

# CNLA Update



MAY 27, 2016

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[www.CNLA.biz](http://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.*

## Legislative Update

There has been a lot of Legislative activity this past session as summarized in the [Legislative Update](#) provided by our Legislative Team.

**However, we are specifically excited to share the news regarding Pollinator Health:** "Legislation was passed to regulate the use of

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neonicotinoids, but not before CNLA and other agriculture groups were able to gain significant changes to the bill (SB 231), now Public Act 16-17, An Act Concerning Pollinator Health. The final product is a solid win for the group. CNLA submitted testimony on the measure at a public hearing before the Environment Committee and together with other agriculture groups was able to gain an exemption from products grown in contained greenhouses. The legislation also provides authority to the Agriculture Experiment Station to develop best practices on the use of neonicotinoids, and we will work with them to ensure CNLA has a voice in the process. Section 14 allows the DOT commissioner to plant vegetation with pollinator habitat, including flowering vegetation, in deforested areas along state highway rights-of-way if there are federal funds available for the planting. The legislation took effect from passage, which is the date the Governor signed the bill. The Governor signed the bill on May 6th." This is a perfect example of where your dues dollars help the industry. We will continue to update you on all Legislative activity.

**Many thanks to our Legislative Team and all of those involved in this past Legislative session. You have truly made an impact!**

To view the full Legislative Update, [click here](#).

To view the list of Connecticut State Legislators who have indicated that they will not run for re-election in November, [click here](#).

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## CNLA Executive Office Hours

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**CNLA Executive Office will be Closed on Monday, May 30th.**

Become A Friend of CNLA on  
Facebook!



Become a closer part of our  
CNLA community!

*Summer Hours will begin Today, May 27th.  
Monday-Thursday, 8:30 a.m. - 4:30 p.m.  
Friday, 8:30 a.m. - 4:00 p.m.*

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## **REGISTER TODAY!**

### **CT Accredited Nursery Professional (CANP) Program**

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**Get Accredited!**  
**Impress your employer.**  
**Impress your customers.**  
**Impress yourself.**

**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.](#)

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## **CNLA Summer Symposium Registration Open to Exhibitors & Attendees!**

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[Attendee Online Registration](#)

[Exhibitor Online Registration](#)

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

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## Social Marketing: Enhancing Social Networks for Small-Business Marketing

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Source: [SCORE.org](#), [Social Marketing](#)

The world is engaging more and more in social media, and that includes your customers and, more importantly, your potential customers. You may be active on social media personally, but how can you engage in [social media marketing](#) to support your business goals and raise awareness about your brand and products or services?

### **Tip #1: Start with Social, but Plan Bigger**

Social media can be the simplest way to [establish an online presence](#), for the following reasons:

- Cost-effectiveness: a social media page can be developed for little or no cost

- Simplicity and speed: easy-to-use interfaces mean your presence can be up and running in minutes
- Interactivity: these networks are inherently social in nature and usually have a built-in base of members, great for engaging prospective customers

Ideally, your business would have a website and use your social media channels as marketing tools to emphasize, amplify and reinforce your company brand, message and content, all of which would be designed to drive visitors to your main website. But even if a website isn't in your strategy or budget (despite the fact that you can actually [create a great website today for free](#)), your business can still benefit from registering a unique, descriptive domain name. Two primary ways to use a domain (or multiple domains) in support of a social media presence are:

- [Redirecting](#) it to your social presence for a branded Web address that can be used in marketing
- Using a [branded email address](#) to reinforce your social presence in email marketing and communications

#### **Tip #2: Content is the Key**

The best way to get your customers' attention and drive user interaction is to deliver frequent, high-quality and compelling content that targets your audience. These are a few tips on creating solid and interesting content:

- Consider your audience: know more than just who they are, know what they know, and more importantly, what they don't. This can help you proactively fill those gaps.
- Have a plan: know what you want your content to do for your business. Are you looking for leads or brand awareness? Your plan will help you see the path ahead, and more importantly, allow you to measure success or failure.
- Play to your passions: your content is bound to be more compelling and attractive if you have a deep and clear interest in the subject matter. Your readers can tell if you don't.

#### **Tip #3: Consider Spending a Little to Get in Front of New Customers**

Try paid advertising on social networks where your customers and prospects spend time. Many social platforms have budget-friendly options that small business owners can use to advertise their products and services. Here are some options available to you:

- Twitter 1 ads can work with any budget, and can easily be set up with just a credit card.

- Facebook 2 and LinkedIn 3 allow you to segment advertising targets by age, gender, location and interests, among others.
- YouTube 4 offers free services, charging fees only pay if users actually watch your videos.

**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!**

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**Verisign**, a global leader in domain names and Internet security, enables the world to connect online with reliability and confidence, anytime, anywhere. Verisign ensures the security, stability and resiliency of key Internet infrastructure, including the .com and .net top-level domains, and its Security Services include intelligence-driven DDoS Protection, iDefense Security Intelligence and Managed DNS.

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## **Horticultural Pollinator Research Investments Bearing Fruit**

### **Horticultural Research Institute Continues Work on a Key Industry Initiative**

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WASHINGTON, DC and COLUMBUS, OH-May 20, 2016-Bees and bee health are still making headlines, and sorely needed research results are finally starting to emerge. In early May, Horticultural Research Institute participated in a research symposium at Penn State University where early results from several research projects relevant to pollinator health were shared.

The Center for Pollinator Research at Penn State is comprised of a group

of 25 faculty members dedicated to studying pollinator health and conservation. The Center's research projects are diverse and comprehensive, varying from a project using beehives to mitigate crop damage by elephants in Kenya to developing a pollinator garden at the Flight 93 memorial site.

Several research projects impact the green industry more directly, including one on honey bee exposure to pesticides and one on honey bee nutrition. Horticultural Research Institute funded portions of this research through its Grow Wise, Bee Smart™ initiative.

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

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## USDA Risk Management Events Calendar:

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

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



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## We Want To Know:

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### **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](mailto:info@cnla.biz).

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## CNLA Committees:

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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:

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

Follow us on Twitter by searching "@CNLA\_1907".

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### 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](#)

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## Classified Ads:

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**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](mailto:kim@christensenlandscape.com). Website [www.christensenlandscape.com](http://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](mailto: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](mailto:hortnursery@gmail.com) [5/3/16]

