

HAPPY
HOLIDAYS



NEW YORK STATE
NURSERY AND LANDSCAPE
ASSOCIATION, INC.

EXCELSIOR GREEN

2020 YEAR-END ISSUE

A Message from the President



Dear NYSNLA Members,
Supporters & Colleagues:

I hope this message finds you well, bringing your business year to a successful conclusion, and thoroughly enjoying the holiday season!

Welcome to the first issue of Excelsior Green, the new newsletter of the New York State Nursery and Landscape Association. The newsletter will be published quarterly. We encourage you to submit news and articles to make this publication a resource for us—and an enjoyable read.

2020 was certainly a challenging year—but one that NYSNLA handled as it came. In the midst of this worldwide pandemic, our association undertook a major transition, with a new partnership that began on April 1, 2020 with Capitol Hill Management Services to provide our association management and operational support. This transition included an overhaul of our operational procedures, a major cleanup of our data and records, and the design and launch of a new website and online resource center. And all this took place, while each day at the height of quarantine, we were advocating New York State Government, providing timely updates to you, and answering dozens of member phone calls and e-mails every day.

As we continue our transition to the future, we have a number of important updates for you inside this issue, including:

- **How to use the new website.**
- **How to renew your membership for 2021.**
- **CNLP Updates—including recertification and professional development.**

- **The latest COVID-19 updates.**
- **Information on our new and exciting professional development program: NYSNLA Educational Symposium and Region Virtual Education Days.**
- **Our association's leadership for 2021.**

As the year comes to an end, NYSNLA is working hard to make sure we are ready for 2021—and beyond. NYSNLA will continue to focus on advocacy, professional development, improved membership services, and finalizing the transition to our new operational model in the new year. There is a lot to be thankful for this year, despite all that 2020 has brought us.

I am grateful for the dedicated volunteer leaders on our Board of Directors and committees, for our Supporters, our Staff, and most of all—for you—our Members who are passionate about the green industry in New York. Thank you for your presence and ongoing support of our incredible association and professional community!

I am hopeful that we can all be together again later in 2021 for our Court of Honor at the State Fair, CNLP Day, and the many great events offered by our Regions.

Until then, I wish you all a happy and safe holiday season. Here's to a better 2021!

Sincerely,

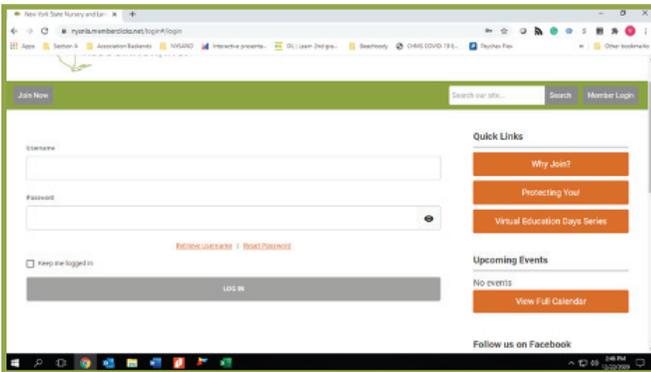
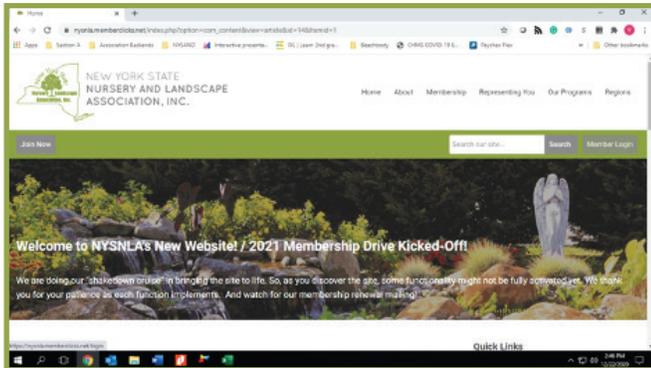
Anthony Caggiano, Lifetime CNLP
President



How to Get the Most of Your NYSNLA New Website Experience

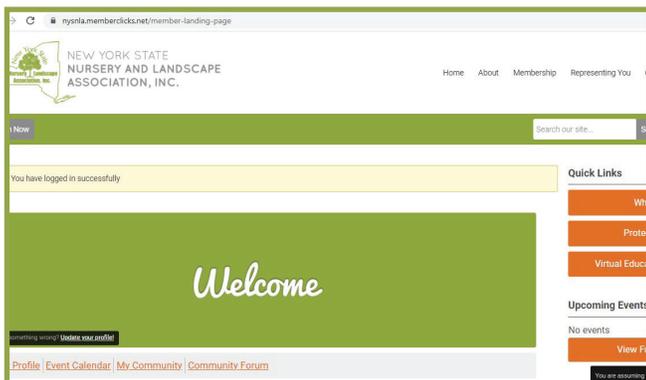
WHEN YOU VISIT THE NYSNLA PAGE, GO RIGHT AHEAD AND LOGIN INTO YOUR MEMBER PROFILE

When you select “Member Login” you will be directed to the login page. If you have your username and password saved, please select login. If you do not have the username and password saved, type it into the browser here. If you forgot your username or password, you can access both by selecting the links on the login page.



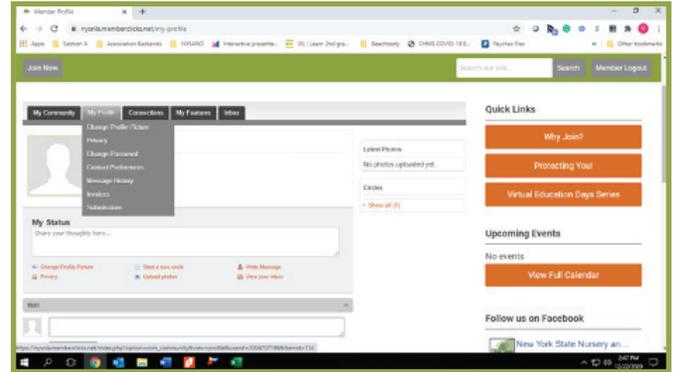
YOUR MEMBER LANDING PAGE

Once you are logged in you will be directed to the Member Landing Page. This is where you can directly access your Member Profile, Event Calendar, & NYSNLA Community. Go ahead and select “My Profile” which will direct you to the following page



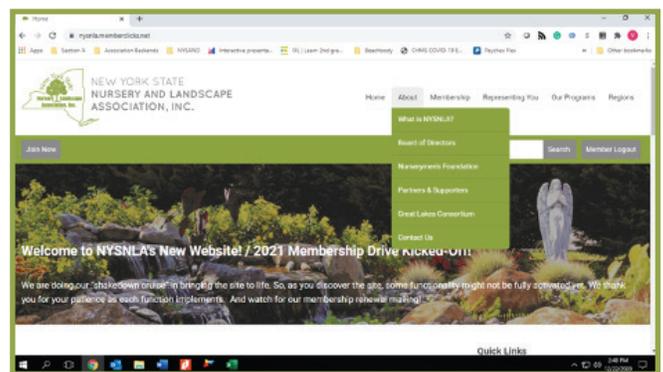
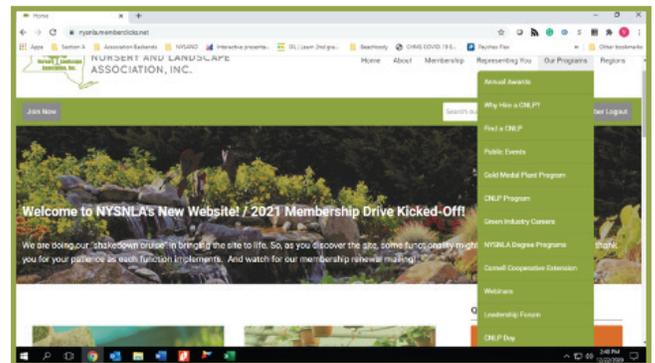
YOUR MEMBERSHIP PROFILE PAGE

Hover over “My Profile” and a menu will drop down and allow you to: Change Your Profile Picture, Manage your Contact Preferences, View Your Message History, View Your Invoices, and Access forms you have submitted to NYSNLA. All of these features are accessible to each NYSNLA Member.



IMPORTANT WEBSITE FEATURES TO USE!

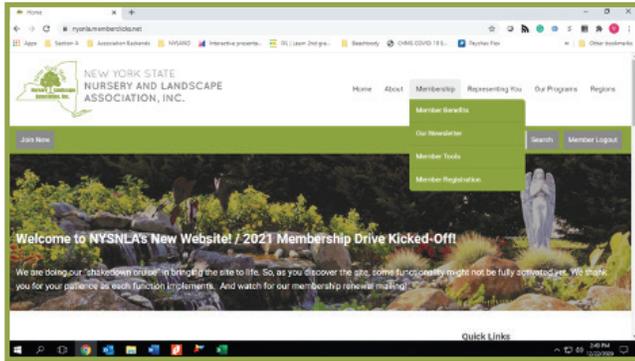
On the main NYSNLA website page, take a look at “Our Programs” – we have a direct listing of all of the amazing programs that the NYSNLA Board and Staff put together for our members. Click through each of them to take advantage of this great member benefit.



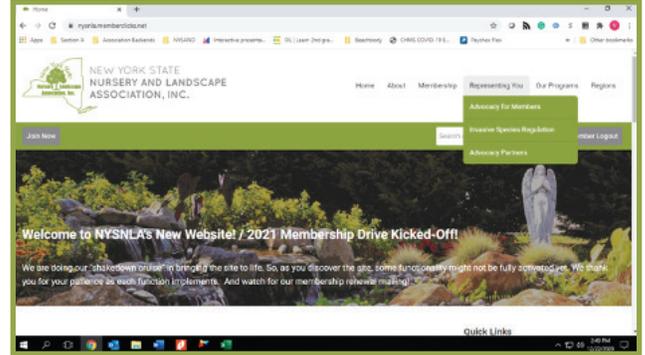
While you’re browsing the main page, don’t miss out on the NYSNLA About menu. Here you can learn more about the Association, the Board of Directors, the Nurseymen’s Foundation, and so much more.

How to Get the Most of Your NYSNLA New Website Experience

IMPORTANT WEBSITE FEATURES TO USE!



We're so happy you are a NYSNLA Member – but we want you to be able to use all of your NYSNLA Member Benefits. Look through our Membership Menu to view your Membership Benefits, review the Newsletter and access Member tools.



NYSNLA is actively advocating for our members in the New York State Legislature. Through the work of our Advocacy Committee, look through our advocacy menu for a rundown of how NYSNLA protects its members and our industry.

A Successful CNLP Day Held in Ithaca

By Liz Snyder, CNLP
plantSTNY President & NYSNLA Secretary

2020 CNLP Day was hosted by plantSTNY, NYSNLA Region 8, on Friday, September 11, 2020. It was a wonderful success—and great to be together in-person! The group enjoyed a socially-distanced day of learning and connecting with peers. Many thanks to all who attended in support of the industry and were willing to make the extra efforts to be safe.

The first portion of the day was held at Cornell Botanic Gardens on the beautiful Cornell Campus. Attendees enjoyed a botanical scavenger hunt and self-guided tour of the gardens including the Robison Herb Garden, the tropical container gardens near Nevin Welcome Center, the Young Flower Garden, the Mullestein Winter Garden, the Comstock Knoll Rhododendron collection, the Bioswale garden, and more.

The second portion of the tour included a private tour of Der Rosenmeister Nursery, a rose nursery in Ithaca whose specialties also include Bonsai. The group enjoyed a walking tour of the display gardens by owner Leon Ginenthal and enjoyed dinner on the terrace. A big thank you to Leon for his hospitality!

Thank you to the plantSTNY Team for hosting and planning this special day. We can't wait to see everyone at CNLP Day 2021!



Professional Development Committee Year in Review!

By Jerry Parmenter, Senior CNLP & Beth Fry, Senior CNLP Co-Chairs, Professional Development Committee

While COVID-19 restrictions have kept many of our NYSNLA functions down in 2020, it has been a very productive year for our committee. As committee Co-Chairs, Beth and I kicked off the year by traveling to Toronto to participate in the Canada Nursery Landscape Association annual certification meetings. Canada is known for their excellence in the green industry, so we took advantage of an invitation from Landscape Ontario to attend. The trip proved to be very worthwhile and was a great motivator for kicking our committee back into motion.

A direct result of our trip was our name changed from “CNLP Committee” to our new name which is the “Professional Development Committee.” While certification is what we are known for, our committee provides many other components, such as leadership training, garden tours, webinars, and now our virtual education events. This new committee name has been well-received and we have been busy fulfilling the various components we provide.

One of our greatest successes in 2020 was the complete overhaul of the CNLP Review Manual. It has been a stumbling block for years, and this year we made it our mission to conquer it. We're thrilled to report that we are very close to achieving our goal! Each chapter has been revised and updated with current information, photos and links. The new manual will be an electronic version that will be accessible by logging-in through the certification tab on the new NYSNLA website. Don't worry, you will still be able to purchase print copies through the State Office. However, the advantage of this electronic version is that it can be updated at any point and will have clickable links to outside resources. Stay tuned for a roll-out announcement early this winter!

In other CNLP news, Region 8 graciously hosted the 2020 CNLP Day at the Cornell Botanic Garden in Ithaca this fall. Participants enjoyed the gardens and arboretum as well as a separate private garden. Dinner and drinks followed what was one of very few in-person NYSNLA events this year.

The 2020 CNLP of the Year award was appropriately awarded to Liz Snyder from Region 8 and she definitely earned it! Liz volunteered to help our committee rewrite multiple chapters within the manual while stepping up to the State Executive Board and revamping her region. We look forward to presenting Liz with this great honor at the 2021 New York State Fair.

The latest challenge our regions have been dealing with is planning for 2021 Education Days during this pandemic. Beth Fry has worked with our State Office Staff and Regional Representatives to spearhead the Virtual Education Day Series as a new component of our Professional Development Committee. Be sure to read about this excellent new program!

Being that it is the holiday season, I will leave you with a gift of good news! Due to the pandemic, educational events offering CNLP credits were few and far between in 2020. To compensate for this issue, anyone who's certification is up for renewal will be receiving an extension until 2022. In early January, all CNLP-holders will be contacted by the State Office and have an opportunity to participate in a webinar that will provide the latest updates and to learn about how to use the CNLP Center on the new website. So, please enjoy the holidays and we will be reaching out to you shortly.

Please stay tuned for many great things that are on the horizon for 2021!

Happy Holidays!

NYSNLA Represents at Great Lakes Conference



On September 22, 2020, NYSNLA President Tony Caggiano, Vice President Karl Naegler and Staff represented the association and New York State at the Great Lakes Leadership Conference for Nursery and Landscape Professionals. The conference, originally scheduled in Cleveland, was virtual due to the pandemic—and needless to say—COVID-19's impact on the industry was a major part of the presentations and discussions.

Conference attendees from the states and Canadian provinces bordering the Great Lakes, were impressed with NYSNLA's progress and updates—and paid particular attention to the lessons we learned during the quarantine months of

March-May. “It was great opportunity to connect with our colleagues at this challenging time—and our networking and idea-sharing will only help all of us and our industry get through the Coronavirus—and be ready for the future,” said President Tony Caggiano.



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0035	Florists: Growers	\$ 3.68	\$ 3.34	- 9%
0005	Nurserymen	\$ 3.89	\$ 2.82	- 28%
8017	Retail Stores	\$ 1.97	\$ 1.80	- 9%
9402	Snow Plowing	\$ 8.28	\$ 8.06	- 3%
0106	Tree Pruning	\$ 12.15	\$ 9.99	- 18%
8809	Executive Officers	\$.28	\$.24	- 14%
8810	Clerical	\$.18	\$.17	- 8%
8742	Salespersons	\$.39	\$.37	- 6%

COMMERCIAL LINES: Michigan Millers Insurance

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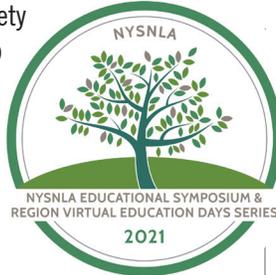


NYSNLA & The Regions Announce Educational Symposium & Virtual Educational Days Series for Professional Development In Early 2021

WHY WE'RE DOING THIS...

In response to the ongoing pandemic, safety restrictions on gatherings, and need to provide value and professional development to the members of NYSNLA, our Regions, and green industry colleagues across the Empire State, we are very pleased to offer this collaborative education series during the first months of 2021.

“The NYSNLA Virtual Education Series is a fantastic way to see how your NYSNLA membership is a benefit to you. COVID-19 has forced the Regions of NYSNLA to cancel their usual Education and Trade Shows—but because we are a statewide association we were able to combine our efforts and resources to create this Virtual Education Day program. This series will provide the latest updates from the NYSNLA Office in Albany, as well as provide a glimpse of each of the Regions as they host their speakers. The NYSNLA Professional Development Committee has worked hard to provide a broad range of topics and speakers for this Virtual Education Day series and we hope that you will be able to join us!” says Beth Fry, Senior CNLP.



HERE IS A RUNDOWN OF THE SERIES OFFERINGS:

Wednesday, January 27, 2021 **NYSNLA Educational Symposium Important NYSNLA, New York State and Industry Updates**
9:00 a.m. – 1:00 p.m.

with NYSNLA Officers, State Officials & the Proven Winners® Team

Wednesday, February 3, 2021 **Series Session 1 – Hosted by Region 1/LINLA**

9:00 – 10:30 a.m.

Tick Tactics: Knowing the enemy is half the battle, the other is having a plan

with Dan Gilrein, Cornell Cooperative Extension of Suffolk County; Moses Cucura, Suffolk County Department of Public Works; and Dr. Tamson Yeh, Cornell Cooperative Extension of Suffolk County

Wednesday, February 10, 2021 **Series Session 2 – Hosted by Region 7**

9:00 – 10:30 a.m.

Boxing Boxwood Blight

Margery Daughtrey, Senior Extension Associate with the Section of Plant Pathology and Plant-Microbe Biology, Cornell University

Wednesday, February 17, 2021 **Series Session 3 – Hosted by Region 5/PlantGFLX**
9:00 – 10:30 a.m. **Competing in a Post-COVID Marketplace**

with Dr. Charles R. Hall, Ellison Chair in International Floriculture, Department of Horticultural Sciences, Texas A&M University

Wednesday, February 24, 2021 **Series Session 4 – Hosted by Region 4/PlantCNY**

9:00 – 10:30 a.m.

The Top 10 Tree Insects and Diseases of New York State

with Dr. Beth Brantley, Bartlett Tree Research Lab

Wednesday, March 3, 2021 **Series Session 5 – Hosted by Region 6/PlantWNY**

9:00 – 10:30 a.m.

Trends in Horticulture

David L. Culp, Principle of David L. Culp Designs

Wednesday, March 10, 2021 **Series Session 6 – Hosted by Region 8/PlantSTNY**

9:00 – 10:30 a.m.

Inspiring the Next Generation – A Panel Discussion on Developing a Great Workforce

Moderated by Leigh McGonagle, CNLP; with Pam Dooley, Jeff Ronhaar, and Jennifer Myers

Our program will offer CNLP, DEC and ISA Credits.

You don't want to miss out on this incredible opportunity to expand your knowledge, earn credits, and network virtually with colleagues. For more information and to register, please go to the NYSNLA website at www.nysnla.com.

WE'RE LOOKING FOR SPONSORSHIP & SUPPORT...

This new program offers companies a wonderful opportunity to showcase their services and products. You can find out about this opportunities by visiting NYSNLA's website.

Work Comp Insights

The Flanders Group - Your Workers' Compensation Partner

The Employers' Liability Component of Workers' Compensation Insurance

As an employer, it's your responsibility to ensure your workers remain both safe and healthy on the job. However, accidents are common even in otherwise safe workplaces, making workers' compensation coverage a must. These policies have two main parts—Part One: Workers' Compensation Insurance and Part Two: Employers' Liability Insurance.

This Work Comp Insights will examine Part Two, giving you a better sense of what's covered under your policy.

Part Two and What It Covers

The main purpose of workers' compensation insurance is to ensure that injured workers receive medical care and benefits when they are injured on the job and unable to work (Part One). However, employees may still sue your organization for damages if they feel your negligence caused the injury in the first place. That's where Part Two of workers' compensation insurance comes in.

Part Two, which is often referred to as *employers' liability insurance*, protects your organization should employees file a lawsuit following an on-the-job accident that isn't subject to state statutory benefits. This component of workers' compensation insurance pays for attorney's fees, court costs, and settlements or judgments. Employers' liability coverage can be especially useful following a variety of claims, including:

1. **Third-party action**—If an employee is injured at work, they may not sue you directly. However, they could sue a third party who could then file their own lawsuit against you. For instance, if an employee hurts himself or herself on a piece of machinery, they could sue the equipment manufacturer. That manufacturer could then sue you if they feel your negligence led to the accident.
2. **Loss of consortium**—In the event that an employee is injured, a spouse may file a lawsuit for injuries that result in a loss of a family relationship. For instance, should an employee be severely injured or killed on the job, employers' liability coverage can provide a level of protection.
3. **Consequential body injury**—These types of claims refer to consequential damages linked to the initial accident. For instance, a spouse may sue your organization should the injury to their loved one negatively affect their own health (e.g., elevated blood pressure, back issues).

Not all workers' compensation policies include employers' liability coverage automatically. As such, it's important to speak with someone who can help you better understand your coverage and identify any gaps.

For a second opinion on your workers' compensation insurance program, contact our Flanders Group green industry experts today:

Mike Pollack (585) 485-5859

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SNOW SENSE

By Mike Pollack, CPCU, ARM • Executive Vice President, The Flanders Group
(585) 485-5859 • mpollack@flandersgroup.com

Your winter slip and fall claims will probably not be about the quality of your work, they will be a result of the contracts you sign. Contractual risk transfer is when the property owner transfers their liability to keep their parking lots and sidewalks safe to the snow removal contractor through the service contract. Contract requirements vary, so it's important to have your insurance agent review the contracts you are asked to sign to be sure your limits and coverages are adequate and to remove any unacceptable risk transfer language.

THE MOST COMMON PROBLEMS WE SEE WHEN REVIEWING SNOWPLOW CONTACTS:

1. Onerous Indemnification Clauses: Some contracts use this as an attempt to transfer 100% of a property owner/manager's liability for slip and fall claims to the snow contractor. Unless you have been granted a blank check to perform unlimited snow and ice services at your discretion for the length of the contract, you should not agree to some of these indemnification clauses.

- a. Red flags include words like alleging or imposed.
- b. Phrases such as "regardless of negligence", "however such injuries may be caused", "in whole or part", "liability is imputed", "regardless of whether or not a claim is caused in part by a party indemnified hereunder", "direct or indirect", "in anyway related".

Request standard indemnification wording - The subcontractor agrees to indemnify and hold harmless the owner from any claims, suits or demands of damage or loss arising from the negligence of the contractor. If this language is not acceptable to your customer, ask them for examples of situations they are concerned about that would not be addressed within the standard language.

2. Unrealistic Expectations: These are requirements we often see that should be excluded:

- a. **Zero Tolerance**
- b. **Drifting Snow:** There is no realistic way to visit the site every time the wind blows.
- c. **Freezing and Thawing:** A walk through should be performed with the property owner to identify and write into the contract existing conditions that you will not be responsible for. Examples include downspouts that drain onto a parking area or sidewalk, low spots that will accumulate water and freeze at night, or thaw and freeze from snow banks into the parking areas or sidewalks.

**FOR MORE INFORMATION ABOUT PROTECTING YOUR BUSINESS WHILE YOU PLOW THIS WINTER,
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We are proud to introduce the three incredible professionals chosen as NYSNLA's 2020 Award Recipients.



HONORING THE NYSNLA 2020 COURT OF HONOR RECIPIENTS

CNLP OF THE YEAR
Elizabeth Snyder, CNLP

HALL OF FAME INDUCTEE
David B. Dailey, Jr., Lifetime CNLP

**GEORGE L. GOOD
GOLD MEDAL OF HORTICULTURE**
Donna W. Moramarco, CNLP



On December 8, 2020, NYSNLA held a Virtual Cocktail Party & Presentation of Our 2020 Honorees. It was wonderful to see so many people join us from the comfort and safety of your own home or office as we gathered in the holiday season and enjoyed some cheer, saw and caught-up with colleagues, and most importantly, celebrated Liz, Dave and Donna, our 2020 Honorees. This was the least we could do for them until we can do it right at the New York State Fair next August (fingers crossed!), where the Class of 2020 Award Recipients will be honored fully along with the Class of 2021 Honorees.

Once again, congratulations to Liz, Dave and Donna on their well-deserved recognition!

Continuity of Leadership for 2021

As you know, NYSNLA has been vigilantly monitoring the latest news and information pertaining to COVID-19. We had hoped that our country and state would have moved continuously forward in re-opening with a positive public health response—mitigating the impact of the virus. As we all know from the headlines, sadly this is not the case.

At their Year-End Meeting, the Board of Directors voted to maintain the current Executive Team for another year of service to the association and our members. Because of the importance of making sure NYSNLA continues to grow and provide membership value, while ensuring the health and safety of our members and supporters, the officers were willing to donate this additional year of dedicated service.

THE 2021 EXECUTIVE TEAM WILL BE:

- Anthony Caggiano, Lifetime CNLP – President**
- Karl Naegler, CNLP – Vice President**
- Melissa Caggiano, CNLP – Treasurer**
- Elizabeth Snyder, CNLP – Secretary**
- Mike Frank – Immediate Past President**

Congratulations and thanks to our officers—and our entire Board of Directors for their service to NYSNLA and our profession!

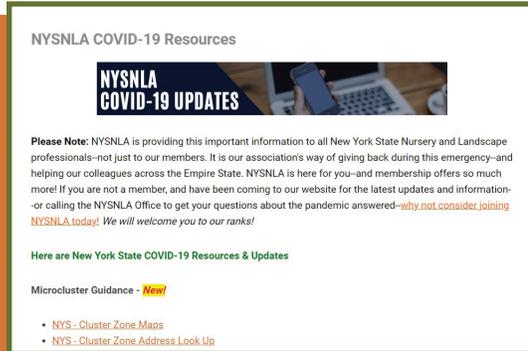


NYSNLA Officers meet prior to the Summer Board of Directors Meeting at our new State Office in Albany. From l. to r. President Tony Caggiano; Secretary Liz Snyder; Treasurer Melissa Caggiano; Vice President Karl Naegler; and Immediate Past President Mike Frank.

SUMMER BOARD MEETING IN-PERSON



The leadership of NYSNLA was able to safely meet this past August at our new office in Albany. The meeting covered much ground as the Board made important decisions for the future of NYSNLA. At the meeting, the Board also met the staff of our new association management company, Capitol Hill Management Services.



Are You Up-To-Date? NYSNLA COVID-19 Resource Center

Orange zones. Yellow Zones. How is your area measuring-up in the pandemic spike? This is important information to know for yourself, your family, and employees! Make sure you use the NYSNLA COVID-19 RESOURCE PAGE on the new NYSNLA website, so you have the latest information available from New York State. Make this online resource your **GO-TO SOURCE!**

2021 Membership Drive Underway!

NYSNLSA is now conducting our 2021 Membership Drive...so if you have not yet renewed or join NYSNLA for the new membership year...please join us! You can renew conveniently online (follow the directions for logging-in that are contained in our New Website introduction piece on page 2) or use the handy membership form found on the following page. Also, watch your mailbox, as a membership renewal packet has been sent out everyone in our database...watch for it!

If you have any questions about membership, please contact the NYSNLA State Office at info@nysnla.com or (518) 580-4063. We look forward to serving you in 2021!



2021 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: _____ Phone: _____

Company Website: _____

Please Note: All members must pay dues for State and one Region. You may add additional regions, as desired.

2021 State Dues – **Required**

___ Self-Employed or ___ Company

Yearly Revenue/Dues: ___ \$0-250k - \$175 | ___ \$251-500k - \$220 | ___ \$501k-1M - \$275 | ___ \$1M+ - \$350

2021 Region Dues – **Required** Select one or more. *If you wish to be a Corporate Sponsor (below), choose your Regions, but do not pay the Region dues amount.*

Region 1 ___ Self-Employed (\$100) or ___ Company (\$150) | ___ Region 2 (\$75) | ___ Region 3 (\$75)

___ Region 4 (\$75) | ___ Region 5 (\$75) | ___ Region 6 (\$100) | ___ Region 7 (\$35) | ___ Region 8 (\$75)

NYSNLA Corporate Supporter Program (Optional – Replaces totals for State and Region Dues)

___ \$1,500 Platinum Supporter (includes membership in all 8 Regions.)

___ \$1,000 Gold Supporter (includes membership in up to 4 Regions; check your choices above.)

___ \$600 Silver Supporter (includes membership in 1 Region; check your choice above.)

NYS Nurserymen’s Foundation Contribution

I wish to contribute support for the industry through education and research. \$ _____

I wish to be a **NYSNLA Patron** and am making a gift of \$100 in addition to my dues. \$ _____

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