



NEW YORK STATE
NURSERY AND LANDSCAPE
ASSOCIATION, INC.

Owners Summit/Leadership Retreat

Wednesday-Friday, January 12-14, 2022



52 Pulaski Street, Altmar, NY 13302

SUMMIT / RETREAT SCHEDULE

Day 1 – Wednesday, January 12, 2022

Arrival & Check-In (3:00 pm)

Happy Hour (5:00 – 6:00 pm)

Dinner (6:00 – 7:00 pm)

Session 1 (7:00 – 8:30 pm)

- ✓ Introductions (Company Age, Services, Scale)
- ✓ Good, Bad, Ugly of 2021

Networking (8:30 – 11:00 pm)

Day 2 – Thursday, January 13, 2022

Breakfast (7:30 – 8:30 am)

Thursday, January 13, 2022 (Continued)

Session 2 (8:30 – 10:00 am)

Navigating the New Normal: Part 1

- ✓ Managing Covid
 - Customers (Sales Meeting Procedures, Safety Policies)
 - Employees (Policies & Safety Protocol)

Break (10:00 – 10:30 am)

Session 3 (10:30 am – 12:00 Noon)

Navigating the New Normal: Part 2

- ✓ Managing Supply Chain Issues
 - Availability
 - Cost
 - Shipping

Lunch (12:00 Noon – 1:00 pm)

Session 4 (1:00 – 2:30 pm)

Employee Challenge: Part 1

- ✓ Recruiting Employees
- ✓ Hiring Employees
- ✓ Retaining Employees

Break (2:30 – 3:00 pm)

Session 5 (3:00 – 4:30 pm)

Employee Challenge: Part 2

- ✓ Creating a Strong Company Culture
- ✓ Making Your Employees Think Like Entrepreneurs

Break (4:30 – 5:00 pm)

Thursday, January 13, 2022 (Continued)

Happy Hour (5:00 – 6:00 pm)

Dinner (6:00 – 7:00 pm)

Session 6 (7:00 – 8:30 pm)

Special Interest Session

- ✓ Break into Groups to Compare Notes
 - Design/Build Contractors
 - Maintenance Contractors
 - Nurseries
 - Designers & Specialty

Networking (8:30 – 11:00 pm)

Day 3 – Friday, January 14, 2021

Breakfast (7:30 – 8:30 am)

Session 7 (8:30 – 10:00 am)

Raising the Standard

- ✓ What can we as leaders do within our companies to raise the standards of the green industry?
- ✓ Importance of Certifications
- ✓ Importance of Memberships
- ✓ Importance of Advocacy

Break (10:00 – 10:30 am)

Session 8 (10:30 am – 12:00 Noon)

Takeaways from Our Discussions/Sharing

Departure (12:00 Noon)

- ✓ Box Lunch to be Provided