



# EXCESSORGREEN 2023 YEAR-END / 2024 PREVIEW

## Message from the Immediate Past President - The Year That Was



## **Dear NYSNLA Members & Supporters:**

Early January always offers us an excellent vantage point—to see where we have been—and to prepare for what lies ahead. It is in this spirit, that we are proud to share this issue of Excelsior Green. Inside you will find the latest news and updates from your association, as well as ways that you can further become involved and take advantage of your membership.

NYSNLA is blessed to have so many incredible professionals involved in our mission. As soon-to-

be Immediate Past President, I encourage you to meet NYSNLA's new Executive Board for 2024 on page 3. These Officers represent the full scope of the talent, service, and expertise that we find in our membership and industry.

This past year, our CNLP Program came back to full swing and the Class of 2023 included 24 new CNLPs, 1 new Senior CNLP, and 3 new Lifetime CNLPs. You can learn more on page 6.

NYSNLA has been re-connecting with all the schools in New York State that teach horticulture and prepare our future employees. Earlier in the year, we held a "View from the Schools" webinar featuring professors and student from a number of institutions who shared the latest curriculum and career development updates. We signed a MOU with Farmingdale State College where their Summer Interns registered in the CNLP Program and are utilizing the CNLP Manual as part of their hands-on education.

We continued to expand our professional development efforts for the benefit of our members. Besides the re-launch of the CNLP Program, we continue to offer online education opportunities, both live and on-demand. Did you know that NYSNLA has partnered with LMN, the industry leading Business Management Software and Greenius, the best-in-class platform on employee development, retention and engagement LMN's efforts to provide an effective business management and training platform aligns with NYSNLA's mission to establish industry standards and educate landscape professionals? Learn more about all our efforts on this front on page #. NYSNLA has worked hard this past year to expand our coalition for advocacy and protecting the profession. Earlier in the winter NYSNLA co-sponsored a workshop on transitioning to electric-powered equipment with NYSTA, NALP and AGZA. We continue to work with legislators in the assembly on this important

issue looming on the horizon. We joined a coalition of stakeholders including the NYFB and countless others to oppose the Birds and Bees legislation to reaffirm that decisions about proper use of pesticides belongs in the hands of scientific agencies like the DEC, not government officials. We continue to build our partnerships with the DEC and Ag & Markets to make sure our industry has a voice in New York State government.

Are you involved in your Region? See page 16. It is wonderful to see all the successes the Regions in the NYSNLA Federation have had this year, especially in returning to in-person programming. In June, I had the privilege of speaking at a kick-off event for Region 2-PlantLHV-Metro held at Hardscrabble Farms Cidery in North Salem. Kevin Covino and his colleagues there are doing a great job in revitalizing their Region. We congratulate the Regions and their leadership.

Inside, you will also find coverage of our very successful 2023 events: Summer Celebration and Court of Honor at the Great New York State Fair, CNLP Day, which was held in September at the beautiful Sonnenberg Gardens and Manson State Historic Park in Canandaigua. In October, we held the dynamic Green Industry Leadership Summit, moderated by Tony Bass in Saratoga Springs.

If you have not heard—NYSNLA has some very exciting news! In 2024, we are reintroducing two very exciting initiatives for the benefit of our members, raising the profile of our association, and promoting the profession and our members' services to the public. Next October, we will be holding our Annual Conference & Expo at the Capital Center in Albany. Our theme will be "Raising the Standards." We also encourage you to consider entering one of your projects into the Empire State Excellence in Landscaping Awards Program, which will be presented at the conference. For full details on all this exciting news, start on page 22. I look forward to seeing you in Albany next October!

Have a very happy and successful new year. We thank you for your presence and support of our association and its endeavors.

Sincerely,

Melissa Caggiano Melissa Caggiano, CNLP Immediate Past President



## Message from the President - The Year That Will Be



## Dear Fellow NYSNLA Members & Supporters:

I would like to say congratulations on a job well done to each of you as this year draws to a close. Each season brings unique challenges, and it has been my great joy to travel the many regions of NY this year, and to see and hear all the success stories, the joys and triumphs each of vou has overcome. I am so very excited to see what opportunities this new year brings for each of us.

I have enjoyed working with my fellow NYSNLA Officers, and our dedicated Staff team, as I

assumed the Presidency of NYSNLA on January 1, 2024. I am incredibly proud of the energy within our Green Industry, and look forward to all that lies ahead. Great things are coming, and I encourage you to find some time to look through all that is presented in this special year-end issue of our newsletter, Excelsion Green.

You will see all that we have accomplished together in 2023, and find exciting updates on all that we plan to offer in 2024. Just to name a few of these amazing highlights:

We look forward to seeing the outstanding nominations for our Annual Awards Program, and the tradition of celebrating our outstanding Court of Honor during the Great New York State Fair in August.

We are excited to share that as members of the Great Lakes Nursery Association Leadership Council, NYSNLA will be hosting the Great Lakes Nursery & Landscape Leadership Conference in September for the first time since 2014. At this annual rotating conference, 40 Senior Leaders & Executive Directors from the Nursery & Landscape Associations of Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Pennsylvania, Wisconsin, and Ontario Canada, will meet to discuss strategy, best practices, and latest developments through professional networking sessions. We look forward to hosting our council partners, and showing our appreciation for the work we accomplish together to fuel the Green Industry.

We are excited and proud to announce the return of our Annual Conference & Expo in Albany in October 2024, as well as the newly reinvigorated Empire State Excellence in Landscaping Awards. This will give all regions a place to showcase their best work, together, and to celebrate their outstanding accomplishments.

There are so many wonderful and exciting things coming, and I am proud to be part of this incredible association. I am humbled to have been elected as President, and I am fully committed to working very hard on your behalf. I know that in turn you will help me and our dedicated Board of Directors, to move NYNSLA's mission forward. Together, we will all be active participants in the flourishing of our association. I look forward to seeing you at both statewide and regional events this year.

Sincerely,

Elizabeth Snyder Elizabeth J. Snyder, Senior CNLP President





## Meet Our Leadership

## **New Executive Board for 2024**



**Elizabeth Snyder, Senior CNLP**President
from Region 8 - PlantSTNY



**Beth Fry, Lifetime CNLP** Vice President from Region 4 - PlantCNY



Kim Schichtel, CNLP Treasurer from Region 6 - PlantWNY



Mark Masseo, CNLP Secretary from Region 7 - PlantMHV



Melissa Caggiano, CNLP Immediate Past President from Region1 - PlantLI

## ACKNOWLEDGING EXEMPLARY SERVICE

At the last Board of Directors Meeting of 2023, a virtual session held right before the holidays, the Board thanked Outgoing President for her outstanding service and presented her with the President's Gavel Plaque, which Melissa unwrapped and showed on Zoom.



At the meeting, the board also acknowledged Past President Karl Naegler, CNLP, who was completing almost 10 years of volunteer board service, including staying on an extra year as an officer during the pandemic.

Thank you, Melissa and Karl!



## **Government Affairs Update**

## Governor Hochul Signed Amended Birds and Bees Protection Act, Excludes Agricultural Ban

NYSNLA, in close conjunction with the New York Farm Bureau and our Green Industry advocacy partners, helped to avert a legislative agricultural ban on neonicotinoids and treated seeds. We are pleased to report that Governor Hochul put forth many chapter amendments that will allow agriculture to continue to have access to these important risk management tools.

The Governor signed the Birds and Bees Protection Act (S1856-A/A7460) in the closing days of 2023, but with many favorable provisions in place for agriculture that the legislature signed off on, greatly changing the bill compared to the one that had passed last June. Short of an outright veto, this is the best we and our partners could have hoped for--and we thank the Governor for hearing our members' concerns about the negative impacts of a ban.

Click here to read the Governor's Amendment Memo <a href="https://nysnla.memberclicks.net/assets/NY23RSB01856APP.pdf">https://nysnla.memberclicks.net/assets/NY23RSB01856APP.pdf</a>

The amended bill language includes:

- Delaying implementation until 2029.
- The bill gives the Departments of Environmental Conservation and Agriculture and Markets the ability to set up regulations that would provide for an up to two-year waiver process for farmers to use treated seed. Growers would also have to file paperwork every two years to obtain the waiver.
- Neonic products can still be used to deal with invasive species, but not on ornamentals or turf grass beginning in 2029.

The next steps will be for the Senate and Assembly to pass the agreed upon amendments early in the new year.

We thank everyone for their support and for responding to our earlier Calls to Action! The Governor heard your concerns. We will continue to monitor what the Legislature will do with the Governor's amendments--and as always--keep you posted.

## Update on the New York State Minimum Wage and Salary Exemption Threshold

Employers should be aware of the updated New York State minimum wage and salary exemption threshold. As we previously reported, the state proposed increases to these very important levels back in September and we all waited to see whether the proposals would be approved.

At the eleventh hour, New York State Department of Labor officially approved the regulations as proposed. They became effective on January 1, 2024:

 Minimum wage will increase to: \$16.00/hour for New York City, Long Island, and Westchester; and \$15.00/hour for the rest of New York State.  The salary threshold for the executive and administrative exemptions will increase to: \$1,200.00/week for New York City, Long Island, and Westchester; and \$1,124.20/week for the rest of New York State.

Excitingly, the approved regulations also include a schedule for increases <a href="https://nysnla.memberclicks.net/assets/12%20">https://nysnla.memberclicks.net/assets/12%20</a>
<a href="https://nysnla.memberclicks.net/assets/12%20">https://nysnla.memberclicks.net/assets/12%20

## **New Legislative Session & Key Dates**

The new Legislative Session began on January 3, 2024. Here is an overview of the key dates for the session:

- Opening of Legislative Session January 3, 2024
- Governor Hochul's State of the State Address January 9, 2024 at 1:00 p.m.
- Executive Budget Release Deadline January 16, 2024
- SFY 2023-2024 Budget Deadline/New Fiscal Year April 1, 2024
- End of Regular Session June 6, 2024
   (The session typically runs a day/few days later.)

The Government Affairs Committee is working with all of our Advocacy Partners in vigilantly monitoring any bills or regulations that may impact our livelihood. We will keep you posted and let you know when there is a call to action.





## **CNLP** NEWS & UPDATES

We want to provide you with these updates so you know what is happening with the CNLP program and to answer a number of questions we have received. Please take a look and if you have any questions, we will be glad to answer them for you.

#### Your CNLP Certification Expired on December 31, 2023?

- All those whose CNLP Certification expired on December 31, 2023 have received in the mail their renewal notice and recertification form. We thank those who have already completed and returned their form.
- If you need one, click here for the CNLP Recertification Form.
- If you believe that your CNLP expires this year and you did not receive any notice, please contact the NYSNLA Office and we will check our records for you.

#### Your Online Profile Does Not Work?

- NYSNLA is actively working with our website provider to align and make the entire CNLP process an online process—so CNLP holders and prospects can connect with the program through their computer or phone. This effort is taking a little longer than we had hoped—but we expect it to be released sometime in early 2024.
- The new capabilities will allow professionals to apply, recertify, check status, verify and upload credits through their CNLP Profile
- Some CNLP holder have had difficulty accessing their current profile. We apologize for any inconvenience this has caused.
- The NYSNLA Office holds all the records, electronic and hard copy files of the CNLP Program. If you need to verify anything about your CNLP status—please contact the Office Team and they will help you.
- If your CNLP certification expired on December 31, 2023 and your online profile cannot be accessed therefore causing you delays in renewing—do not worry. We have a grace period in place until March 31, 2024. Because of the tech delay, you will not be penalized if you renew after December 31, but you will need to complete it by March 31, 2024. The Office Team is here to help you get it done.

#### What do I do if my CNLP has lapsed?

- Anyone whose CNLP has lapsed can have their certification reactivated. We would love to have you back among our ranks!
- Contact the NYSNLA Office and the Office Team will review your records and let you know what you have to do to bring your CNLP up-to-date.

CNLP Exam & Recertification Forms can also be found at end of newsletter.



## You Want to Pursue Your CNLP in 2024?

- It's not too late! You can apply today! Click here for the **Registration Form.**
- The Regions are finalizing their CNLP Review and Examination schedules and we will soon have them posted.
- We will be, once again, offering the Online CNLP Review Program that was inaugurated next year.
- Please watch for updates concerning all our 2024 CNLP offerings.

#### Will I Get Updates About the Program?

- This is the first of regular CNLP Updates that will be sent out to the CNLP Community.
- Make sure that we have the best e-mail address to use—so you do not miss any information. This e-mail should directly go to you—and not be a general e-mail that gets shared by co-workers or forwarded to you.
- Feel free to share these updates with your colleagues who also might be interested in deepening their skills and enhancing their careers.

#### **Questions? Need Assistance?**

We are here to help! If you have any questions about the CNLP Program and what your Region offers, please contact your Regional CNLP Coordinator. If you have questions about your CNLP application, recertification or verifying your course credits, please contact the NYSNLA Office at 518-580-4063 or <a href="mailto:info@nysnla.com">info@nysnla.com</a> and the Office Team will assist you.

We look forward to serving you in 2024.

Thank you.

Beth Fry, Lifetime CNLP

&

Jerry Parmenter, Senior CNLP

Professional Development Committee & CNLP Program Co-Chairs.



## **CNLP** NEWS & UPDATES

## Congratulations to the CNLP Class of 2023

The following professionals prepared for and passed the CNLP Examination in 2023, or were promoted:

## **Awarded Lifetime CNLP**

Edward Calvarese	Lifetime CNLP	Landscapes East Inc.	Canastota
Daniel Carr	Lifetime CNLP	D. Carr Landscape Architect	Albany & Syracuse
Paul DiPietro	Lifetime CNLP	Visual Landscape	Elmira
Promoted to Senior CNL			
Elizabeth Snyder	Senior CNLP	True Leaf Design LLC	Genoa
New CNLPs			
Andrew Bachmann	CNLP	Michael Grimm Services Inc	Syracuse
Joseph Banker	CNLP	Property Care at Josh Landscape C	o. Lima
Noelle Beenau	CNLP		Buffalo
Holly Burgy	CNLP	Walker Tree Care	Blossvale
Jennifer Canaan	CNLP	Michael Grimm Services Inc	Tully
Robert Canfield	CNLP	Michael Grimm Services Inc	Jamesville
Benjamin Fehr	CNLP	Cayuga Landscape	Ithaca
Bryce Gossel	CNLP	Gossel Lawn and Landscape	Alden
Kayla Ireton	CNLP	Michael Grimm Services Inc	Syracuse
Zachary Johnson	CNLP	Michael Grimm Services Inc	Tully
Frank Kirby	CNLP	Planting Fields Arboretum State Historic Park	Wantagh
Michael Manning	CNLP	The English Gardener	Buffalo
Anthony Marinello	CNLP	Dropseed Native Landscapes	West Hempstead
Daniel Meile	CNLP	Morgan Meile Landscape	Syracuse
Jacob Morgan	CNLP	Morgan Meile Landscape	Syracuse
James Nevin	CNLP	Cayuga Landscape	Freevilla
Shawn Nichols	CNLP	Cornell University	King Ferry
Jim Pagano	CNLP	Cayuga Landscape	Auburn
Andrew Palinski	CNLP	Landscape Designer	Spencerport
Angela Pitsakis	CNLP	The English Gardener	Buffalo
Sadai Yareth Soto Rojas	CNLP	East Coast Nurseries	Calverton
Dianne Turner	CNLP	The English Gardener	Tonawanda
Mackenzie Wahl	CNLP	The English Gardener	Clarence
Therese Wilson	CNLP	Planting Fields Arboretum State Historic Park	Huntington



## Want to Earn Your CNLP in 2024?

We are ready to help you! Get all the information you need, by clicking below.

https://www.nysnla.com/ cnlp-program-2024-updates

We honor and congratulate all on their hard work and this tremendous professional achievement!

# Masseo Landscape Inc Joins NYSNLA In Congratulating

MASSEO LANDSCAPE, INC.

# The Court of Honor 2023 Honorees

Thank you for forging the way and making our industry stronger

www.MasseoLandscape.com | 845.658.9148 | Info@MasseoLandscape.com

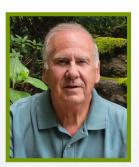
# Court of Honor Ceremony at the Great New York State Fair

## Certified Nursery & Landscape Professional of the Year



2023
David R. Clark, CNLP
Presented by Steven S. Sypniewski, Lifetime CNLP
PlantWNY-Region 6 President
NYSNLA Board of Directors

## **NYSNLA Hall of Fame**



2023
Gary G. Gasparini, Lifetime CNLP
Presented by James Sollecito, Senior Lifetime CNLP
Long-Time Fellow PlantCNY-Region 4 Member
Sollecito Nursery Landscaping LLC



CNLP of the Year David R. Clark, CNLP with NYSNLA President Melissa Caggiano, CNLP, and Steven S. Sypniewski, Lifetime CNLP, President of PlanyWNY-Region 6, who presented the award to David.



Hall of Fame Inductee Gary G. Gasparini, Lifetime CNLP, with President Caggiano, and long-time fellow PlantCNY-Region 4 Member James Sollecito, Senior Lifetime CNLP, who nominated and introduced Gary.



# Court of Honor Ceremony at the Great New York State Fair

## **NYSNLA Hall of Fame**



2023
Posthumous Induction
Sharlene L. Reeves, Lifetime CNLP
Presented by Karl Naegler, CNLP
PlantGFLX-Region 5 Secretary-Treasurer
NYSNLA Immediate Past President

PlantGFLX-Region 5 Regional Representatives to NYSNLA Steve Miles & Shawn Ballone

We were very pleased to welcome David Reeves, Sharlene's Husband & her Siblings Darlene Baum, Kathy Chase and James Leibeck



Our 2023 Honorees on the red carpet. From l to r: Hall of Fame Inductee Gary G. Gasparini, Lifetime CNLP; Dr. George L. Good Gold Medal of Horticulture Recipient Jerry R. Parmenter, Senior CNLP; CNLP of the Year David R. Clark, CNLP; and David Reeves, accepting the Hall of Fame Induction on behalf of his late wife, Sharlene L. Reeves, Lifetime CNLP.



For the posthumous induction of Sharlene L. Reeves, Lifetime CNLP, the honor was accepted by Sharlene's sister, Darlene Baum and husband, David Reeves. They are seen here with President Caggiano and PlantGFLX-Region 5 Secretary-Treasurer and NYSNLA Immediate Past President Karl Naegler, CNLP, who presented the award.



# Court of Honor Ceremony at the Great New York State Fair

## Dr. George L. Good Gold Medal of Horticulture



Jerry R. Parmenter, Senior CNLP

NYSNLA Past President

Co-Chair – Professional Development-CNLP Committee

Owner & President – Elemental Landscapes

Presented by Donna W. Moramarco, CNLP

Director of Horticulture – Planting Fields Foundation

& Past Recipient of the Gold Medal of Horticulture



Dr. George L. Good Gold Medal of Horticulture Recipient Jerry R. Parmenter, Senior CNLP, seen here with President Caggiano, Donna W. Moramarco, CNLP, who nominated and introduced Jerry, as well as with Dr. Good's wife, Carolyn, daughter Jennifer, and granddaughters Katie and Madeline.



Some of NYSNLA's signage and materials that promote our association, CNLPs and profession.



A group photo of Court of Honor attendees--right before the start of the Ceremony.



NYSNLA Treasurer Beth Fry, Lifetime CNLP; President Melissa Caggiano, CNLP; Vice President Liz Snyder, Senior CNLP; and Immediate Past President Karl Naegler, CNLP, gather by the waterfall in the Courtyard.



NYSNLA President Melissa Caggiano, CNLP, welcomes everyone to the Court of Honor Ceremony.



# 2023 Court of Honor Ceremony at the Great New York State Fair



The CNLP of the Year and Dr. George L. Good Gold Medal of Horticulture Award Listings displayed on the wall of the Courtyard.



The Hall of Fame Award Listing displayed on the wall of the Courtyard.



CNLP of the Year David R. Clark, CNLP, being congratulated by his guests and fellow PlantWNY-Region 6 colleagues.



Hall of Fame Inductee Gary G. Gasparini, Lifetime CNLP, being congratulated by his family and members of the Gasparini Landscaping Company Team.



Darlene Baum and David Reeves, honoring the memory Sharlene L. Reeves, along with PlantGFLX-Region 5 leaders and members.



Dr. George L. Good Gold Medal of Horticulture Recipient Jerry R. Parmenter, Senior CNLP, being congratulated by his parents, daughters, wife, and members of the Elemental Landscapes Team.



NYSNLA's current and past leaders gather for a group shot representing hundreds of years of service to the association and Green Industry!

# Scenes from the Summer Celebration—the evening before the Court of Honor



President Melissa Caggiano welcomes everyone to the Summer Celebration.



Honorees Gary Gasparini, Jerry Parmenter, President Caggiano, and David Clark.



NYSNLA's current President and Past Presidents enjoying the Summer Celebration.



Guest enjoying their time together.



A good time was had by all!



NYSNLA Board Member & Region 7 Director Mark Masseo and Administrator Lauren Vink, once again, ran an entertaining Prize Raffle and 50/50 drawing, with the winner taking home a \$310.00 prize!

Thank you to all the Regions and supporters who donated prizes!

## 5873 Sound Avenue, Riverhead, NY 11901 844-JFB-BEER • jfbrewery.com











Savor artisan beer in our historic potato barn tasting room or stroll outside to our expansive lawn with views of hop bines and sunflowers. Experience quality craft beer brewed on site with ingredients grown on our farm.

## **NYSNLA 2023 Event Roundup**

## New York State of Our Industry Symposium – February 2023

Presented with AGZA, NALP, NYSTLA & EcoQuip in Nyack to discuss the future of electric equipment in our industry--and how to be part of the solution.



NYSNLA President Melissa Caggiano, CNLP, presents to the large turnout of professionals.



From left to right: NYSNLA Treasurer Beth Fry, Lifetime CNLP; Vice President Elizabeth Snyder, Senior CNLP; President Melissa Caggiano, CNLP; and Past President and Region 1/PlantLI Director-at-Large Anthony Caggiano, Lifetime CNLP, looking at battery-powered equipment at EcoQuip in Nyack.

## CNLP Day at Sonnenberg Gardens and Mansion State Historic Site in Canandaigua — September 2023

The Professional Development/CNLP Committee, in conjunction with PlantGFLX-Region 5, provided the perfect Autumn day for this year's CNLP Day in Canandaigua. We had a great turnout and learned much from the incredible staff at Sonnenberg.









## NYSNLA Leaders Take Part in Great Lakes Nursery & Landscape Leadership Conference in Minnesota — September 2023

NYSNLA President Melissa Caggiano, Vice President Elizabeth Snyder, Treasurer Beth Fry and Staff attended the Great Lakes Nursery & Landscape Leadership Conference in St. Paul, Minnesota. Our fine colleagues from the Minnesota Nursery and Landscape Association played host.

The Great Lakes Nursery & Landscape Association Leadership Council is an organization of nursery and landscape industry associations whose purpose is the exchange of information among participating groups.

## The goals of the group are as follows:

- To act as a conduit for information to help improve our associations.
- To promote the value of informed and certified nursery and landscape professionals.
- To learn about and compare industry issues.
- To foster communication among the elected volunteer leaders and professional staff leaders of associations.
- To provide effective leadership training.



NYSNLA's Delegation in St. Paul



## **NYSNLA 2023 Event Roundup**

# NYSNLA Leaders Take Part in Great Lakes Nursery & Landscape Leadership Conference in Minnesota — September 2023

Additionally, NYSNLA's participation in the Council provides reciprocity to all holders of our CNLP credential. If you conduct business or relocate to another member state or Canadian province, you will be eligible to receive that member association's respective credential.



One of the focus sessions at the conference.



Minnesota treated leader-attendees to a paddle steamer cruise on the Mississippi.

And this year, NYSNLA will be hosting this prestigious conference. We have chosen to bring our colleagues to the far eastern edge of the consortium's boundaries--Long Island!



## Green Industry Management Summit in Saratoga Springs — October 2023

This year's Summit took place in Saratoga Springs in late October. The event, open only to NYSNLA Members who are Green Industry Leaders (owners of nursery or landscape businesses, their top managers and decision-makers), focuses on the issues that matter to our livelihood and the future of our industry and individual businesses in New York State. NYSNLA held our first Owners Summit in 2019. In 2022, we redesigned this event as the Green Industry Management Summit-and held it to great success and enjoyment by all who attended at the Tailwater Lodge in Altmar.





Tony Bass shared his wisdom with a very impressive group of professionals representing every area of New York State.



Summit attendees received personalized attention from Tony Bass over the 2 days or workshops, discussions, networking and social time.



From left to right: NYSNLA Past President, Professional Development Committee Co-Chair and Summit Organizer Jerry Parmenter, Senior CNLP, presents Tony Bass with a NYSNLA baseball cap. A good time was had by all! The 2024 Summit will be part of the new Annual Conference & Expo.

Tony's appearance was made possible by an educational grant from The New York State Nurserymen's Foundation and we thank them!

3

## **NYSNLA Regional Roundup**

## **Get Involved in Your Region! Connecting Your Area with Our State Association**

Make the most of membership by getting involved in one of NYSNLA's eight Regions. Connect with others in the community and take part in local events. Each Region operates with its own Board of Directors and By-Laws.

Together, all eight Regions are federated with NYSNLA, as the statewide association, with a Board of industry leaders working together, committed to expand services, deliver value to members, advocate for the industry, and help each other do business better.

NYSNLA's Regions conduct their local programs with an eve toward creating relationships, grass-roots local advocacy, trade education programming, peer support and networking. The state association:

- Develops education programs designed to help all members conduct business efficiently, professionally and profitably;
- Provides overall strategic direction for the association;
- Provides strategic quality member communications that deliver relevant and timely industry information;
- Manages the CNLP Program and develops professional development programs for owners and senior-level management;
- Conducts industry advocacy on the state level through relationships with stated agencies; and
- Hosts statewide events to create a sense of unity and purpose within the association.

## Here are the Regions:



#### **REGION 1**

**Serving Long Island** Nassau & Suffolk Counties



## **REGION 2**

Serving Southeastern NY

Bronx, Dutchess, Kings, New York, Putnam, Queens, Richmond and **Westchester Counties** 



#### **REGION 3**

Serving Northeastern NY

Albany, Clinton, Columbia, Essex, Franklin, Fulton, Greene, Hamilton, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Warren and Washington Counties



#### **REGION 4**

**Serving Central NY** 

Chenango, Cortland, Delaware, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Oswego, Otsego, St. Lawrence and **Tioga Counties** 

Click here for Region 4's Website



#### **REGION 5**

Serving the Genesee-Finger Lakes Area

Cayuga, Livingston, Monroe, Ontario, Seneca, Wayne and **Yates Counties** 

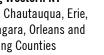
Click here for Region 5's Website



#### **REGION 6**

Serving Western NY

Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans and **Wyoming Counties** Click here for Region 6's Website





## **REGION 7**

Serving the Mid Hudson Valley Orange, Rockland, Sullivan and **Ulster Counties** 



## **REGION 8**

Serving the Southern Tier of NY

Allegany, Broome, Chemung, Schuyler, Steuben, Tioga and **Tompkins Counties** Click here for Region 8's Facebook page.

## EXCELSIOR GREEN 2020 YEAR-END ISSUE

## NYSNLA Regional Roundup



## Have You Renewed/Join for 2024?

For those who have renewed or joined NYSNLA for the 2024 Membership Year...THANK YOU!

If you haven't had a chance to renew or join...see the tips below. We look forward to serving our Members throughout the exciting year we have planned in 2024!

2024 Membership Year Drive Underway!

## FOR 2023 MEMBERS

## RENEWING YOUR MEMBERSHIP - REMINDER ABOUT THE PROCESS

As the current year winds down, NYSNLA has launched our 2024 Membership Year Renewal process. Last year, our new online system was fully implemented and made renewing easier for you. As we do this once a year, we wanted to take a moment to remind everyone about the process.

Current members have received a personalized e-mail message containing renewal instructions--as well as your username and direct link to find your password or to re-set it (we know it's not always easy to remember your access information!)

Your renewal notice will also provide you with a link to pay your dues online. A copy of your renewal invoice will also be attached--in case you want to print out and mail in with a check. Once you complete your renewal, you will receive a confirmation of payment.

We will also be mailing out renewal notices with an invoice-so you can choose the payment method that suits your needs.

**ALSO:** Make sure your Member Profile is up-to-date--so your information correctly shows in the member search portal and our new Find a Professional Search--coming online in a few weeks after renewals are underway!

NYSNLA leaders and staff will be ready to answer any questions you might have or assist you in renewing your 2024 membership! We look forward to serving you in 2024! We have many exciting updates to share in the days ahead...so stay tuned!

## FOR NEW MEMBERS OR THOSE WHO LET THEIR MEMBERSHIP LAPSE

## STEP-BY-STEP HOW TO JOIN OR REACTIVATE A LAPSED MEMBERSHIP

- 1. Visit the NYSNLA Website: Go to the official NYSNLA website at <a href="https://www.nysnla.com">www.nysnla.com</a>.
- 2. Navigate to 2024 Membership Forms & Links: Look for the 2024 Membership Forms & Links tab on the website's main menu. You can also click on the link that says, Join Now, and find the Membership Form at the bottom of the information page.
- 3. Log In (for Lapsed Members): If you are re-joining or have an existing account, you will be prompted to log in. Provide your username and password to access your existing account. If you've forgotten your login credentials, there is an option to reset your password.
- **4. New Member Registration (for New Members):** If you are a new member, you will need to fill out a registration form. Enter your email address and you will be prompted to create a password.
- 5. Select Membership Type: You will be presented with a selection of different membership types (e.g., Company, Self-Employed, Student, etc.). Choose the one that best suits your status.
- **6. Enter Your Information:** Provide the required information such as Organization, Full Name, Address, Phone Number, Business Classification, etc.
- 7. Choose Your Region: All Active and Associate Members must pay state dues and must choose and pay dues for at least one Regional Chapter. Your Region is generally the one in which you do the majority of business, and you may choose to belong to and pay dues for multiple regions. Regional Chapters hold local meetings and events, have their own directors, and set their own dues level. View the Regional Chapters Map here.
- **8. Add Linked Profiles:** Some membership types may be provided with an option to add an individual profile linked to the company. If necessary, fill out the appropriate information, and ensure everything in this section is accurate before you continue.



## **NYSNLA Regional Roundup**

- 9. Additional Support Options: If you would like to be listed in the new Member Showcase, become a Patron, or make an additional donation to further support the New York State Nurserymen's Foundation, you can do so here. Review the different support options, make your decision, and continue to the next page.
- 10. Submit Form: Before finalizing your membership, you will come to a summary page. Review all the information you've entered, the chosen membership plan, selected regions, and total. If all looks accurate, proceed to the next section and provide your payment information. Once you've confirmed the information, submit the form. You will receive a confirmation message that your membership application has been processed. After your payment is complete, you should also receive a confirmation email verifying your membership of NYSNLA. If you encounter any issues or have questions during the process, contact the NYSNLA State Office for assistance.

 Additionally, the Member Showcase will be projected throughout NYSNLA's new Annual Conference & Expotaking place October 20-22, 2024 at the Albany Capital Center.

CLICK HERE TO LEARN MORE ABOUT THE MEMBER
SHOWCASE AND TO SEE SAMPLE LISTING SHOWING LOGO
SIZE & PLACEMENT

NEW YORK STATE NURSERY AND LANDSCAPE ASSOCIATION, INC.  Home About 2024 Membership Forms & Links	Representing You Our Programs Regions Member Profile
Jon Now CNL	P Login Search our site Search Member Login
NYSNLAs Find a Professional Search Portal  We are pleased to offer this search capability to the public, so you can find a qualified professional to help with your home an business landscape and nursery needs.	Quick Links 2024 Membership Forms & Links
Company	2024 Sponsorship and Marketing Opportunities
	Member Showcase - NEW!
Contact Name	2024 Annual Conference & Expo - NEW!
Address Primary City	Why Join?
	Protecting You!
Address Primary Zip	New LMN-Greenius Member Benefit
	VES On-Demand Webinars

# MEMBER SHOWCASE

## **Member Showcase**

This new feature goes live on January 8, 2024 for the new Membership Year! Your company will be seen until December 31, 2024.

Cost: \$500.00

## Join the Showcase & Upload Your Company Logo Today!

Members who choose to be featured in the Member Showcase will receive the following benefits:

- Their company logo and URL featured on new webpage directly accessed from website homepage.
- Member would be provided with a "As seen on the NYSNLA Member Showcase" graphic for their signature line, website, and marketing use.
- The Member Showcase will be featured quarterly via NYSNLA's social media platforms—further promoting the companies featured.

## Have you updated your Member Profile lately?

Please make sure your Member Profile is up-to-date—as NYSNLA has activated the **Find a Professional Search Portal** on the homepage of the website. We will soon begin promoting this to the general public—as an additional member benefit in order to help you grow your business!

**Note:** As soon as the CNLP Tech Upgrade is completed in early 2024, you will also be able to find all of the 600+ CNLPs. Stay tuned!

This is a new opportunity for our members to heighten their profile with the public in need of landscaping services for their homes and businesses--as well as show support for NYSNLA and the Green Industry in New York State!

This new feature replaces the former Corporate Supporter Program, which NYSNLA has retired. When you renew your membership or join NYSNLA, you then have the option of being part of our new... Member Showcase!



# Fall is for Planting It's easier!



4094 Howlett Hill Rd • Syracuse, NY 13215 • sollecito.com (315) 468-1142





Over 1.3 MILLION Greenius training completed courses



30,000+ HOURS of training videos consumed



A QUARTER-MILLION+ landscaping employees trained with

On-demand Employee Training
Deploy an automated training program that ensures your teams get the training they need, when they need. Eliminate jobsite bottlenecks and rework incidents.

## **Expansive Tailgate Talk Library**

Keep your teams focused on the objective and safe on the iob site.

## **Performance Reporting**

Better manage your staff with meaningful insights into their training, on-the-job performance and create a culture centered around continuous improvement.

## 360-Degree Performance Reviews

Pinpoint areas for growth and development while uncovering how you can build a team by using their immediate feedback.

#### Access Training on Any Android or iOS **Mobile Device**

Avoid wasted time between job sites.

WE ARE PROUD TO PARTNER WITH



# GREENIUS NYSNLA MEMBER OFFER:

FREE 2-month license of **Greenius Training Software** (\$250 savings)

**FREE Unlimited users 2 months** (\$200+ savings)

FREE Unlimited Training Courses + **FREE Custom Implementation** (\$347 savings)

**Total Member Savings: \$797** 

GoGreenius.com



## LMN PROFESSIONAL (PRO+) BUSINESS MANAGEMENT SOFTWARE

Build a team of rockstars, make more profit, and remove the frustrations of operating a landscape business. LMN is recognized as North America's #1 business management, and learning solution software for landscape and snow removal professionals.

#### Our customers have created:



Over \$51 billion dollars worth of estimates



78+ million individual employee clock-ins captured



245,000 Green and Snow employees managed daily on



Companies who use LMN realize 10-15+% in additional annual revenue growth

#### You Build Here's How Better Landscaping Business And Maximize Profit

**Budgeting** 

Grow your landscape company with the right blend of skilled labor and equipment and make a profit on every job.

**Customer Management** 

Elevate customer and workflow management, get approvals faster and create transparency.

**Estimating** 

Build profitable estimates faster.

Scheduling and Time Sheets

Manage your schedule, track time quickly and accurately, and simplify payroll.

Invoicina

Automated invoicing from timesheet data.

**Job Costing** 

Increase profits, estimate accurately and eliminate spreadsheets.

> WE ARE PROUD TO PARTNER WITH



## LMN PRO '2023 NYSNLA NEMBER PROGRAM OFFER

On the purchase of LMN's Pro+ Business Management Software, member receives 25% off Professional Implementation (\$211 savings)

FREE 2 months LMN Business Management Software (\$788 savings)

FREE Unlimited users for 2 months (\$400+ value)

Total Member Savings: \$1,399

"Wish I would have had LMN when we started 17 years ago! I tell every single landscaper I know about LMN. It completely changed our business! If every single landscaper used it, then it would be better for the entire Industry."

- NO LIMITS LANDSCAPING, INC.



# AHEAD

NYSNLA is finalizing plans on a wide variety of programs, offering, training and events in the new year! Please watch for updates through our e-News and social media platforms.

On the following pages, please find full information on three exciting new initiatives in 2024:

- Empire State Excellence in Landscaping Awards
- 2024 Annual Conference & Expo
- Revamped Annual Sponsorship & Marketing Program

We will soon have information out about our Virtual Education Series and nominations for the 2024 Court of Honor.

Following this section of the newsletter, we are providing for the convenience of our members and prospective members, NYSNLA Membership Applications, as well as CNLP Examination and Recertification Forms.

TO 2024

# The Empire State Excellence in Landscaping Awards

We will present the awards and celebrate the firms/individuals chosen on October 21, 2024 at the Annual Conference & Expo in Albany!

## They're back!

We are excited to announce that this statewide recognition for the best work of our industry and profession has been resurrected—culminating with the presentation of the awards at the 2024 Annual Conference & Expo at the Albany Capital Center in October 2024!

## **ENTRY CATEGORIES**

Projects may be entered under any of the following categories:

## **BEST COMMERCIAL LANDSCAPE**

- Under \$50,000
- \$50,000 \$100,000
- Over \$100,000

#### **BEST RESIDENTIAL LANDSCAPE**

- Under \$25.000
- \$25,000 \$75,000
- Over \$75,000

## **BEST COMMERCIAL HARDSCAPE**

- Under \$50,000
- \$50,000 \$100,000
- Over \$100,000

## **BEST RESIDENTIAL HARDSCAPE**

- Under \$25,000
- \$25,000 \$75,000
- Over \$75,000

## **BEST LANDSCAPE LIGHTING**

#### **BEST COMMERCIAL MAINTENANCE**

## **BEST RESIDENTIAL MAINTENANCE**

#### BEST INNOVATIVE AND SPECIALTY PROJECT

(i.e. landscaping in small spaces, water features, native plantings, green walls and roofs, etc.)

- Under \$25,000
- \$25,000 \$75,000
- Over \$75,000

## NEW CATEGORY AS WE RELAUNCH THESE STATEWIDE AWARDS!

## **BEST NURSERY/GARDEN CENTER DISPLAY**

We are instituting this new category to recognize Plant Nurseries and Garden Centers who create life-like scale models of outdoor living areas at their centers to inspire outdoor living areas with current products, techniques, standards and to give an idea of a positive place to live, gather and connect with nature.

Eligibility for this New Category: Entries are inclusive of companies and organizations of any size (members in good standing) located in NYS with outdoor living areas / display models of any size, scale and budget. Outdoor living models must solve landscape issues, create and enhance the beauty and functionality of the space and be a connection to nature. The purpose of these are to educate and inspire homeowners, contractors, designers, and architects to help put all the pieces together, create beautiful outdoor living areas and reconnect with nature.

## **ENTRY RULES**

#### **All Entries Submitted Must Include:**

- 1. The official online entry form must be completed properly and accompanied by the entry fee of \$100.00 for **each entry**.
- 2. Time Period Projects entries must have been started and completed within the last three years (Since 2021)
- 3. A set of no less than seven (7) and no more than fourteen (14) images, (include at least 2 before shots) shall be submitted with each entry. Any photo showing any kind of company ID will be removed before judging. All photos MUST be numbered/titled in the order you wish your presentation to be judged. Please upload photos in numerical order. A place will be provided on the form to describe what is being shown in the photo.
- 4. Any copyrighted photos must be accompanied by a signed release to reprint for awards and publication purposes. Contact information for permission must be included to secure additional reprint needs.
- 5. A simple plan for each entry with numbers keyed to the photos must be submitted for all categories except Landscape Maintenance. Only submit plans that are relevant to the project being judged. Colored renderings and other detailed work are not necessary. All plans MUST indicate scale and north orientation. Corporate logo, corporate name and any reference to client must be removed from plans and description before submittal. Photos for commercial entries only may contain client ID.
- 6. On form, please enter your *Description of Project* and *Special or Unusual Problems Encountered*. If applicable, include a description of *Specify All Work Performed by Others. With each image*, **please make sure** to give a brief description of what is shown in the image, aligning with the number you assigned to each submitted image/photo.

# The Empire State Excellence in Landscaping Awards

We will present the awards and celebrate the firms/individuals chosen on October 21, 2024 at the Annual Conference & Expo in Albany!



## **ENTRY RULES**

**All Entries Submitted Must Include:** 

- 7. If submitting the SAME entry in more than one category, a separate complete entry form must be submitted, for each additional category, including separate photos, plans, and description.
- 8. You must completely fill out the Official Online Entry Form crediting firms or individuals involved in your submitted project.
- Following submission, you will be receiving a proof of your awards entry presentation that will be provided to the judges. You will have several days to review and approve.
- 10. Note: If all of the requirements in Steps 1 through 9 are not met, the entry will not be judged and the entry fee will not be refunded.
- 11. Entries must be received at the NYSNLA office no later than Monday, July 15, 2024 at 5:00 p.m. Entries become the property of NYSNLA and may be used for publication or any other purpose the Association deems appropriate. Payment is to be included with entry form. Entrants may pay with credit card or print out invoice and submit with check payment. No entry is considered final until payment is received by NYSNLA. All mailed payments will be confirmed by NYSNLA upon receipt. All materials submitted must be cleared by the entrant for release upon submission. NYSNLA will not assume the responsibility for copyrights or photographic fees.
- 12. The same entry can and **should** be submitted in other state and national competitions. There is no reason that your work in preparing the entry should not do double and even triple duty. The entry fee is minimal considering the time necessary to properly prepare and submit an entry.

## **AWARDS**

State Grand Prizes will be awarded at the discretion of the judges. A Judges' Choice Award will be given to the top overall winner of all entries.

State Grand Prize winners and Judges' Choice Award will receive framed awards/plaques suitable for display.

## **JURY & JUDGING**

A jury of distinguished professionals in the field of landscape construction, education, landscape architecture and horticulture will evaluate entries.

The judges will determine the quality of materials (both plant and construction), design, completeness of installation, workmanship, and horticultural correctness in the landscape installation using only the slides, plan and descriptions submitted with each entry.

## PRESENTATION OF AWARDS

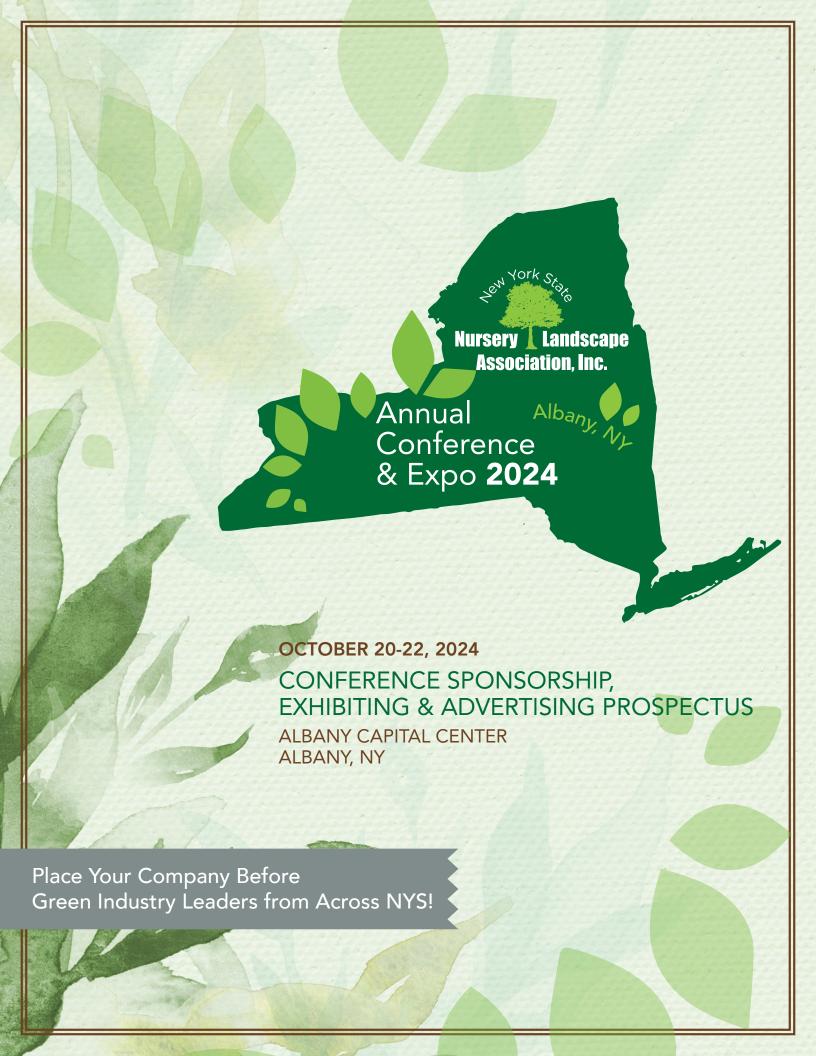
Recipients will be honored and their awards presented at Empire State Excellence in Landscaping Awards Ceremony at the 2024 Annual Conference & Expo, being held October 21, 2024 at the Albany Capital Center. Recipients will also be denoted during the Annual Court of Honor at the Great New York State Fair. Award winners will be featured on the NYSNLA Website and congratulated through NYSNLA Social Media platforms.

Important Note: The judges reserve the option to call entrants to verify the dollar amount spent and the three-year limit on any project(s) entered. The judges also reserve the option to see paperwork verifying dollar amounts and dates.

To follow the awards program and get the latest news on it, please go to the Awards Webpage.

https://www.nysnla.com/2024-conference---expolandscape-awards

## >> ENTER HERE





## CONFERENCE & EXPO 2024 SPONSOR, EXHIBITOR & ADVERTISER INFORMATION

We invite you to join the **ENERGY** & **VISION** of a new Nursery and Landscaping Conference & Expo bringing together Green Industry Leaders from across the New York State & the Northeast!

WHY? In the post-pandemic era, it is now more important as ever to bring together NYSNLA members and supporters annually to meet, improve as professionals, complete training, network, get caught-up with colleagues, and conduct business. NYSNLA also wants to offer a major statewide trade show in order to increase attendance, provide greater support opportunities for vendors, and offer a diversified platform for promoting products and services. So, here we are with NYSNLA's first Annual Conference & Expo in over 20 years!

**DON'T MISS OUT!** Become a Conference & Expo Sponsor, Exhibitor, or Advertiser and make an impact on this vast state's Nursery, Landscape and Green Industry businesses and their employees! We look forward to seeing you in Albany, New York this coming October!

## The Inaugural NYSNLA Conference & Expo Planning Committee

## **Conference Chair**

**Leigh McGonagle, CNLP** (PlantSTNY – Region 8)

#### **Co-Chairs**

Melissa Caggiano, CNLP (PlantLI-Region 1) - Landscape Awards & Government Affairs

Elizabeth Snyder, Senior CNLP (PlantSTNY-Region 8) - Membership & Marketing

Beth Fry, Lifetime CNLP (PlantCNY-Region 4) - Programming & Professional Development

Jerry Parmenter, Senior CNLP (PlantNENY-Region 3) - Programming & Professional Development

Anthony Caggiano, Lifetime CNLP (PlantLI-Region 1) - Vendor Relations

Karl Naegler, CNLP (PlantGFLX-Region 5) - Vendor Relations

Kim Schichtel, CNLP (PlantWNY-Region 6) - Vendor Relations

and Representatives from across NYSNLA's Regions

## Let's Work Together to Create the Perfect Package for Your Company!

On the following pages, please find wide range of opportunities to promote your company's products and services—and show your support for New York State's incredible nursery and landscape professionals and their businesses.

NYSNLA wants to work with you—to help your company gain the greatest exposure in front of our members and conference attendees. It's going to be a GREAT CONFERENCE!

## 2024 Conference & Expo Major Promotional Opportunities

**Green Level** \$5,000.00

Premier trade show floor location Company logo included on all event publicity Sponsor banner on conference floor Company introduction at event + all benefits of Premier Level

**Note:** Green Level Sponsorship will allow a company to bring MAJOR EQUIPMENT for a special display area. A timed product/service demonstration can also be conducted on the show floor (demonstration will be scheduled in program and publicly announced). Green Level Sponsors can also choose to have an equivalent display space of 4 booths.

**Premier Level** \$3,500.00

Premier trade show floor location

Full page conference program advertisement

Special thank you listing on website

Special mention during conference events

Complete listing of all attendees

Conference bag contributor

1 year advertising on NYSNLA's website (with hyperlink)

Your company logo and link shared with all partner associations

+ Opportunity for timed product/service demonstration on the show floor (demonstration will be scheduled in program and publicly announced)

Executive Level \$2,500.00

Major trade show floor location

Half page conference program advertisement

Special thank you listing on website & newsletter

Special mention during conference events

Complete listing of all attendees

Conference bag contributor

6 months of advertising on NYSNLA's website (with hyperlink)

Your company logo and link shared with all partner associations

Partner Level \$1,500.00

Major trade show floor location

Quarter page conference program advertisement

Special thank you listing on website & newsletter

Special mention during conference events

Complete listing of all attendees

Conference bag contributor

6 months of company logo placement on NYSNLA's website (no hyperlink)

Your company logo and link shared with all partner associations

**Note:** Each sponsorship level includes daily meal tickets for two representatives. Additional representative tickets can also be purchased. Contact NYSNLA for full details.

## 2024 Conference & Expo Major Promotional Opportunities

Conference Exhibitor \$500.00

Trade show floor location

Sponsor listing with company logo in conference program

Special thank you listing on website & newsletter

Special mention during conference events

Complete listing of all attendees

Conference bag contributor

## **Other Creative Sponsorship Opportunities**

A great way to increase your visibility with conference attendees and support NYSNLA!

## **Conference Kick-Off Party**

\$2,000.00

Sunday Night: Company logo and acknowledgement on all party materials; introduction at event; special listing in conference materials.

## **Green Industry Management Summit Sponsor**

\$2,000.00

Place your company in front of this event-within-the-event gathering of decision-makers and believers in the Green Industry; Company logo and acknowledgement on all summit materials; introduction at Summit and opportunity to speak with Summit attendees; special listing in conference materials.

## **Celebration Cocktail Hour**

\$2,500.00

Monday: Conference signature drink created and named after your company; special introduction during the reception; company logo and acknowledgement on all Celebration materials; special listing in conference materials.

Conference Lanyards \$1,000.00

Item carries NYSNLA & Your Company Logo

Conference Hospitality Bags \$1,000.00

Item carries NYSNLA & Your Company Logo

Conference Giveaway \$ 750.00

Item carries NYSNLA & Your Company Logo

Conference Bag Stuffer \$ 250.00

We will place your item and message in each conference bag.



## An exciting add-on to your 2024 Annual Conference support... SEND A GREETING & PROMOTE YOUR COMPANY TO THE GREAT LAKES NURSERY & LANDSCAPE LEADERSHIP CONFERENCE

## Being hosted by NYSNLA on September 23-25, 2024 on Long Island

40 Senior Leaders & Executive Directors of the Nursery & Landscape Associations from Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Pennsylvania, Wisconsin, and Ontario will meet to discuss strategy, best practices, latest developments, and networking. *Help us welcome them to NYS!* 

This special offer allows your company's logo and contact information to be included in conference materials + your pamphlet, information, or giveaway to be included in the attendee bag. \$150.00

## **Conference Commemorative Program Advertising Rates**

A full color program given to every conference attendee; after the event, it will be prominently placed and promoted on all participating partner websites and shared with members, ensuring maximum exposure for conference supporters.

Back Cover	\$1,000.00
Inside Back Cover	\$750.00
Inside Front Cover	\$750.00
Full Page	\$500.00
Half Page	\$250.00
Quarter Page	\$100.00
Business Card	\$50.00



## **Auction/Raffle Basket Items Sought**

Help NYSNLA advance its mission—and promote the value of hiring the best nursery and landscaping professionals the Empire State has to offer—by contributing items to our Auction! Auction donors will be acknowledged in the conference program. If you would like to contribute to the auction, please denote on sponsorship form.

## **Other Important Vendor Information**

The **Expo Floor Layout** can be found on the following page.

Our conference set-up allows for **maximum exposure** of company sponsors and exhibitors.



**Accommodations:** All sponsors and professional partners are encouraged to arrange their accommodations at the Renaissance Hotel, located directly next door to the Albany Capital Center. A range of accommodations are available—with a special NYSNLA Conference rate of \$194.00. We will notify you when the hotel reservation portal is open.

## **Questions?**

Please contact the NYSNLA Office at: 518-580-4063 info@nysnla.com



## NYSNLA's 2024 Conference & Expo Floor Layout

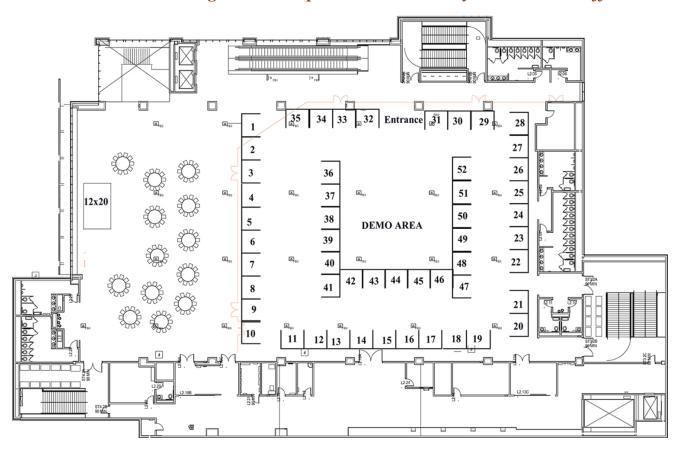
Below please see the Expo Floor Layout for our show. We are offering 52 exhibit booth spaces, each measuring 8' x 10'. Each booth provided with the following:

- Sign with Company Name
- 8' Back Drape & 3' Side Drapes
- 6' Skirted Table
- 2 Chairs
- Wastebasket
- House WiFi Service

Upon completion of registration, we will send you a Sponsor/Exhibitor Packet that will provide instructions on how to request additional exhibit furnishings or equipment.

Please provide your top 3 booth choices on the registration form.

Placements will be assigned based upon order received by the NYSNLA Office.







## NYSNLA 2024 Conference & Expo Professional Partner Registration Form/Contract

Please complete this form and submit with payment to address listed below. Please send any artwork electronically to the NYSNLA Office at <a href="mailto:info@nysnla.com">info@nysnla.com</a>. Please keep a copy of this contract for your records. We will confirm all arrangements with you upon receipt of paperwork.

Company Name.			
Contact Name:			
Address:			
City:	State/Province	ce:	Zip:
E-Mail:	Phon	e:	
Please indicate your preference Booth Choice/Alternates	es for booth/display spaceBooth 1st Choice	: _Booth 2 <sup>nd</sup> Choice	eBooth 3 <sup>rd</sup> Choice
<b>Major Sponsorships</b> Green - \$5,000.00 _Partner - \$1,500.00		Ex	secutive - \$2,500.00
Other Sponsorship OpportuKick-Off Party - \$2,000.00Lanyards - \$1,000.00Bag Stuffer - \$250.00	Celebration Cocktail		
Program AdvertisingBack Cover - \$1,000.00Inside Front Cover - \$750Quarter Page - \$100.00	Inside Back Co 00Full Page - \$50 Business Card	00.00 <u> </u>	alf Page - \$250.00
Additional Company Regist Total #x \$200.00 =		· those extras liste	d on next page)
Add-On Opportunity: Grea  We also want to welcome	· · · · · · · · · · · · · · · · · · ·		
Total Enclosed: \$			
Check Enclosed (Please m	nake payable to: NYSNLA	)	
Credit Card			
Type of Card:Visa	aMasterCard	Amex	Discover
Name on Card:			
Card Number:			
Expiration Date:		_Security #:	

**Registration Form continues on next page** →

Did a Region refer you to NYSNLA?	
Company Representatives Attending	
Please indicate who will be representing your company at the Confernames from the time of registration right through to the conference—jus	
Each sponsorship level includes daily meal tickets for two representati conference registrations/meal tickets can also be purchased. Exhibit representatives.	
Name(s)	Meals
Representative 1:	Included
Representative 2:	_ Included
Additional Company Representatives/Attendees	
Name(s)	Register
Representative 3:	
Representative 4:	
Representative 5:	
Representative 6:	
Representative 7:	
Representative 8:	-
Auction Donation	
Yes, we will donate to the NYSNLA Auction in order to further support	ort the mission.
Item(s) being donated:	
Value: \$	

Company Name:

## **Questions?**

Please contact the NYSNLA Office: 518-580-4063 info@nysnla.com

## **Submit this form to:**

2

E-Mail to: info@nysnla.com
Fax to: (518) 463-8656
or Mail to: NYSNLA
230 Washington Ave. Ext., Suite 101
Albany, NY 12203



# 2024 Association-Wide Sponsorship & Marketing Opportunities

The New York State Nursery and Landscape Association offers companies and organizations a wide range of sponsoring and marketing opportunities that allow you to showcase your products, services and expertise. Your support allows NYSNLA to advance its mission in support of the Green Industry across New York State. Our members are very loyal and like to do business with those who support the association.

Take a look at our options and put together a package that meets your marketing, exposure and promotional needs. Our options are a la carte—and we have one complete package that provides year-round exposure to NYSNLA members and the public.

New in 2024! Additionally, NYSNLA is launching its Annual Conference & Expo, which will held on October 20-22, 2024 at the Albany Capital Center. This exciting event offers its own set of sponsorship, exhibiting and marketing opportunities—all complimenting the annual options shown here. The conference has its own Prospectus, which can be viewed at: <a href="https://www.nysnla.com/2024-conference---expo-sponsorship-exhibitor-marketing-opportunities">https://www.nysnla.com/2024-conference---expo-sponsorship-exhibitor-marketing-opportunities</a>

#### DON'T SEE WHAT YOU'RE LOOKING FOR?

Let's work together to create the perfect Sponsorship & Marketing package for you! Contact the NYSNLA Office at <a href="mailto:info@nysnla.com">info@nysnla.com</a> or (518) 580-4063.

## Here are the 2024 Annual Association-Wide Sponsorship & Marketing Opportunities:

Would you like 12 full months of exposure to NYS Nursery & Landscape Professionals—and have regular opportunities to promote your products or services at NYSNLA? You can have "The Whole Yard"...

## The Whole Yard Annual Sponsorship

(January – December + Annual Conference & Expo Placement) \$3,750.00 (A \$4,000.00 Value!) This annual sponsorship allows you to make one payment to NYSNLA and then reap the exposure and promotional benefits throughout the entire year! Includes:

- Virtual Education Series Sponsorship (January February)
- Special Member Showcase Status (January December)
- Social Media and E-Blast Acknowledgement (Quarterly)
- Summer Celebration Sponsorship (August)
- Court of Honor Sponsorship (August)
- CNLP Day Sponsorship (September)
- Great Lakes Nursery & Landscape Conference Welcome (September)
- Annual Conference & Expo Partner Level Sponsorship with Major Floor Location
- Year-End Special Thank You for Your Whole Yard Support!

## **Virtual Education Series (January – February)**

This annual series of online professional development sessions provides useful information and insights to our members and attendees. Sponsors can support the entire series or choose a single session.

## Full Session Sponsorship \$500.00

Includes:

- Company logo on all promotional materials for the Series.
- Company logo on each session slides.
- Your representative introduced at each session and given 5 minutes to talk about your products or services.

## A single session of the Series can be sponsored for \$150.00.

When our Series schedule is completed, we will work with you to choose the one that pairs well with your goals.

## **Summer Celebration Sponsor (August)**

Each Summer, on the eve of Opening Day of the Great New York State Fair, NYSNLA's Board of Directors, members and supporters gather to celebrate the recipients of the association's annual awards (Court of Honor). The Celebration includes food and beverage, prize drawings and great company. Attendees also receive passes to the State Fair.

## Celebration Sponsorship \$250.00

Includes:

- Company logo on all promotional materials for the Summer Celebration.
- Company materials/giveaway will be placed in event bags.
- Your representative introduced at event and given 5 minutes to talk about your products or services.
- List of event attendees provided.

This year's Summer Celebration takes place on Tuesday, August 20, 2024.

## **Court of Honor Sponsor (August)**

The culmination of NYSNLA's annual awards program is our Court of Honor, held on the Opening Day of the Great New York State Fair in the NYSNLA Courtyard of the Horticulture Building. The following awards are formally presented: the CNLP of the Year Award, Hall of Fame Induction, and the Dr. George S. Good Gold Medal of Horticulture. Members come in from all over New York State to attend and honor our award winners and promote the

Green Industry to the large crowds coming through the Courtyard at the State Fair.

#### Court of Honor Sponsorship \$250.00

Includes:

- Company logo on all promotional materials for the Court of Honor.
- Full page ad in event program.
- Company logo on banner in the NYSNLA Courtyard of the Horticulture Building.
- Your representative acknowledged at event.

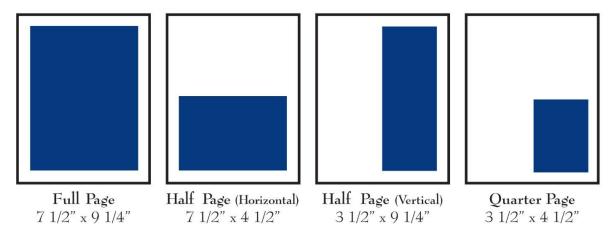
This year's Court of Honor takes place on Wednesday, August 21, 2024.

## Take an Ad in the Court of Honor Program

This commemorative program comes in a printed edition distributed at the Court of Honor ceremony, followed by an electronic version that is distributed to all NYSNLA Members & Supporters—as well as posted on the NYSNLA website. This gives this publication a long "shelf life."

## **Ad Options**

Back Cover	\$300.00
Inside Front Cover	\$250.00
Inside Back Cover	\$250.00
Full Page	\$200.00
Half Page	\$125.00
Quarter Page	\$75.00
Business Card	\$35.00



## **CNLP Day Sponsorship (September)**

Every year, Certified Nursery and Landscape Professionals come together with their guests to for an informative guided tour of a well-known property or landscape. Following the tour, attendees are allowed to do a little exploring before the group concludes and enjoys some social and networking. Past CNLP Days have been held at Sonnenberg Gardens & Mansion State Historic Site, Sycamore Hill Gardens, and Opus 40.

## Court of Honor Sponsorship \$250.00

Includes:

- Company logo on all promotional materials for CNLP Day.
- Company materials/giveaway to all attendees.
- Your representative introduced at event and given 5 minutes to talk about your products or services.
- List of event attendees provided.

This year's CNLP Day's date and venue will be chosen shortly.



An exciting add-on to our 2024 Annual Sponsorship Opportunities...

## SEND A GREETING & PROMOTE YOUR COMPANY TO THE GREAT LAKES NURSERY & LANDSCAPE LEADERSHIP CONFERENCE

Being hosted by NYSNLA on September 23-25, 2024 on Long Island

40 Senior Leaders & Executive Directors of the Nursery & Landscape Associations from Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Pennsylvania, Wisconsin, and Ontario will meet to discuss strategy, best practices, latest developments, and networking. *Help us welcome them to New York State!* 

This special offer allows your company's logo and contact information to be included in conference materials + your pamphlet, information, or giveaway to be included in the attendee bag. \$150.00

#### **E-Blast to Members & Supporters**

NYSNLA's e-News and weekly e-blast reaches over 3,000 Nursery and Landscape Professionals across the breadth and width of New York State and beyond. Create a one-time, personalized message that promotes your products or services or make a special offer to NYSNLA recipients.

## E-Blast to Full Member & Supporter List \$250.00 Includes:

- Company logo or ad, supported with your message.
- Links to company website and specific product or services pages.
- E-blast to be scheduled so as not to conflict with a specific NYSNLA event or need.

#### The Showcase

This new feature go lives on January 1, 2024 for the New Year! \$500.00

Members who choose to be featured in the Showcase will receive the following:

- Company logo and URL featured on new webpage directly accessed from website homepage.
- Member would be provided with a "As seen on the NYSNLA Showcase" graphic for their signature line, website, and marketing use.
- The Showcase will be featured quarterly via NYSNLA's social media platforms—further promoting the companies featured.
- Additionally, the Member Showcase will be projected throughout <u>NYSNLA's new Annual</u> Conference & Expo-taking place October 20-22, 2024 at the Albany Capital Center.



You should checkout all the Sponsorship, Exhibiting and Advertising opportunities we are offering as part of our exciting...

## 2024 Annual Conference & Expo

October 20-22, 2024 | Albany Capital Center

#### Learn more at:

https://www.nysnla.com/2024-conference---expo-sponsorshipexhibitor-marketing-opportunities



## NYSNLA 2024 Sponsorship/Marketing Professional Partner Registration Form/Contract

Please complete this form and submit with payment to address listed below. Please send any artwork electronically to the NYSNLA Office at <a href="mailto:info@nysnla.com">info@nysnla.com</a>. Please keep a copy of this contract for your records. We will confirm all arrangements with you upon receipt of paperwork.

Company Name:		
Contact Name:		
Address:		
City:	State/Province:_	Zip:
E-Mail:	Phone:	
Inside Front Cover - \$250.00	p: \$250.00 _Inside Back Cover	DHalf Page - \$125.00
Total Enclosed: \$		
Check Enclosed(Please make payab	le to: NYSNLA)	
Credit Card Type of Card:Visa Name on Card: Card Number:		
Expiration Date:	Se	curity #:

Please send this form and your payment to:

NYSNLA Sponsorship 230 Washington Avenue Extension, Suite 101 Albany, NY 12203

info@nysnla.com | Fax: 518-463-8656 | Phone: 518-580-4063





## **2024 MEMBERSHIP FORM**

## You can also renew, join and pay online at www.nysnla.com.

Contact Person:		Title:
Company/Organization:		
Address:		
City:	State:	Zip Code:
E-Mail:	Pho	one:
Company Website:		
Please Note: All members must pay d	lues for State and one Region. Yo	ou may add additional regions, as desired.
<b>2024 State Association Dues</b> – <i>Requinous</i> Self-Employed <i>or</i> Company Yearly Revenue/Dues:\$0-250k -		\$501k-1M - \$275   \$1M+ - \$350
2024 Region Dues – Required Select	one or more.	
Region 1 Self-Employed (\$0) <i>or</i> Region 4 (\$75)   Region 5 (\$		! (\$75)   Region 3 (\$75) Region 7 (\$35)   Region 8 (\$75)
		Profession—our MEMBER SHOWCASE!
Yes! Please feature my company See NYSNLA website for full deta		lember Showcase for 1/1/24 – 12/31/24 \$500
NYS Nurserymen's Foundation Contr		and research. \$
I wish to be a <b>NYSNLA Patron</b> an See NYSNLA website for new bea	nd am making a gift of \$100 in ad nefit of being a Patron—with our	
Payment Details	Total Ar	mount Enclosed \$
Check Enclosed		
Credit Card: Visa	Mastercard Amex	Discover
Card #:	Ехр	oiration:
CVV: Name on Ca	ard:	
Billing Address on Card, if different	t from address above:	

## Please return this form with payment method to:

NYSNLA | 230 Washington Avenue Extension, Suite 101 | Albany, New York 12203-3539 Phone: 518-580-4063 | Fax: 518-463-8656 | E-Mail: info@nysnla.com



## **2024 MEMBERSHIP FORM**

## for Associate, Affiliate, Out-of-State & Student Members

You can also renew, join and pay online at: <a href="https://www.nysnla.com/member-registration">https://www.nysnla.com/member-registration</a>.

Contact Person:		Title:
Company/Organization:		
Address:		
City:	State:	Zip Code:
E-Mail:	Pho	one:
Company Website:		
<b>Please Note:</b> Check all appropriate choices below For full details for eligibility in these categories, p		www.nysnla.com/member-registration
<b>2024 State Association Dues – Required</b> Associate Member - \$175   Affiliate M	1ember - \$50	Out-of-State - \$260   Student - \$0
2024 Region Dues – Optional for Categories Abo	ove Select one or mo	re.
Region 1 Self-Employed (\$0) <i>or</i> Company Region 4 (\$75)   Region 5 (\$75)		
A New Way to ADDITIONALLY Show Your Suppo Yes! Please feature my company logo and w See NYSNLA website for full details and ben	vebsite on the new M	
NYS Nurserymen's Foundation Contribution I wish to contribute support for the industry	y through education a	and research. \$
I wish to be a <b>NYSNLA Patron</b> and am makin See NYSNLA website for new benefit of bein		•
Payment Details	Total A	mount Enclosed \$
Check Enclosed		
Credit Card: Visa Mastero	card Amex _	Discover
Card #:	Ехр	oiration:
CVV: Name on Card:		
Billing Address on Card, if different from add	ress above:	

Please return this form with payment method to:

NYSNLA | 230 Washington Avenue Extension, Suite 101 | Albany, New York 12203-3539 Phone: 518-580-4063 | Fax: 518-463-8656 | E-Mail: info@nysnla.com



## BECOME A DISTINGUISHED PROFESSIONAL CNLP Program Information



## **Certified Nursery & Landscape Professional (CNLP) Program**

As a Certified Nursery & Landscape Professional (CNLP) in New York State, you'll become one of a distinguished corps of green industry professionals who demonstrate dedication to ongoing professional education.

Sponsored by the New York State Nursery and Landscape Association (NYSNLA), CNLP designation elevates the professional standards of the nursery, landscape and garden center industries by recognizing individuals who demonstrate a high level of competence in the principles and practices of this industry.

#### REQUIREMENTS

To qualify for this program:

You must have earned an associate's or bachelor's degree in a horticulture-related field from an accredited post-secondary educational institution.

OR ...

Have completed a minimum of three years of work experience in the horticulture industry.

AND ...

You are required to have an existing CNLP as your sponsor. If you don't know a CNLP, please contact the NYSNLA office and we will help pair you with one.

THEN ...

## STEP 1: APPLY AND PAY FEE

Please fill out your CNLP application completely. Include both your home and business addresses so we can contact you. Application fees cover the cost of your manual and exam.

NYSNLA Member \$150 Non-Member \$295

Please note that the CNLP manual is on a flash drive.

Application fees are non-refundable regardless of whether or not you take the exam.

#### **STEP 2: PREPARE**

Once you've submitted your application and payment, you will receive your CNLP training manual on a flash drive. The manual is updated periodically; therefore we advise that you take the exam within one year of receiving your manual.

Review classes are offered throughout the state. These classes are optional and may require an additional charge. You must register for these classes with the NYSNLA Regional Chair offering them.

#### STEP 3: TAKE THE EXAM

You have two years from the time of your application to take the CNLP exam. The exam is divided into two sections: a written test and a plant identification exercise.

If you have a physical impairment that you believe may cause you difficulty in taking the exam, please let us know and we'll work to make accommodations.

To find out when exam dates are in your region, visit our website www.NYSNLA.com.

## NOT A NYSNLA MEMBER YET?

Join today and become part of the premier statewide professional trade association dedicated to advancing the interests of New York's nursery and landscaping business professionals! Visit us at WWW.NYSNLA.COM.

Thank you for your interest and commitment to your profession within the green industry. For further assistance, please feel free to contact the NYSNLA office at 518.580.4063



# CERTIFIED NURSERY & LANDSCAPE PROFESSIONAL Exam Application



## Personal Information (Please Print)

NAME OF APPLICANT					
HOME ADDRESS					
CITY		STATE		ZIP	
HOME PHONE	HOME FAX	HOME	E-MAIL ADDRESS		
Have you ever been a Certified N	Nursery and Landsca	pe Professional	before? ☐ Yes ☐ N	10	
Exam Registration (Select One)	NYSNLA MEMBER	NON-MEMBER			
☐ CNLP Certification Exam	\$150	\$295			
Senior CNLP Exam  Active CNLP for 9 consecutive years	\$150	\$295			
☐ CNLP Retake Exam	\$25	\$50			
<b>Employment Informati</b>	<b>on</b> (Please Print)				
BUSINESS NAME					
BUSINESS ADDRESS					
CITY		STATE		ZIP	
BUSINESS PHONE	BUSINESS FAX	BUSINE	SS E-MAIL ADDRESS		
			33 E-MAIE ADDRESS		
Is this company a current NYSNL	A Member? ☐ Yes	■ No			
NYSNLA Region: ☐ 1 ☐ 2 ☐ 3	4 5 6 6	7 🔲 8			
Which address would you like us	to send correspond	lences to? 🗖 Ho	me 🛘 Business		
EDUCATIONAL BACKGROUND (Attach additional s	heets if necessary)				
INDUSTRY-RELATED EXPERIENCE					
APPLICANT'S SIGNATURE	CNLP SPONSO	R	CNLP#		DATE
Payment Information (F Check Enclosed: Ck #	Please Print)				
Please charge my card in the amo	ount of \$				
CARD #		EXPIRATION DATE			
SECURITY CODE		BILLING ZIP CODE			

## Send application with your payment to:

New York State Nursery & Landscape Association, Inc. Attn: CNLP Program Coordinator 230 Washington Ave. Ext, Suite 101 | Albany, NY 12203 518.580.4063 | 518.463.8656 fax A PROGRAM SPONSORED BY NYS Nursery & Landscape Association



# MAINTAIN YOUR ACTIVE CNLP STATUS TODAY! Application for Recertification



It is your responsibility to keep your contact information up-to-date. If at any time your contact information changes, please update your records with the CNLP Coordinator.

NAME OF APPLICANT			
HOME ADDRESS			
CITY		STATE	ZIP
HOME PHONE	HOME FAX	HOME E-MAIL ADDRESS	
Recertification Options (Select One)	NYSNLA MEMBER	NON-MEMBER	
☐ CNLP Recertification Exam	\$100	\$145	
☐ CNLP Recertification Credits	\$50	\$95	
Payment Information (Ple	acco Printl		
☐ Check Enclosed: Ck #	case Hilli)		
Please charge my card in the amou	int of \$		
CARD #		EXPIRATION DATE	
SECURITY CODE	BILLING ZIP CODE		
<b>Employment Informatio</b>	(Plana Print)		
	(Flease Ffint)		
BUSINESS NAME			
BUSINESS ADDRESS			
CITY		STATE	ZIP
BUSINESS PHONE	BUSINESS FAX	BUSINESS E-MAIL ADDRES	SS
COUNTY			
Is this company a current NYSNLA	Member? □ Yes	□ No	
NYSNLA Region: 1 1 2 3	□ 4 □ 5 □ 6	□ 7 □ 8	
Which address would you like us t	o send correspond	lences to? ☐ Home ☐ Busir	ness
PRINTED NAME SIGNATI	וחר	DATE CNLP#	

## Return application with your payment to:

New York State Nursery & Landscape Association, Inc. Attn: CNLP Program Coordinator 230 Washington Avenue Ext. Suite 101 | Albany, NY 12203 518.580.4063 | 518.463.8656 fax

A PROGRAM SPONSORED BY NYS Nursery & Landscape Association WWW.NYSNLA.COM



# MAINTAIN YOUR ACTIVE CNLP STATUS TODAY! CNLP Recertification Credits



If submitting CNLP credits, complete this Log Sheet and return with your application and payment. If you need additional space, please copy this form or attach your own sheet.

## **Log Sheet**

CNLP NAME		CNLP#	EXP. YEAR	
CNLP Recertification	n Credits			
PROGRAM/ACTIVITY				
NAME OF SEMINAR/CLASS		NAME OF INSTRUCTOR/PRO	GRAM LEADER	
PROGRAM DATE	PROGRAM TIME	CREDITS EARNED		
CNLP Recertification	n Credits			
PROGRAM/ACTIVITY				
NAME OF SEMINAR/CLASS		NAME OF INSTRUCTOR/PRO	GRAM LEADER	
PROGRAM DATE	PROGRAM TIME	CREDITS EARNED		
CNLP Recertification	n Credits			
PROGRAM/ACTIVITY				
NAME OF SEMINAR/CLASS		NAME OF INSTRUCTOR/PRO	GRAM LEADER	
PROGRAM DATE	PROGRAM TIME	CREDITS EARNED		
CNLP Recertification	n Credits			
PROGRAM/ACTIVITY				
NAME OF SEMINAR/CLASS		NAME OF INSTRUCTOR/PRO	GRAM LEADER	
PROGRAM DATE	PROGRAM TIME	CREDITS EARNED		
CNLP Recertification	n Credits			
PROGRAM/ACTIVITY				
NAME OF SEMINAR/CLASS		NAME OF INSTRUCTOR/PRO	GRAM LEADER	
PROGRAM DATE	PROGRAM TIME	CREDITS EARNED		

A PROGRAM SPONSORED BY WWW.NYS NLA.COM
NYS Nursery & Landscape Association

## NYSNLA 2024 ANNUAL CALENDAY OF EVENTS... FOR YOUR MEMBER BENEFIT!

VIRTUAL EDUCATION SYMPOSIUM/SERIES

Late February 2024 | Online | Lineup to be Announced Soon!

## ANNUAL SUMMER CELEBRATION

August 20, 2024 | Aloft Syracuse Inner Harbor

## 2024 COURT OF HONOR

August 21, 2024 NYSNLA Courtyard at the Great New York Fair

## **CNLP DAY**

September 2024 | Venue & Date TBD

## **GREEN INDUSTRY MANAGEMENT SUMMIT**

October 20-22, 2024 | Held at Our New Annual Conference & Expo



OCTOBER 20-22, 2024 | ALBANY CAPITAL CENTER

LEARN ABOUT ALL OUR EVENTS & PLANS ON OUR WEBSITE!

www.nysnla.com