

CNLA Update



Connecticut
Nursery &
Landscape
Association

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MAY 16, 2016



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.

**CT Accredited Nursery Professional
(CANP)
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Get Accredited!
Impress your employer.
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Register TODAY for CNLA's annual 13-week certification program that will teach you the basics of botany, plant identification, and professional horticultural information. **Classes begin August 16th at Jones Auditorium in New Haven, CT!**

CANP is for EVERYONE! Past students have backgrounds in all fields of our industry: retail, landscape, design, growing/propagation, wholesale, and turf management.



[For more information, click here.](#)

[To register online, click here.](#)

CNLA Summer Symposium Registration Open Exhibitors & Attendees!

Become A Friend of CNLA on
Facebook!



Become a closer part of our
CNLA community!



[Attendee Online Registration](#)

[Exhibitor Online Registration](#)

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

9 Ways To Keep Employees Engaged

By: *JoAnna Brandi, Customer Care Coach®*,
www.customercarecoach.com Source: SCORE.org

"Are your employees engaged in their work, or are they estranged from your company's mission and their role in making it happen? Mounting evidence suggests that the more engaged employees are in what they do, the better their performance and the higher the rewards for everyone. The key is to have managers who are skilled at creating employee engagement. This article offers nine tips for giving employees what they need so that they're willing to be and do their best...

...For business leaders in companies of all sizes, the writing is on the wall: You can make and save money by keeping employees engaged. Here are nine management tips for creating and sustaining employee engagement:

1) Let go of any negative opinions you may have about your employees. Approach each of them as a source of unique knowledge

with something valuable to contribute to the company. Remember that you are co-creating the achievement of a vision with them.

2) Make sure employees have everything they need to do their jobs.

Remember when you started a new school year and you'd prepare by getting all new school supplies? Why not build just such an opportunity into your department simply by asking each staff member, or the team as a whole, "Do you have everything you need to be as competent as you can be?" Remember, just as marketplace and customer needs change at daily, so do your employees' needs change.

3) Clearly communicate what's expected of employees-what the company values and vision are, and how the company defines success. Employees can't perform well or be productive if they don't clearly know what it is they're there to do-and the part they play in the overall success of the company. Be sure to communicate your expectations, and to do it often...."

[To continue reading the full article, click here.](#)

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!

JoAnna Brandi is Publisher of the Customer Care Coach® a weekly training program on mastering "The Art and Science of Exquisite Customer Care." She is the author of Winning at Customer Retention, 101 Ways to Keep 'em Happy, Keep 'em Loyal and Keep 'em Coming Back. Visit her Web site and sign up for her free email tip on customer care at www.customercarecoach.com.

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CT Farm Bureau: New Location Come June



Connecticut Farm Bureau Association (CFBA) has purchased a 17,600 square foot professional office building at 78 Beaver Road in Wethersfield, CT. CFBA plans to move its office operations in June.

"CFBA has been working on a relocation plan for the past several years that included the development of specific search criteria to best meet the needs of our members. We wanted to be close to Hartford and easily accessible from all over the state. This building met that objective while also offering the ability to reduce our own occupancy expense and provide rental income to diversify the revenue stream to the association," said Henry Talmage, CFBA Executive Director.

The Working Lands Alliance, which currently sublets an office at the Connecticut Farm Bureau, will also relocate to the building.

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Members in the News: Scot Haney of WFSB Visits The Garden Barn



Check out Scot Haney's visit to The Garden Barn!

<http://gardenbarn.com/content/scot-haney-visits-garden-barn>

It can also be viewed on the WFSB website:

<http://www.wfsb.com/clip/12404272/what-are-you-getting-mom>

~

AmericanHort Advocacy Updates:

House Hearing Delves into Grower Production Costs, Drivers

By: Craig Regelbrugge

Late last month, the House Agriculture Subcommittee on Biotechnology, Horticulture, and Research held a hearing focusing on the farm economy and factors impacting the cost of production. "Horticulture" is this Subcommittee's middle name, and AmericanHort seized the opportunity to file testimony describing some of the challenges confronting nursery and greenhouse growers, and how programs under the Subcommittee's jurisdiction are helping. We described how several key Farm Bill programs, such as the National Clean Plant Network, Section 10007 pest and disease prevention program, Specialty Crop Research Initiative, and Specialty Crop Block Grants, are working to meet critical needs in our industry. The hearing provided a critical opportunity to educate Subcommittee members and their House colleagues on what's working and what needs to be addressed.

H-2B Update: Continuing Delays, Preparing for 2017

By: Jill Calabro, PhD

While continuing to work with Congress to address H-2B processing delays at the Departments of Labor and Homeland Security, AmericanHort is also focusing on the need for Congress to renew the H-2B returning worker exemption and other H-2B regulatory relief for 2017. President Obama signed an H-2B returning worker cap exemption and regulatory relief provisions into law on December 18, 2015 as part of a massive spending bill. Without the cap exemption, many of our members would not have been able to use the H-2B program this year. The cap was hit last month, even with the returning worker exemption in place. We are asking Congress to extend the exemption beyond September 30, 2016. If the cap relief is not extended, we'll be looking at a landscape industry crisis in the Spring of 2017. Congress must hear from the industry as decisions are being made in the weeks ahead. The H-2B Workforce Coalition is hosting a lobbying day in Washington on May 18, and we are also looking at the week of June 6 as an alternative date. If interested in coming to Washington to work on the H-2B returning worker issue, please contact AmericanHort's Davi Bowen.

New Insights on Bee Parasites, Pathogens

By: Jill Calabro, PhD

With all the discussion about honey bee health, the implication is that a wealth of information exists about what is normal or healthy for a honey bee. Sadly, there is not. Very little information exists detailing the presence of honey bee pests in the U.S. Finally we are getting some answers. The National Honey Bee Disease Survey was initiated in 2009 to document honey bee pests and pathogens throughout the U.S. in the

response to concerns over declining honey bee populations. A report summarizing the first five years of sample collection was published in April. Researchers detailed their observations on mites, fungal pathogens, and viruses. A critical component of the survey is to also analyze pesticide residues in apiaries; however, this information was not included in the recent report. Researchers at the University of Maryland and USDA lead this multiyear effort. This first summary will serve as a baseline to measure trends and patterns over time, bringing much needed information to the debate.

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 [5/5/16]

HELP WANTED Wholesale Yard Nursery Manager. Prides Corner Farms, Inc. is looking for an experienced Manager to run our multi-million dollar plant wholesale yard. We are located in Eastern CT and offer a competitive salary with additional incentive pay and company vehicle. Previous managerial experience required. Fax or email cover letter and resume to (860) 468-6078 or hr@pridescorner.com [5/5/16]

HELP WANTED Northern Nurseries in West Suffield, CT seeks an exceptional Landscaper who is experienced with paver installations of walls, patios, walkways etc., to manage a growing business selling pavers and related products to homeowners and the Landscape Industry professions. This position requires an exceptional understanding of Pavers and the technical aspects of installation of both residential and commercial projects. Working in an office setting and in the field with Landscapers to demonstrate and instruct the proper installation techniques is key to success. Management of this business also requires exceptional written and verbal communication skills, supervisory experience, computer experience specifically word and excel, and proven sales ability. Must either be ICPI certified or able to become ICPI certified. This is a year round position with unlimited growth potential. Must have industry experience. Excellent salary and benefits. Resume and Salary History to hortnursery@gmail.com [5/3/16]



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

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