weekend this year. Each of these locations will have a FedEx trailer parked at their farm/lot so you can purchase a tree and then place it on the truck to be donated and delivered to a military family at one of the participating bases the following week.

Wreaths Across America. Arlington National cemetery will celebrate its' 150th Anniversary this year. In commemorate this historical event, Wreaths Across America will place a wreath at *every* grave in Arlington. Join National Wreaths Across America Day on December 13, 2014 by placing a wreath on a grave of a fallen hero in your city or town to remember and honor their service.



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Selling Pest Free Christmas Trees

Sniff, sniff.....ahhhh, 'tis the season for the smell of pine needles, and the wonderful aroma of Balsam fir, and maybe a few pests hitching a ride on that Christmas tree — right into a customer's home!

Purchasing a REAL Christmas tree may be a big decision for many people, but fears of introducing unwanted and potentially harmful pests into the home via the tree are unwarranted.

Rarely Occur

Most years, these pests are rare. Perhaps one tree in 100,000 has any one of these pests on it. Chances are one can get a real tree every year for the rest of his/her life and never be troubled with them again.

A Worse Problem in Warm Falls

These insects are active later in the fall when there are unseasonably warm temperatures. Therefore we experience worse problems in years with a warm, dry fall such as 1994, 1999, 2004, and 2006.

Not the Grower's Fault

Should the growers have treated for these pests? Unfortunately, they didn't even know they were there or they would have. Sometimes it's like trying to find a needle in a haystack. When enough trees are infested with pests, they can be found through scouting and treated. But sometimes only one tree in more than an acre of trees has one of these post-harvest pests on it. No one notices they are in the tree until they are brought into the home.

Unwanted hitchhikers spend the winter in conifers such as White pine and Fraser fir. If you are an insect, a Christmas tree provides a well-protected place to live though the cold and snow of winter months. When the tree goes into a home, the hitchhikers think spring has come and become active again, even reproducing in the home. A similar situation occurs when you leave houseplants outside on the patio in the summer, then bring them back inside. They may harbor spiders, sow bugs, earwigs, or some other critter that has found a safe place to live. In Christmas trees, pests such as Cinara aphids, spider mites, and praying mantis egg cases may be found.

But, I Don't Bite!

Fortunately, with Christmas trees, these unwanted hitchhikers do not bite or cause disease. Like ants at a picnic, they are just a nuisance. In many ways these hitchhikers are a symptom of a fresh tree recently harvested. Many will stay on the tree, a few may be attracted to sources of light, including windows. And, because they are associated with field-grown conifers, none of these accidental introductions are a threat to a home, its contents, or occupants. Preventing introduction of these "pests" in a home is the best, and easiest, plan.

Treatment

Mechanical tree shakers, available at farms and retail lots, shake debris and are useful in removing some insects from the trees. A vigorously shaking of a tree, as done on a mechanical tree shaker, can serve a dual purpose. It can remove a great deal of unwanted hitchhikers and help remove dead needles and debris as well.

Control of temporary invaders should be limited to non-chemical means. **Aerosol insect sprays are flammable and should NOT, under any circumstances, be sprayed on the Christmas tree.** Insects occurring on the tree should be left there until the tree is removed.

It is important for us as retailers, to remember that these "critters" are normally found outdoors, on LIVE trees. The warm temperatures, low humidity's and lack of appropriate food — conditions typical of most homes — will usually kill these invaders in a short time. (Any that collect on ceilings, walls, or windows can be eliminated with a vacuum cleaner).

It is highly unlikely that a Christmas tree will have every pest on the following list. Occasionally, however, one or more of the following may find its way in a home on Christmas trees.

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Adelgids

Sometimes a tree (especially white pine) will seem to develop its own "flocking" on twigs and bark. This is probably due to the pine bark adelgid, a tiny, aphid-like, sucking insect that secretes cottony wax filaments over its body, or cryptomeria scale. These adelgids are sedentary and do not leave the tree, but the spontaneous "flocking" when the warmth of a home reactivates them, may be a cause for curiosity or even concern. These adelgids, and the "flocking" they produce, are harmless.

Aphids

Occasionally, aphids will hatch from Christmas trees in sufficient numbers to cause alarm. most aphids are tiny, inactive, and usually go unnoticed. Aphids of the genus Cinara, however, reach a length of nearly 1/8 inch, making them one of the largest of our native aphids. Most forms, especially those of early generations, are wingless and remain active throughout their lives. If your Christmas tree remains indoors for an extended period (particularly if it is a live tree) these aphids may produce offspring, and winged forms may occur.



With their brownish or blackish coloration and long legs, Cinara aphids may be mistaken for small spiders or ticks. Aphids, however, have only six legs, while spiders and ticks have eight. Also, these insects do not produce silk or webs, typical of spiders.

On true firs, balsam twigs aphid may occur. This gray-green species is much smaller than the spiderlike Cinara aphids found on pines and spruces. outdoors, their overwintering eggs normally hatch in very early spring; indoors, they may hatch before the Christmas tree is removed. They are less likely to be abundant than Cinara aphids.

All aphids on Christmas trees are host specific, i.e., they can only survive by feeding on certain plants. They will not feed on your house plants .Bark Beetles

Several species of minute, dark brown to black beetles may be found on or near the tree. They may be boring into the trunk, creating small holes and

very fine sawdust. These are bark beetles that were overwintering in the tree. Although they bore into bark or wood, they are not a threat to any of the furnishings or structural parts of the house because wood inside the home is too dry for these beetles to survive. When the tree is removed at the end of the holiday season, the bark beetles will again go into dormancy, resuming their normal activity in spring.

Bird nests

Although considered decorative by some people, may contain bird parasites such as mites and lice. They should be removed by hand if not dislodged by shaking.

Gypsy Moths

Egg masses should be removed by hand.

Mites

Many species of predatory mites overwinter as adults and become active when exposed to warm temperatures in the home. They generally remain on the tree, where they may prey on insect and mite eggs. Most of these tiny, light-colored mites will go unnoticed. One type, however, is bright red and rather large. These predatory mites are relatives of chiggers, but in the adult state are not a threat to people or animals.

Several species of bird parasites may be found in nesting material after the birds have abandoned the nest. Although these mites are generally not present on the trees in winter, bird nests on the tree should be removed to assure that no mites are brought into the home.

Praying Mantids

These large, showy insects overwinter in egg masses that are frequently attached to conifer limbs. These eggs will begin to hatch after being indoors for several weeks. When this happens, numerous tiny mantids swarm over the tree seeking food. Since they are cannibalistic, they will eat each other if no other food is available.



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Massachusetts 2014 vs. 2013 Season Growing Degree Days & Precipitation Rates

<u>2014</u>	<u>Total GDD</u>	<u>Snow</u>	<u>2014 Growing Season Precipitation Rates Mar 1 - Oct. 4</u>							<u>Season</u>
		<u>2014</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug</u>	<u>Sept.</u>	<u>Rain Total</u>
Cape Cod	2356	10"	6.2	4.7	4.2	2.2	2.3	1.2	3.9	24.7
SouthEast	2335	48"	4	6.2	2.9	2.1	3.2	2.6	2.2	23.2
East	2671	n/a	4.3	4.5	2.2	2.8	1.8	3	0.8	19.4
Metro West	2186	47"	3.4	3.5	2.9	2	1.8	4.7	1.6	19.9
Central	2155	49.6"	4.2	5.5	5.7	2.5	1.0	2.7	1.6	23.2
Pioneer Valley	2598	n/a	3.9	4.1	6.1	4.2	2.3	7.3	1.8	29.7
Berkshires	2035	n/a	3.1	2.6	4.0	3.2	1.9	6.2	1.5	22.5

<u>2013</u>	<u>Total GDD</u>	<u>Snow</u>	<u>2013 Growing Season Precipitation Rates Mar 1 - Oct. 4</u>							<u>Season</u>
		<u>2013</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug</u>	<u>Sept</u>	<u>Rain Total</u>
Cape Cod	2723	3.3	7.1	5.3	5.4	8.6	.3	2.1	4.7	33.2
South East	2601	43.9	10.9	2.7	3.4	9.3	2.5	2.1	3.3	34.1
East	2724	54.1	5.0	1.6	3.9	10.6	7.5	3.5	3.1	35.3
Metro West	2386	42.9	2.1	2.3	2.0	8.8	.6	3.5	2.1	21.3
Central	2377	82.7	1.4	2.4	4.5	9.7	1.9	3.6	3.3	26.7
Pioneer Valley	2658	25+	1.7	2.0	5.6	9.0	3.5	3.3	4.1	29.1
Berkshires	2257	10+	3.0	2.2	7.9	8.4	5.8	3.6	6.5	37.5

* Statistical information obtained from Umass Landscape Messages 2014 & NOAA.



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Any egg masses should be removed by hand.

The popular misconception that these beneficial insects are protected by law may prompt people to attempt to keep praying mantids alive until they can be released outdoors. None of the mantids are protected and keeping them alive in captivity is impossible, given the voracious appetite of a growing mantid. Also, if released outdoors when temperatures warm in early spring, survivors would quickly die, since their life cycle would not be synchronized with their prey.



It is best to look for the light tan, walnut-sized, frothy egg masses on the tree before it is taken indoors. Cut out any small twig with an attached egg mass and place it in an

evergreen shrub or tree outdoors. In spring, eggs will hatch and the mantids will have appropriate food available.

Psocids

These insects are sometimes, unfortunately, referred to as "barklice," a name that is misleading since there is nothing louselike about them. Psocids are small, winged, soft-bodied insects, colored gray or brown. "Barklice" are not parasitic and do not bite, but feed on a variety of materials, including fungus, mold, pollen, and dead insects. They can be found outdoors on the bark of many trees, including Christmas trees, but will quickly die from conditions in most homes.

Scale insects

Crawlers of scale species that overwinter in the egg stage may appear on trees kept indoors long enough for eggs to hatch. The most likely candidate is the pine needle scale. If its populations are high, large numbers of red crawlers moving about on the tree may be mistaken for mites, "lice," or some other tiny insect. These crawlers could easily be shaken or knocked from the tree and may be noticeable — especially on a light background — as tiny, slowly moving red specks. If crushed, they may leave red

spots or streaks that can be removed with soapy water.

If there are males present on trees with *Cryptomeria* scale or Eastern Hemlock scale, trees that have been in the warmth of a cozy home have the possibility of producing the white waxy "flocking" on the upper surfaces of the needles.

Pine tortoise scale and striped pine scale will not produce crawlers indoors. Both scales overwinter as immatures and do not have sufficient time to mature and produce offspring on trees kept indoors. If they begin to feed, however, they may excrete small amounts of a clear, sticky liquid known as honeydew.

Spiders

Spiders found on Christmas trees are predators of insects and are not dangerous to people or pets. They are either overwintering species that have become active or spiderlings that have hatched after being exposed to warm temperatures. In most cases, they will remain on the tree and go unnoticed. But, if they venture off, they may weave small webs on walls, ceilings or furniture. These webs, and their inhabitants, can be removed easily with a vacuum cleaner or dusting brush. It is important to remember that the spiders brought in with the tree are not indoor species and will die in a short time because of their new, unsuitable environment.

Yellowjackets and Bald-Faced Hornets

Yellowjackets have been known to "hitchhike" their way from the Pacific Northwest to the Hawaii. Bald bee creates large paper-like nests that are commonly found inside many species of Christmas trees.

Although Yellowjackets usually nest in the ground, mated queens who haven't yet built their nests sometimes make Christmas trees their home during the winter. So, come November, when trees are rounded up for shipment, these queens get rounded up right along with them.

The western yellowjacket (*Vespula pensylvanica*) is an invasive insect that has already established itself throughout the Hawaiian Islands. A voracious
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Selling Pest Free Trees continued

predator, it competes with native birds for insect prey, greatly reducing native insect populations. *Continued on page*

Scientists and regulators are particularly concerned because other yellowjacket species not yet established in Hawaii could also hitchhike in Christmas trees and cause ecological damage in their new home.

Bald-faced hornets are less of a problem and known for its football-shaped nest that is attached to branches or inside shrubbery. The nest's paper-like construction is a product of chewed strips of wood and saliva. It starts out as a couple of cells created by the queen, and grows to accommodate the hornet community as it flourishes. As the nest gets bigger, it is reinforced with twigs and branches by the worker hornets, and can engulf a sizable interior portion of a Christmas tree. In warmer climates, their nest can keep growing, reaching up to three feet long. However, typically, one nest averages around 12 to 20 inches long and can hold up to 700 hornets -- its opening is situated at the bottom.

The only surviving bald-faced bees that winter over are the fertile females, which go underground to hibernate and the male insects die off. The nest is abandoned and left to wither away for the winter.

In effort to keep insects from hitchhiking offshore officials required exporters to screen for live insects by either manually shaking 10 percent of the trees in front of mainland agricultural inspectors or mechanically shaking 100 percent of the trees with no inspector present. Most growers opt for mechanical shaking, but there is no precise specification for how long the trees should be shaken—yet that makes a big difference in whether insects remain on the trees. Entomologist Robert Hollingsworth, with the Pacific Basin Agricultural Research Center in Hilo, Hawaii shaking was significantly more effective than manual shaking,

both methods failed to remove all yellowjacket queens from the trees.

Hollingsworth and colleagues tested the use of pre-harvest insecticide sprays as a supplement to the shaking treatment to further reduce the risk of exporting yellowjacket queens and other insects along with the Christmas trees. These results were more promising.

“We found that mist applications of an insecticide in the pyrethroid chemical class were 100-percent effective in killing yellowjacket queens and honey bee workers, which were used as surrogates for wasp pests,” explains Hollingsworth. “The residues of insecticides applied 1, 3, and 6 weeks before harvest were still effective in killing insects at harvest time, despite the heavy rainfall that occurred after spraying.”

Pyrethroids pose less risk to humans than many other insecticides, and products containing them are approved by the U.S. Environmental Protection Agency for use on Christmas and other ornamental trees. Some growers are already using them.

References & Reprinting from:

“Bugs and the Real Christmas Tree,” December 2008;
Donna Walker; Hearts pest management heartspm.com 2008

*Rayanne D. Lehman and James F. Stimmel
Pennsylvania Department of Agriculture, Bureau of Plant
Industry. NCSU College of Natural Resources Tree
Specialist Jill Sidebottom & Jeffery Owen.*



Highlights of MCTA Annual Meeting at Cranston Tree Farm August 23, 2014



Opening presentation by Seth Cranston



Welcome



A view from the top of plantation



Jim Colburn selling raffle tickets for lots of good stuff!



Member discussion & brain storming



Dr. Nick Brazee's presentation of his findings and methods in his lab at UMass



Tom Cranston's talk on planting strategies



Plant Pathologist Dr. Nick Brazee getting down to the roots



Looking for Phytophthora



All we need is a little snow...



And the winner is.....



Signs of significant root disease





Grand Champion

Cranston's Tree Farm

Balsam Fir

Tom & Cynthia Cranston

Reserve Champion

Cranston's Tree Farm

White Pine

2nd Reserve Champion

Cranston's Tree Farm

Blue Spruce

State Champions

MA Cranston's Tree Farm
CT Scott's Tree Farm
ME Balsam Ridge
NH Nichol's Tree Farm
RI Henry's Tree Farm

Balsam Fir Seth Cranston
White Spruce Carol Kukucka
Fraser Fir Dewey Lloy
Canaan Fir Bill Nichols
Fraser Fir Dave Henry



2014 Big E Christmas Tree and Wreath Contest Winners

Massachusetts

Fir

1st Tom Cranston Balsam Fir
3rd Dan Pierce Fraser Fir
5th Carol Nims Fraser Fir
9th Peter Sweet Jr. Canaan Fir
10th Bill Gauld Balsam Fir

Spruce

1st Tom Cranston Blue
2nd Peter Sweet White
4th Peter Sweet Jr. Norway
th Greg Davagian Blue

Pine

1st Tom Cranston White Pine
2nd Bill Gauld White Pine

Connecticut

Species

3rd White Pine Ron Olsen Olsen's Christmas Trees
4th White Pine Kathy Angevine Angevine Farm
4th Fraser Fir Bill Kogut Hemlock Hill Tree Farm
12th Canaan Fir Kathy Angevine Angevine Farm
3rd White Spruce Carol Kukucka Scott's Tree Farm
7th Blue Spruce Kathy Angevine Angevine Farm

New Hampshire

2nd Canaan Fir Bill Nichols Nichols Tree Farm
6th Balsam Fir Ben Hoyt Mt. Star Farm

Maine

11th Fraser Fir Dewey Lloy Balsam Ridge Farm

Rhode Island

5th White Pine Dave Henry Henry's Tree Farm
7th Fraser Fir Dave Henry Henry's Tree Farm

Wreath Contest

Decorated Wreaths

1st Pierce Tree Farm MA
2nd Indian Rock Farm MA
3rd Davagian Tree Farm MA
4th Nichols Tree Farm NH
5th Davagian Tree Farm MA
6th Coward Tree Farm MA
7th Cranston Tree Farm MA

Plain/Undecorated Wreaths

1st Coward Tree Farm MA
2nd Pierce Tree Farm MA
3rd Davagian Tree Farm MA
4th Nichols Tree Farm NH
5th Indian Rock Farm MA
6th Cranston Tree Farm MA



Top Field Fair

Christmas Tree Contest Winners 2014



Best of Show

1st Diane Butt

Turkey Hill Farm

Douglas Fir : Class 1

1st Charles Donovan
2nd Diane Butt
3rd Scott Dwinell
4th Bill Latham

C.J. Donovan & Sons Nursery
Turkey Hill Farm
Holiday Tree Farm
Crane Neck Tree Farm

Fir trees: Class 2 (other firs)

1st Diane Butt
2nd Jeb Brackbill
3rd Jim Colburn
4th Jack Jackson
5th Carl Flowers
6th Charles Donovan

Turkey Hill Farm
Crane Neck Tree Farm
MerriHill Tree Farm
Herrick Tree Farm
Silveus Plantation
C.J. Donovan & Sons Nursery

Blue Spruce – Class 3

1st Diane Butt

Turkey Hill Farm

Other Spruce – Class 4

1st Donovan Nursery
2nd Jeb Brackbill
3rd Bruce Hansen

C.J. Donovan & Sons Nursery
Crane Neck Tree Farm
Hansen Tree Farm

Other Pines – Class 6

1st Charles Donovan

C.J. Donovan & Sons Nursery



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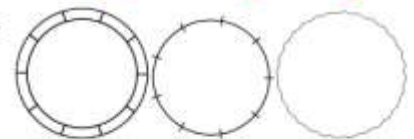
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O'Tannenbaum! Christmas Trees and Climate Change

*Reprinted from "The Back Forty" . Dec. 2012
Article by Char Miller, Oregon State University Press*



Real or Fake? Natural or Artificial?

What kind of Christmas tree have you seen setup in a neighbor's living room, community center, or one you've gazed upon in urban square, suburban mall or village green?

The answer is not obvious: Fake is on the rise.

Did you know that the first artificial Christmas trees were actually made in the early 1930's by a company called Addis Brush? They were in the business of making toilet scrubbers and brushes. So, the first fake trees were really nothing more than gigantic green toilet bowl scrubbers. Imagine That! It's pretty funny to think about now.

China alone produces more than 10 million artificial Xmas trees a year, 90 percent of which are sold in the United States. There has been a strong run on the faux creations. Home Depot, Target, and Wal-Mart have reported a double-digit jump in sales over last year. Nationwide the increase is a bit lower, estimated at 6 percent, with total sales in 2012 expected to top 13.4 million, reaping \$1.07 billion. No wonder the manufacturing process for this winter symbol has gone global

But why have people been so willing to drop up to \$1200 for what one online seller, Tree Classics, has trademarked as RealFeel™ Christmas Trees ("with highest quality Real Feel PE technology")? Are folks so put off by shedding pine needles that they gladly plunk down a hard-earned \$400 for a "Martha Stewart Living 9 ft. Pre-lit Snowy Pine Artificial Christmas Tree with Pine Cones and Multi-Color Lights"?

Perhaps they are doing so because for them the virtual has become the new real. That's what consumer psychologist Kit Yarrow speculated, telling a USA Today reporter: "An artificial tree is ever so

Slightly more real today because our concept of reality is shifting through our use of technology." If what we know comes from a screen, if an iPad or smartphone is how we navigate and make sense of the world, then tangible objects such as real trees "may have lost some of their allure."

Some buyers are clearly in transition or simply cannot make up their minds. USA Today notes this puzzling choice: 11 percent of Christmas tree buyers in 2011 bought real and fake versions.

U. S. Forester Gifford Pinchot reportedly made the same claim to his boss, President Theodore Roosevelt, after the Chief Executive banned the use of natural Christmas trees in the White House in 1901. The source of presidential concern is said to have been the broader public debate over the rapid deforestation of the nation's forested landscapes.

Beginning with the 1864 publication of George Perkins Marsh's "Man and Nature: Or, Physical Geography as Modified by Human Action," which argued that we were degrading the environment that sustained us in a mad-dash rush to make money, many Americans, including Roosevelt and Pinchot, adopted Marsh's argument for restraint, as embodied in the idea of conservationism.

Many conservationists began challenging the growing popularity of harvesting natural Christmas trees, a debate to which the Minneapolis Times contributed: "The annual harvest of Christmas trees threatens to strip our forests of their fir and spruce," it affirmed in 1899. "Now is the time to for some inventor to step to the front with a wire Christmas tree warranted to...be absolutely fire proof. As wire is durable, a large family of children could be brought up on one Christmas tree and much timber would be saved."

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Real vs. Fake continued

Protecting timber was also of considerable concern to Roosevelt when he became president in 1900, in the tragic wake of William B. McKinley's assassination; and to Pinchot, then head of the tiny Bureau of Forestry located in the Department of Agriculture. As president and forester they worked with Congress to create a more rigorous set of protections for the public domain. One outcome of which was the 1905 establishment of the U.S. Forest Service and the millions of acres of national forests it managed; TR appointed Pinchot the new agency's first chief.

Still, most buyers go old school, paying on average \$35 for a real tree with all the trimmings -- bark and resin, needles and scent -- which the consumer then decorates, ornaments, and tinsels by hand.

Industry figures reflect this preponderance and the economic benefits that flow from it: in 2011, consumers bought nearly 31 million natural trees,


supporting the nation's 12,000 Christmas tree growers and about 100,000 jobs (full- and part-time), while generating more than \$1 billion in sales. In this "United States of Trees," the market remains real green.

Its verdancy can produce important environmental benefits, too, and it is this potential that leads [Frank Lowenstein](#) to urge even the most-tech American to go natural.

To help them, and the rest of us, assess the environmental impact of their choices Lowenstein, who is the Climate Change Adaptation Strategy Leader for The Nature Conservancy, posted an online Season's Greeting of sorts. In it, he breaks down the ecological costs of the artificial trees.

[Made from polyvinyl chloride \(PVC\)](#), a derivative of petroleum, even more fossil fuels are burned to ship or truck the fake tree to the American consumer (85% of those we buy traveled here from China).

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Marketing to the Generations

Each generation has unique expectations, experiences, generational history, lifestyles, values, and demographics that influence their buying behaviors. Accordingly, many companies are reaching out to multi-generational consumers and trying to understand and gain the attention of these diverse buyers. Multi-generational marketing is the practice of appealing to the unique needs and behaviors of individuals within more than one specific generational group, with a generation being a group of individuals born and living about the same time. This means that marketers need to understand the differences of each generation. When a marketer factors in the different characteristics and behaviors of the generations, it should be easier to build relationships, gain trust, and close business. As such, an understanding of multigenerational marketing is very important to the marketer.

Not every generation is alike

Each generation should not be treated by marketers in the same way. Multi-generational marketing is the practice of appealing to the unique needs and behaviors of individuals within more than one specific generational group, with a generation being a group of individuals born and living about the same time. When a marketer factors in the different characteristics and behaviors of the generations, it should be easier to build relationships, gain trust, and close business. In fact, creating ageless multi-generational brands is one of the top n marketing trends over the next 25 years. As such, an understanding of multi-generational marketing is very important in marketing your business.

In describing the various U.S. generations in terms of the times in which they grew up as well as the characteristics, lifestyles, and attitudes of each group, a business will be able to create

various marketing strategies appropriate to each generation's characteristics and behaviors, particularly in terms of segmentation, products and services, and communication.

THE U.S. GENERATIONS

In the U.S. there are currently six American generations: Pre-Depression, (which have mostly died), Depression, Baby Boom, Generation X, Generation Y, and Generation Z.

Each of these generations is described with regard to the times in which they grew up and to their characteristics, lifestyles, values and attitudes. An understanding of these behaviors and characteristics can help a marketer focus on effective communication in targeting specific generation or multi-generational marketing.

MARKETING TO DEPRESSION ERA 1930-1945

The Depression Generation (a.k.a. Silent Generation, Traditionalists, and the Swing Generation) are in the 65-84 age range.

The individuals of this generation were small children during the Depression or WWII. They value rationing, saving, morals, and ethics. They were very patriotic and witnessed America's emergence as a superpower.

Social tranquility and family togetherness are important to the Depression Generation. Conformity seems to be the ticket to success. In terms of their characteristics, lifestyles, and attitudes, they rely on tried, true, and tested ways of doing things. They are slow to embrace anything new and distrust change. Many are still in excellent health and quite active. Many have substantial wealth in the form of home
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Equity and savings. Use themes that stress active lifestyle and that break with stereotypical portrayals of older consumers and “seniors.”

Do not depict them as helpless or dependent on someone else. Emphasize traditional values such as discipline, self denial, hard work, obedience to authority, conformity, commitment, responsibility, celebration of victory, and financial and social conservatism.

A business must earn their trust, as they believe that a person’s word is his or her bond. Patriotism, teambuilding, and sacrifice for the common good are appealing to this generation. They also appreciate romantic themes, candlelight dinners, and soft music. As a group, they feel no need for the information age, but the younger members of this generation are one of the fastest growing groups of Internet users. The Depression Generation segment also responds to authority, celebrities, and respected institutions. They desire quality and “Made in the

U.S.A.” products. They are not price sensitive even though they are financially conservative .

These traditionalists will be customers for life if you provide a quality product and give them what they want. Stress simplicity, convenience, accessibility, ease of use, service, and support as key product and service features. In terms of communication, use formal greetings and salutations such as Sir or Mr./Mrs. and ask them how they prefer to be addressed. A firm handshake, upright posture, and direct eye contact also work well.

The Depression Generation appreciates summary information so that they do not waste their time. Show your appreciation to them. They like to be treated as having a badge of distinction and honor which in turn gives them permission to spend their money. Build a sense of trust. Information should be easily digestible, non-confrontational, and non-controversial. Spend extra time listening to their needs. Family is very important to them.

Reach them through traditional media: radio, television, billboards, magazines, and direct mail. Use face-to-face conversation, formal social events, recognition and tribute events, professional advisors, direct mail, telephone, and the Internet to contact this generation. This generation increasingly is becoming more tech savvy, e.g., they use eBay to downsize.

MARKETING TO BABY BOOMER’S 1946-1964

The Baby Boomers (a.k.a. Boomers, Me Generation, Baboo, Love Generation, Woodstock Generation, and Sandwich Generation) are in the 50-68 age range.

They were born during the dramatic increase of births between the end of WWII and 1964. They were indulged youth during an era of community spirited progress. The Boomers value individualization, self-expression, optimism, and “Be Here Now.” Boomers have defined themselves by their careers and many are workaholics.
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Marketing to the Generations continued

While some have retired, many plan to continue working and expand into “active retirement” by re-engineering life.

Boomers have increased discretionary income and time. Family responsibilities are important to Boomers. This generation is more tech savvy than previous generations. Health, energy, and wellness are major goals for them. As a generation, they are considered more self-centered and suspicious of authority.

Marketing to the Baby Boomer segment, they want quick fixes that require little change and instant improvement. They do not like bureaucracy, but give them a cause to fight for and they will give their all. In addition, focus on building value and they will be less price sensitive if they believe they are getting a superior product and good value.

Boomers like options and flexibility. Health is a major concern for this generation. While the group may be aging, they do not want to be reminded of that fact, that is, they are focused on anti-aging and breaking the mold of what 50 looks like. Marketers should not use these seven words for Boomers: senior citizen, retiree, aging, Golden Years, Silver Years, mature, and prime time of life. Increasingly important, are items that are natural and organic. They like things that are relevant to them and appropriate to their life stage, not age.

For example, family values are very important. Many are becoming Empty Nesters in that children are leaving home, marrying, and having grandchildren. As the Sandwich Generation, many are caregivers of their aging parents and children. Marketers should let them know that they are in charge of their own decisions. Their focus is on “Me” and they feel entitled to a good life. Having a sense of fun, treating everyone differently, and understanding changing values are important to this generation.

Important products and services to focus on are



making them stay healthy, to look good and feel better. They are very attracted to new products and technologies that will make their lives easier, save them time, and will not rip them off. Baby Boomers are a good market for generational music, travel, adventure vacations, expensive meals, second homes, maintenance-free living, all types of recreational vehicles and financial advisors. As Boomers retire, they seem to be moving from larger cities to smaller towns for lower costs of living, less stress, and more living.

They are very price conscious and the least prestige sensitive. They value location, service, and everyday-low-prices. In general, however, it appears that Boomers may actually be permanently altering their shopping behaviors as a consequence of the recent economic downturn.

In terms of communication, Baby Boomers like information presented in terms of simple facts with which to make a decision. Personal gratification and public recognition are important to this generation. It is effective to use word-of-mouth communications from trusted advisors and friends to sell this generation.

Social gatherings and professional seminars can be used to create word-of-mouth advertising as well as social and recognition events, direct mail, face-to-face conversation, and e-mail. TV is still a major media route. Boomers prefer open and direct but not controlling body language and communication.

Questions should be answered thoroughly. It is good to take the time to explain how doing business with your organization can give them a competitive or positive advantage. Realize that more information is better for Baby Boomers. Use positive, emotionally meaningful concepts, words, and images, e.g., tell them a story. They are increasingly environmentally conscious and supportive of the green movement and green products and services. However, they

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want cost savings from green products first followed by environmental benefits as a second payoff.

In terms of communicating to Baby Boomers, they like the convenience and customization of the Internet. Internet usage by Boomers is over 70%, use the Internet as a communication vehicle. For example, AOL is testing a social site dedicated to the 50+ audience (i.e., goodlife.aol.com) that offers easy navigation and larger font sizes. In addition, Nintendo donates Wii game consoles to retirement community recreation centers around the U.S. This practice allows seniors to experience the games and make purchasing decisions for themselves and their grandchildren. In addition, although Baby Boomers' general uptake of mobile phone technology is high, they have a limited use and understanding of functions beyond simple voice calls and SMS.

Additionally, it is important for marketers to get the most from their web initiatives. For example, they could install something like Google Analytics to measure how many people come to the site, where they are from, how they found your site, and what pages they found to be most useful. This initial tracking then can serve as a benchmark to compare with future metrics. For Boomers, the site needs to be rich with relevant information, easy to navigate, and uses text rather than images.

MARKETING TO GENERATION X

1965 – 1977

Generation X (a.k.a. Baby Bust, Slackers, Why Me Generation, and the Latchkey Generation) are in the 37-49 age range.

They reached adulthood during difficult economic times. Success for this generation has been less certain. They are likely to be self-employed professionals who embrace free agency over company loyalty. They value family first. These latchkey children grew up quickly, experiencing rising divorce rates and violence. They have taken greater responsibility for raising themselves and tend to be

less traditional than any other generation. They date and marry cautiously.

To the less-traditional Generation X, nothing is permanent. With Generation X, thinking globally has become the norm. They have experienced the increasing impact of personal computers and produced the 1990's dot.com stars.

They are highly educated even though they are pessimistic, skeptical, disillusioned with almost everything, and are very questioning of conventionality. The characteristics, lifestyles, and attitudes of Generation X include balancing family, life, and work. They do not believe in sacrificing time, energy, and relationships for advancement like the Boomers did. Xers generally are free agents, not team players.

The Generation X segment are moving into the middle and latter stages of the coveted 18-49 year old marketing demographic. Their tastes are "not Baby Boom," often blaming the "Me Generation" and the materialism of the Baby Boomers for their difficult times. Because they have many needs and greater financial restraints, they often shop at value-oriented retailers. They can be unsure of themselves and often need reassurance that their choices are sound. Marketers can help them plan for the future and balance work,

family, and personal life. They like initiatives that will make things more useful and practical. Give them a lot of stimuli, a challenging environment, and flexibility without long-term commitment. Give them opportunities to learn, grow, and improve. They demand trust to the extent that if your organization does not follow through once, then you are likely to lose them. Treat them like family.

But on the other hand, they have a reputation of being incredibly disloyal to brands and companies.

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Marketing to the Generations continued

Generation X needs to buy products and services to set up households and for young children. They account for the largest share of the nation's parents and many of them were new home buyers caught in the housing bubble. They are a major force in the market for cars, appliances, children's products, games and magazines.

Generation X wants to hear the features of the product as well as an explanation of why these features are necessary. They are both cynical and sophisticated about products, ads, and shopping. Services aimed at building relationship may alter this groups' commodity-based view of the shopping experience. This group is the most price conscious and has low price sensitivity. They want products and messages designed uniquely for their tasks and lifestyles. Information and technology are important in products and services. They see technology as changing their world and techno literacy is highly valued.

X'er women are the highest viewers of home improvement media and the most likely to engage in decisions of home improvement. Traditional network TV is not able to attract this demographic, particularly men. Cable and the Internet are continually luring these customers away. They respond to irreverence in advertising but not always as well to traditional approaches. Give them plenty of access to information and educate them into buying. That is, keep them in the loop by asking for their feedback and sharing information with them regularly.

It is effective to approach them more as a consultant rather than a seller. They like to be kept abreast of the bigger picture. But, use short sound bites to keep their attention. They prefer an informal communication style. Do not use overly slick marketing pitches as they are skeptical of modern advertising. They find advertising utterly transparent in its aim, i.e., to get them to buy something. Be frank and use

straightforward facts, candor, and honesty. You must show them that you know what you are talking about. It is very effective to speak their language directly and in a non-threatening way, for example, "You're different and we respect that".

Make good use of group events and word-of-mouth recommendations from their peers, they think communally and often make decisions together. Emphasize such communication methods as the Internet, e-mail, multi-media, word-of-mouth, social events, and peer gatherings. Interestingly, they respond to direct mail.

MARKETING TO GENERATION Y 1977 - 1994

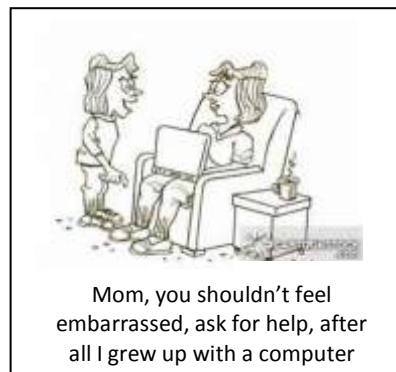
Generation Y (a.k.a. Gen Y, Millennials, Echo Boomers, Why Generation, Net Generation, Gen Wired, We Generation, DotNet, Ne(x)t Generation, Nexters, First Globals, iPod Generation, and iYGeneration)

They are in the 16-33 age range and are children of the original Baby Boomers and their numbers rival that of the Baby Boomers. They grew up in a time of immense and fast-paced change including virtually full employment opportunities for women, dual-income households as the standard, wide array of family types seen as normal, significant respect for ethnic and cultural diversity including a heightened social awareness, and computers in the home and schools. Gen Y individuals are well grounded and

wise for their age. They were born into a technological, electronic, and wireless society with global boundaries becoming more transparent and where anything seems possible.

The characteristics, lifestyles, and attitudes of Gen Y include older teens and young adults. They are self-absorbed and self-reliant with

strong sense of independence and autonomy.
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O'Tannenbaum continued from page 16

That's an inconvenient truth about what many believe is a purchase of convenience. One could counter that the on-the-ground management and subsequent shipping of farmed-raised trees within the United States also makes these green buys more oil-black than they might appear.



Lowenstein concedes this point (though distance traveled is a key factor in the calculating the full environmental costs of any sale). That's why he urges his blog readers to buy local -- go to small retailers in your neighborhoods. Better yet, head out to nearby rural areas where you can cut your own tree.

That knowledge will come coupled with the more face-to-face nature of the purchase, that, like shopping at farmer's markets, give you a better sense of how your tree was grown, by whom, and under what conditions. It is a process that makes us smarter consumers.

We'll also better understand the larger implications of our consumption in this troubling era of climate change. Lowenstein argues, for example, that because real Christmas trees are rooted in the soil they are able to sequester carbon. Even when harvested, and only 10% of them are cut a year, this essential air-cleaning process of absorption is maintained. Moreover, growers immediately replant, often at a ratio of two or three forever one tree cut down, allowing this industry, with more than 400 million trees in the ground, to operate on a



sustainable, Earth-affirming basis.

Some four years earlier, apparently worried that erecting a natural Christmas tree at the presidential mansion might undercut his environmental bona fides and retard his administration's progress in enacting conservation legislation, Roosevelt decided not to display any tree.

His sons had other ideas, or so the story goes. Youngsters Archie and Quentin are said to have cut down a tree on the White House grounds, dragged it indoors, tucked it into a closet and decorated it, and then sprang the glittering surprise on Christmas morning.

Their bemused father, not to be outdone, then called on forester Pinchot to set his clever sons right. In an unexpected twist, the head of the Forest Service sided with the miscreants, pointing out that harvesting trees had some beneficial impacts on overall forest health, stimulating much-needed regeneration.

This is a great narrative. Alas, only some elements of it are accurate, according to James G. Lewis, historian at the Forest History Society who has exposed its uncertain origins. In 1902, Archie rigged up a small Christmas tree in the closet, but in a letter recounting the episode his father registered happy surprise at his son's resourcefulness. There was no mention of Gifford Pinchot tutoring the president, either.

This revision does not mean the incident, however diminished, has little value. Even a lie can tell a truth. And the truth here is that farm-grown Christmas trees, like all trees, perform a critical climatologically function that plastic alternatives can never replicate.

Reason enough this holiday season (and all future ones) to promote real trees.

Char Miller is the Director and W.M. Keck Professor of Environmental Analysis at Pomona College, Oregon

They want results and are not as concerned with the why of it. They are image-driven and make personal statements with their image. They have a greater need for peer acceptance, connecting with their peers, fitting in, and social networking.

Gen Y individuals are open-minded, optimistic, goal oriented, and highly motivated toward their perceptions of success.

Key values of Gen Y include choice, customization, scrutiny, integrity, collaboration, speed, entertainment, and innovation. Efficient multi-tasking helps them be successful. Marketing to the Generation Y segment can be improved by the following possibilities. The teen segment of this generation receives considerable marketing attention and is notoriously selfish, lives for today, and spends big. Gen Y individuals assist in household management and shopping with important preferences and tastes being developed during these teen years.

Marketers want to attract this group early and earn its loyalty. Appeal to their belief that they can make the future better. Be sure that they know that your organization's mission speaks to a purpose greater than the bottom line, e.g., globalization, global warming, and the advent of the "global citizen." Give them systematic feedback because they value positive reinforcement at accelerated rates compared to previous generations and want more input into all things in which they participate. They are able to easily grasp new concepts and are very learning oriented.

Many are in college or have entered the work force, and most are planning for lifelong learning experiences. However, traditional mass marketing approaches do not work well with younger consumers. Gen Y reacts strongly to real life examples, they favor the truth and what is real.

In essence, Gen Y cares all about the experience.

They embrace diversity, one-third of the members of this generation are from a minority group and diversity in communications is attractive to them. Honesty, humor, uniqueness, and information appear to be important. Encourage them to explore new paths or options, they crave challenge. They value and are looking for brands that resonate with their peers. Their peers often guide product and brand choice. They take full advantage of technology and its allure for Gen Y.

The key words for Gen Y are collaborate, connect, co-create, and control...mostly, with their peers. Gen Y responds well to green living and energy efficient features. They are an immense untapped market for nonprofit organizations and social causes. They want products and services with a purpose greater than the bottom line. Gen Y pays little attention to quality. They expect competitive pricing and might want to negotiate based on your competitor's advertised price or search results from the Internet. However, they are most likely to purchase prestige products. They experience a high degree of shopping enjoyment.



An effective marketing strategy for this generation is to routinely introduce new products and services. They prefer ads with humor or irony and have an element of truth about them, e.g., they respond to quirky humor and YouTube videos.

Use family events and gatherings as ways to communicate. Contact them through their parents and grandparents, they admire their parents but trust their grandparents even more. Use e-mail, voice-mail, the Internet, multi-media, direct mail catalogs, magazines, college and high school newspapers, websites, school-based media boards, college guides, and sponsored on- and off-campus events.

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Massachusetts Christmas Tree Association

56th Annual Meeting hosted by Thomas and Cynthia Cranston & Family
August 23, 2014
Ashfield, MA

At 9:00 A.M., President Rob Leab opened the annual business meeting. He thanked the Cranston family for hosting the event and welcomed Association members, speaker Dr. Nicholas Brazee from UMass Extension, OESCO representative Robin Gingras, East Commerce Solutions representative Jerry LaCasse and Rick LeBlanc from the Massachusetts Department of Agricultural Resources. Rob pointed out there was a sign-up sheet at the registration desk for anyone interested in hosting a twilight or the annual meeting next year and also a pesticide sign-in sheet for those present.

2013 Annual Meeting Report: Instead of a reading of the minutes from the 2013 meeting, Dan Pierce offered a motion to accept the minutes of last year's annual meeting as printed in the August issue of Shearings as well as posted at the registration desk. Motion accepted

Secretary's Report: Jim Colburn reported the Association had 120 members for 2013-14. The newest member, Nick Graham of the Texas Tree Farm in Charlton was present and introduced to the Association. There were three twilight meetings attended on average by 33 members. For planning future meetings, the Officers and Directors were interested in feedback from the membership on scheduling. One meeting was held on a Saturday evening to avoid the heavy evening traffic in the eastern part of the state. On a motion to accept the Secretary's report by Rob Leab and seconded by Dan Pierce, the report was accepted with a show of hands.

Treasurers' report: By Joe Meichelbeck. He presented a break even Budget for 2015 based on 120 members. There was an operating deficit for 2014 offsetting part of the surplus from the previous year, due to the timing of some income and expense between the two years. The ending cash balance was approximately \$39,000.

MCTA By Law Changes: President Leab called upon Secretary Jim Colburn to present the proposed amendment to the Association's By-Laws. The proposed change is to Article III, Section 2, and relates to the payment of annual dues. The Directors wished to make the payment of annual dues more equitable. A major benefit to members is the listing of their farm on the Association website especially during the selling season. The annual membership year runs from August 1st to July 31st. Those joining after the Christmas season and before the next membership period do not participate in that important benefit. The proposal changes a June 1st date to January 1st and extends the period from 13 months to 18 months that the initial dues payment covers. The Secretary also noted that to amend a By-Law, a two-thirds vote of members present and voting at any annual or special meeting of the Association is required. Dan Pierce presented a motion to accept the By-Law change. Rob Leab seconded the motion and after a vote by those present, the motion passed unanimously.

Election of Officers and Directors: The following slate was presented:

President – 2 year term – Dan Pierce Treasurer - 1 year term - Joe Meichelbeck, Secretary - 1 year term - Jim Colburn, Director 2nd term to expire 2017 – Seth Cranston, Director 2nd term to expire 2017 – Larry Flaccus, Nominated from the floor: Director 1st term to expire 2017 –Dave Radabaugh.
After no further nominations for Vice President currently.

Respectfully submitted, Jim Colburn, Secretary

This generation is impatient as they were raised in a world of technology and instant gratification. Social networking sites are important in that they allow them to connect with their peers regarding important issues.

With email almost passé, they prefer instant messaging, texting, and interacting with friends on social networking sites like Facebook or Twitter, college newspapers. The best way to reach them is

digitally. Content is king for this generation, moving content from platform to platform with no restrictions is a must. Most of them are creators, distributors, and users of content.

MARKETING TO GENERATION Z – Born after 1994

Generation Z (a.k.a. Tweens, Baby Boomers, Generation 9/11, and Generation XD) were born after 1994 and are less than 18 years old. Generation Z is the newest generation and these individuals are in their early formative years.

Generation Z individuals are the new conservatives embracing traditional beliefs, valuing the family unit, self-controlled, and more responsible. They are accustomed to high-tech and multiple information sources, with messages bombarding them from all sides. They have never lived without the Internet.

Generation Z values authenticity and “realness.” Peer acceptance is very important to Generation Z, they need to belong. Their self-concept is partially

determined by the group to which the Tween belongs. They are a global and diverse generation who come from a wider mix of backgrounds with different experiences



and ideas. Generation Z values security more than ever. They are ready to be on mission, confident, and very optimistic. They believe that they can impact the world and can visualize changing places with someone else and can project possible behaviors. They quite possibly are the most imaginative generation and they think more laterally.

Marketers go after early loyalty and hefty allowances. Tweens are discerning consumers who think a lot about what they are going to buy for themselves. In addition, parents and grandparents are buying for it is primarily the girls in this generation that are marketed towards.

The average Tween today has three key characteristics: Instant gratification, success as given and liberal social values.

Realness is a core value of this generation. Even though they have grown up in the middle of a national moral meltdown, this generation has a good understanding of right and wrong. They are street smart and have considerable marketing savvy. Kids now influence more than 70 percent of family food choices, with kid influence on items bought for them in the 80-90% range. Nearly two-thirds of parents say that their children have influenced their vehicle purchasing decisions. As a result, car manufacturers are capitalizing on “kidfluence” and now target marketing messages to those aged 6 to 14. Astonishingly, children are able to recognize brands from the age of about 18 months. Some researchers have predicted that Generation Z will be the unhealthiest and overweight generation. Health related activities, products and services will be important for this group.

In terms of communication, some 72% of 6-8 year olds and 56% of 9-11 year olds ask their parents to buy things they see in television commercials. Communicate product and service attributes that emphasize peer acceptance and belonging to peer groups.

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Kids love to see and hear other kids doing things.

They feel that it is a close knit world and have taken global warming and global shopping to heart. Another appeal that can be used in advertising is civic service.

Tweens know that serving others feels good. Growing up in the paranoid openness of the Information Age, they have been raised to keep safe and to be especially cautious of strangers. Education is valued as a means of gaining security.

Generation Z will likely continue trends in increased technology use. Today's Tweens represent the first generation to practice adolescent independence on the Internet, that is, Tweens do not need parents or teachers to help them gather information. Generation Z is influenced by new media, virtual friends, and the power that comes with technology.

In the U.S., 8-18 year olds spend one quarter of their media time using multiple media. In addition, 24% of 12-18 year olds use another media most of the time while watching television. Tweens have a heightened their awareness of visuals.

Marketers should use interactive elements on a site as well as original content. Respond within 24 hours to any unprompted communications from users otherwise they will not return and they will never trust the brand again.



It's called **reading**.
It's how people install new
software into their brains.

SUMMARY

Many companies are reaching out to multi-generational consumers and trying to understand and gain the attention of these diverse buyers. Each generation has unique expectations, experiences, lifestyles, values, characteristics and demographics that influence their buying behaviors. Generational history be it the economy, scientific progress, politics, technology, or social shocks such as assassinations and terrorist attacks has immense impacts on each generation. Multi-generational marketing is appealing to the unique needs of individuals within more than one specific generational group. Businesses need to respond to the trend of multigenerational marketing and branding by adjusting their marketing mixes and strategies accordingly.

Being sensitive to the various generations will help businesses and marketers to become more conscious of and responsive to their customers' needs and behaviors.

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