

NJNLA | 2020

Advocacy | Education | Community | Professionalism | Leadership



Thank you to the following members who made significant contributions of time and effort to create, review, and develop this plan:

David Defrange, Cooper Creek Landscape Management; Ray Cole, Elite Landscaping; Bob Heitzman, Michell's Company; Rich Hesselein, Pleasant Run Nursery; Suzanne VanSciver, Quinton Nursery; Frank Fernicola, Fairfield Garden Center, Heide Taylor, Fullerton Grounds Maintenance; Jack Otterbein, Otterbein Landscaping; Daryl Kobesky, Pleasant Run Nursery; Joe Infante, Infante Farms; Simon Darlington, Darlington Designs; Steve Wagner, Professional Horticultural Services; Mike Pasquarello, Elite Landscaping; Rob Swanekamp, Kube Pak; Noble McNaughton, IM Nursery; Joe Ehrenrich, Young's Landscape Management; Abby O'Brien, County Line Nursery; Kate Posten, Halka Nursery

And thank you to the hundreds of members who participated in the survey and provided feedback on the state of the association and its vision for the future.



NJNLA|2020

Advocacy | Education | Community | Professionalism | Leadership

Plan Summary

Two Thousand and Fifteen marks the 100th year anniversary of the New Jersey Nursery and Landscape Association. In light of this momentous anniversary, the Board of Directors took intuitive to launch a significant strategic planning exercise to set a new course.

The Century committee was created, and work began to define what success would look like and how we would get there. Major challenges in program and membership were identified. Members as well as leadership were surveyed and questioned about the value they were currently getting and would like to get from the association.

In August 2015, a planning retreat was held, follow up by a work session to refine the work of the retreat participants. Once that work was completed, major themes, strategies, and goals were assembled, refined, and voted on by the Board.

Finally, a new mission was adopted, along with a detailed vision statement and core values to be adhered.

This plan focuses on these key themes:

ADVOCACY

EDUCATION

MEMBERSHIP

RESOURCES



NJNLA|2020

Advocacy | Education | Community | Professionalism | Leadership

Mission:

“To be passionate advocates for professional nursery and landscape businesses in New Jersey.”

Values:

Professionalism: We are committed to setting, supporting, and advancing high standards for nursery and landscape businesses and promoting professional, qualified, and credentialed members.

Community: We are committed to building and expanding a diverse community of professionals dedicated to our mission, values, and vision, and interested in working together to advance the greater good of the nursery and landscape industry in New Jersey.

Vision:

“The New Jersey Nursery and Landscape Association is a passionate advocate for the nursery and landscape industry in New Jersey and drives successful initiatives that have high impact on improving the business environment for our members. We are a go-to resource for high value, relevant and timely information for industry professionals. We have a robust and diverse community of members and maintain a high retention rate by consistently delivering and communicating value in membership. Volunteerism and service to the association are strong among our community of members. The NJNLA continued to elevate our member businesses by setting and promoting high standards of professionalism and competency. NJNLA is financially strong and is proficient at building the human and financial capital necessary to pursue our mission of being passionate advocates for professional nursery and landscape businesses in New Jersey.”



NJNLA|2020

Advocacy | Education | Community | Professionalism | Leadership

Advocating for professional nursery and landscape businesses is the most important thing we do!

Here is what you told us:

The most important role of the association is advocacy.

75% of all survey respondents indicated that legislative and regulatory updates were important (the highest ranked of all content categories included in the membership survey)

Advocacy included Trenton and Washington, but also advocating for professional businesses at all levels, and advocating against bad actors that damage the reputation of the industry

Here is what we are going to do:

NJNLA will build an advocacy program that has a direct impact on the firms that make up our active membership, advances the profession and professionalism of our members, and improves the business environment for landscapers and nurserymen in New Jersey.

NJNLA will build an active grassroots network to take action on proposed legislation and regulation.

NJNLA will strengthen standards of membership, enhance and promote the CNLP program and other industry standards, and promote online professional, educated, and legitimate landscape and nursery businesses to government and the public.



NJNLA|2020

Advocacy | **Education** | Community | Professionalism | Leadership

An educated member is our best member. You want more ways to improve your skills and increase your knowledge.

Here is what you told us:

Education and educational opportunities are important to you and your employees.

You want to learn more business skills and ideas that will help you grow your business and earn more money.

Learning is not just top-down from educators, but there is a lot of value in peer-to-peer learning as well.

Here is what we are going to do:

NJNLA will establish an education committee to research, survey, and develop educational content that is high-value, timely, and relevant to you and your business.

We will regularly survey our membership, and our event attendees, and continually reevaluate and improve our offerings based on the responses you provide so our programs remain on the cutting edge.

We will review educational learning platforms, available technology, and other avenues for communicating valuable information to our members and build a resource library exclusively for members to utilize in their businesses.



NJNLA|2020

Advocacy | Education | **Community** | Professionalism | Leadership

At our core we are a community of professionals. It's more than networking, it's building relationships that last.

Here is what you told us:

Overwhelmingly the consensus is that as an association and an industry we can do more together than we can alone, and that idea comes from the desire for a strong community of nursery and landscape businesses and professionals.

The people you most want to meet are peers engaged in the same business as you.

You value communication and networking opportunities.

Here is what we are going to do:

Through a strong membership committee NJNLA will increase standards for membership, develop a plan for identifying membership prospects, and recruit professional nursery and landscape associations that represent the best the industry has to offer.

Increase networking and community building opportunities at all events and through all association activities.

Increase membership recognition and membership participation communication efforts.



NJNLA|2020

Advocacy | Education | Community | **Professionalism** | Leadership

Fly-By-Nights need not apply! A well respected and professional industry starts with strong standards.

Here is what you told us:

We need to elevate the profession in the eyes of consumers, competitors, and legislators.

We need to encourage education and enforce standards for the industry.

We need to marginalize fly-by-night companies that give the industry a bad name.

Here is what we are going to do:

The NJNLA will build and advance the standards set forth in the Certified Nursery and Landscape Professional Program, as well as other professional license, standards, and certifications, and promote those standards to the public and the industry.

The association will increase standards and professionalism in its own operations to emphasize to our membership the dedication and commitment we have to professionalism not only as a feature of this plan, but as a core value of the association.



NJNLA|2020

Advocacy | Education | Community | Professionalism | **Leadership**

Strong leaders are not born, they are made.

The NJNLA will aggressively recruit and train leaders from within our membership to serve on committees and as directors. These individuals, as well as the individuals who succeed them, will be vital in executing the idea and goals set forth in this strategic plan.

The NJNLA will also find ways to make these volunteer leadership positions rewarding and fulfilling for the members who accept them, and these individuals should and will be recognized for their leadership and dedication.

Leadership positions within the New Jersey Nursery and Landscape Association will be viewed as coveted opportunities.

A leadership and nominations committee will be created to identify and recruit future leaders.

Building the resources to see this through.

The NJNLA finance committee will be responsible for identifying growth opportunities to build the financial resources needed to deliver the high quality and high impact advocacy and services our members want..

The association will raise funds, run successful programs, and invest in the resources necessary to be a leading organization.

