

CNLA Update



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www.CNLA.biz

[CNF Website](#)



Our Mission:

To enhance and protect Connecticut's green industry businesses.

Our Vision:

Improving landscapes and horticulture in Connecticut.

Our Goals:

- Advocacy
- Education
- Member Service/Value
- Community and Public Relations

Association Strength since 1907.

CNLA Summer Symposium Exhibitor Registration Now Open!

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[Register, as an Exhibitor, Online Today, by clicking here!](#)

[For more details on the Summer Symposium, click here.](#)

Social Media Marketing: For Small Business Owners

By: *Daniel Kehrer, Founder of BizBest.com*

Source: [SCORE.org](#)

"Small business owners are continuing to try social media as a marketing channel. But with so many options - and limited time and resources to use them - which ones are working best?"

As with so many other things in business, the answer is: "It depends." One thing is clear: Small businesses are moving headlong into online networking via social media, with 90% saying they've jumped in, according to a survey by the online small business community Manta. Among small businesses using social media, 78% report that at least 25% of their customers are now finding them via social channels.

And in a recent survey conducted by Vistage International (a peer advisory firm for business executives) and The Wall Street Journal, 60% of the 835 small business owners surveyed said they've had success growing their businesses with social media.

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Become a closer part of our
CNLA community!

But the tools and platforms they use vary greatly, and "success" depends on the type of business they have and how they use the social media tools and platforms." [Click here to continue reading the full article.](#)

SCORE is a great resource for business owners to receive FREE small business advice on several topics. A SCORE representative will be presenting at the CNLA Summer Symposium in July!

Daniel Kehrer, Founder & Managing Director of BizBest Media Corp., is a nationally-known, award-winning expert on small and local business, start-ups, content marketing, entrepreneurship and social media, with an MBA from UCLA/Anderson. Read more of Daniel's tips at www.BizBest.com, follow him at www.twitter.com/140Main and connect on LinkedIn at www.linkedin.com/in/danielkehrer.

Retiring After 42 Years!

Congratulations to
Peter Trenchard
**of the Connecticut Agricultural
Experiment Station**

Letters of congratulations accepted until Wednesday, April 27th, send to Victoria.Smith@ct.gov.

Outdoor Safety Tips For You and Your Workers:

Now that warmer weather is here and the season is in full force, don't forget the safety of yourself and your workers.

Protecting Yourself From Ticks & Mosquitoes:

- Wear a hat and light-colored clothing (so ticks can be easily spotted), including long-sleeved shirts and long pants tucked into boots or socks.
- Use insect repellents.
 - Use repellents containing 20-50% DEET on exposed skin and clothing.

- Reapply repellents as needed. (Always follow products labels).
- Use insecticides such as permethrin for greater protection.
 - Permethrin can be used on clothing, but not on skin.
 - One application to pants, socks, and shoes may be effective through several washings.
- Check skin and clothing for ticks daily. Check hair, underarms, and groin.
- Immediately remove ticks using fine-tipped tweezers.
 - Grasp the tick firmly, as close to your skin as possible.
 - Pull the tick's body away from your skin with a steady motion.
 - Clean the area with soap and water.
- Wash and dry work clothes using the "hot" settings to kill any ticks present.
- If you develop symptoms of a vector-borne disease, seek medical attention promptly. Tell your doctor that you work outdoors and report any ticks or mosquito bites.

[Download & Share Fact Sheet Here](#) (English)

[Download & Share Fact Sheet Here](#) (Spanish)



The CT Nurserymen's Foundation Annual Appeal

What is the definition of happiness? Doing what you love all day is one way of describing it. We all belong to a very special group- we are working in a field that we love, growing plants for a living. No matter which aspect of horticulture you are in, from retail to wholesale to landscaping to education to research, what we do is very important in today's world.

The cost of college for today's young people has never been higher. Many are foregoing a college education because of the fear of unbearable debt when they graduate. Others are going to school part time while working in order to afford a quality education. The future of our beloved industry lies in the hands of today's horticulture students.

The Connecticut Nurserymen's Foundation was established to provide scholarships for Connecticut students to attend college and study Horticulture. We currently have twenty five students that have received

CNF scholarships over the last 17 years. In 2016 alone, the Foundation awarded \$32,500 to three students from our state. As a member of the Foundation, I am part of the interview process. The talent and commitment of these young adults is truly wonderful to see. Meeting them and learning about their wishes for the future of our industry inspires hope. Learning of their struggles to pay for school in these times is an eye opener.

In the past many of you have contributed to the CNF by participating in the many raffles at CNLA functions or events like the CNF Golf Tournament. The CNF Board of Directors is asking you for your generous support again in this annual fund drive. Your contribution will allow the CNF to continue to award valuable scholarships to our future leaders. This is an opportunity for all of us to make a difference in a young person's life and to make a difference in the industry we all cherish.

Because of your generous contributions, in the past 20 years the foundation has given over \$470,000 in scholarships and just recently we have started to give out research grants which now total over \$10,000.

A contribution in any amount is welcome. Your contribution to the CNF Annual Appeal is tax deductible and a true investment that will pay dividends for all of us. Thank you for your past support and generosity and thank you for contributing today and helping us build our future!

The CNF Board of Directors
Holly Johnson, President

Please make out your check to **CT Nurserymen's Foundation** and send to:

CNF
16 Lynn Drive
Vernon CT 06066



USDA Risk Management Events Calendar:

Check out the link below for the calendar of Risk Management events!

[Risk Management 2015-2016 Event Calendar](#)



We Want To Know:

Help Us Share Your News!

- Send us highlights of your organization such as:
 - Anniversaries
 - Achievements
 - Promotions
 - Awards
 - Events
 - Milestones
- Send us topics/articles you would like featured in the updates.
- Update us on new/interesting plants your organization might have.

Suggestions can be sent to CNLA by emailing info@cnla.biz.

CNLA Committees:



Are you interested in getting involved with your association? If so, check out the committees below as CNLA is always looking for volunteers! Contact the CNLA Executive Office by phone or email and let us know which committee interests you!

- Program Committee
 - Summer Meeting
 - Winter Meeting

- CANP
- Landscaping
- Membership Committee
- Legislative Committee

Find Us on Social Media:



Find us on Facebook by searching "Connecticut Nursery & Landscape Association" and clicking the "like" button.

Follow us on Twitter by searching "@CNLA_1907".

Upcoming Industry Events

Share with us any of your upcoming events and we would be happy to help spread the word!

UConn Turfgrass Field Day
7/19/16 | Plant Science Research & Education Facility, Storrs, CT
[For more information, click here.](#)

CNLA Summer Meeting
7/20/16 | Monrovia
Stay tuned for more information.

The Gathering
9/10/16 | Chamard Vineyard
More information to come...

[RMA Calendar of Events](#)

Classified Ads:

HELP WANTED HORTICULTURAL CREW LEADER: Award-winning family owned design build residential landscape construction and maintenance company is seeking an experienced Horticultural Crew Leader with gardening and leadership expertise to join our outstanding Maintenance Division. As one of our Horticultural Crew Leaders you will have an incredible opportunity to manage your crew of horticulturists and garden on some of the most beautiful and prestigious landscapes in the New Haven County area. We specialize in organic lawn and landscape care. We are a NOFA certified Organic Landcare business. To see full job posting, [click here](#). **Christensen Landscape Services**, 325 Reeds Gap Rd., Northford, CT 06472, 203-484-0424. Send resumes to kim@christensenlandscape.com Website www.christensenlandscape.com [4/8/16]

Connecticut Nursery & Landscape Association, P.O. Box 30, Bloomfield, CT 06002

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