



How Can You Help?

JOIN A CNLA COMMITTEE OR THE BOARD

The Connecticut Nursery and Landscape Association is looking to strengthen our structure to benefit you, the members. As we lay new groundwork for a stronger future, we need your help. We are looking for your input or volunteer time. We have opportunities for people of varied talents. You decide how much time you can contribute to the association. Volunteering on a committee is an excellent opportunity to give back to the industry, network, and strengthen your talents.

Our greatest need for volunteers is on our committees. Each committee runs slightly different, but generally, they only meet a few times a year, and most meetings are in the form of a conference call. If you are thinking of running for the board of directors in the future, this is a great opportunity to explore that.

Winter Symposium Committee

The winter symposium is a showcase of the products our members sell. It is an opportunity to find items or services you may need, network with current vendors, and explore the cutting-edge solutions our industry has to offer. The winter symposium also features a robust set of educational workshops and seminars, often providing pesticide credits many of our members require to maintain their certifications. Finally, at the annual meeting, we celebrate the accomplishments the association has made throughout the year.

We need volunteers who are willing to brainstorm educational session topics, suggest possible speakers, and reaching out to industry experts to inquire their interest in presenting. This event has a tremendous opportunity for growth; we would love your help in making this event a destination conference for the Northeast.

Summer Field Day Committee

Summer Field Day is a great time to recap and compare notes on how Spring went. It is a moment to take a breather and catch up with industry contacts. The field day is also an opportunity to explore the host site and pick up new ideas that you can incorporate into your operation.

We need volunteers who can partner with the host site to iron out the details of this event. This includes, but is not limited to, identifying food vendors, developing proper signage, coordinating educational sessions, and ensuring participants have a productive and fun day.

Membership Committee

The membership committee welcomes our new members and answers any questions that they may have. Keeping in contact with the members is one of the primary functions. When in communicating with the members they ensure that CNLA is providing firms with the necessary resources and support.

We are looking for volunteers who are not shy and willing to reach out to industry firms that would benefit from CNLA membership. Brainstorming new member benefits and negotiating contracts with the help of the executive staff.

Marketing/Public Relations Committee

The public relations committee makes sure our members are up to date on all relevant information. This committee strives to ensure the public is correctly informed on critical issues. Promoting the industry to consumers, and the association to potential member firms through various venues.

Volunteers who have a knack for writing or technology would excel on this committee. Content creation is an essential factor in the internet age; this involves creating press releases, writing informative articles, and keeping members up to date on the latest information. This committee is responsible for maintaining the association website, social media pages, and producing a bi-weekly email newsletter.

Connecticut Accredited Nursery Professional Committee

CNLA's annual 13-week certification program teaches the basics of botany, plant identification, and professional horticultural information. CNLA recognizes that for the hard-working individuals of our industry there is a need to convey our professionalism to the consumer. This accreditation can help individuals as they search for a job, reassure the customers of the expertise we possess, and serve as a refresher for the vast amounts of information you digest.

Volunteers are needed to help identify and schedule presenters, Proctor and grade exams, and source materials for the class. This committee is responsible for reviewing and coordinating the updating of all class material in partnership with presenters.

Government Relations/Advocacy Committee

The government relations committee works hand in hand with the associations lobbying firm to keep an eye on legislative agendas and provide legislators with proper information. This committee oversees the policy development process to ensure that the association represents its members accurately throughout the legislative process. Ensuring that Connecticut stays business-friendly and affordable to live in are just a piece of the grassroots efforts spearheaded by our association.

We need volunteers are civic-minded, enjoy steering policy development, can speak publicly, or can offer testimony on short notice. Those with a broad overview of the industry can provide valuable knowledge to help educate legislators as they many difficult and complex decisions. Young advocates for our industry are also welcome, as legislators like to hear from those up and coming in the industry with hopes of making Connecticut their long-term home.

Special Events Committee

This new committee is tasked with bringing the fun back to CNLA, as well as provides additional educational opportunities. The focus will be on smaller activities throughout the year to give members the chance to socialize and relax. This committee will also plan educational opportunities that are not possible at either of the association's main events.

Social butterflies are encouraged to help brainstorm and coordinate ways to bring the fun back to CNLA for our members. Those seeking additional educational opportunities, this a phenomenal opportunity to share your ideas and be part of the planning process.

Young Professionals Committee

Young Professionals is a forum for members to share their learning experiences, form partnerships with other young members of the industry, and share the opportunities our industry has to offer. There is a noticeable lack of young professionals in our industry to take over for the aging workforce; one goal of the young professionals is to encourage youth to look at horticulture as a career. Inspiring others may involve hands-on activity to peak elementary school-age children's interest in plants, or mentor students in a horticulture program.

If you want to share your passion for horticulture with others, this is a great opportunity. Meet other young professionals as you brainstorm, coordinate, and execute activities to promote our industry as a career. All of this is achieved in conjunction with having an all-around good time.

Volunteer Today



The CT Nursery and Landscape Association invites all interested CNLA members to participate on committees where you can share your knowledge and expertise to help our organization.

Did you know:

- Committees are for all; not just owners
- Employees can participate
- Committee meetings are mostly conference calls and last less than 1 hour each
- Each committee has goals to accomplish and you can participate on as many tasks to complete the goal as you like

If you would like to serve on a CNLA Committee (Landscape Committee, CANP Committee, Membership Committee, Summer Field Day Committee, Winter Symposium, Legislative Committee), please email [Lisa Stevens](mailto:Lisa.Stevens@cnla.biz) at the CNLA office, call her 800-562-0610 or fill out the below to discuss the various opportunities.

Please provide your contact information and area of interest below and return to:

CNLA, PO Box 30, Bloomfield, CT 06002 | Info@cnla.biz

Name: _____

Organization: _____

Address: _____

Phone: _____

Email: _____

Area(s) of Interest: _____

