

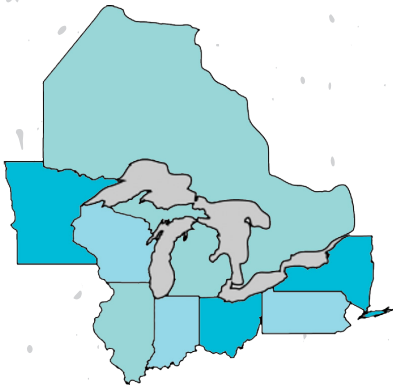
# SCHEDULE OF EVENTS



GREAT LAKES **NURSERY** &  
**LANDSCAPE** ASSOCIATION

## LONG ISLAND, NY

LEADERSHIP CONFERENCE 2024



**September 23-25, 2024**

Hyatt Place Long Island/East End  
& Long Island Aquarium

Riverhead, New York



# 2024 Great Lakes Leadership Conference Agenda

September 23-25, 2024 | Long Island, New York

## Monday, September 23, 2024

**3:00pm - 5:30pm**    **Arrival, Hotel Check-In, and Meeting Registration**    Hotel Lobby

We will have a table in the hotel lobby. Stop by for a warm welcome and pick up your name badge, meeting binder, and goodie bag.

**5:30pm - 6:30pm**    **Conference Welcoming, Icebreaker & Cocktail Reception**    Long Island Aquarium

Walk next door to the hotel and join us at the Long Island Aquarium for a great start of our conference. Enjoy the exhibits and displays.

**6:00pm**    **Shark Tank Adventure**    Long Island Aquarium  
*Anyone brave enough?*

**6:30pm - 8:30pm**    **Conference Kick-Off Dinner**    Long Island Aquarium

Enjoy our marine surroundings for a delicious dinner.

**8:30pm - ?**    **Explore Riverhead**

If you walk out the front door of the Hyatt and take a left—you can walk down the main drag of Riverhead and discover a range of bars, shops and restaurants.



# 2024 Great Lakes Leadership Conference Agenda

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## Tuesday, September 24, 2024

7:30am - 8:30am	<b>Breakfast</b>	Hotel Lobby
	The hotel serves complimentary breakfast in the lobby each morning.	
8:30am - 9:15am	<b>Welcome, Introductions, and Warm-Up Session</b>	The Terrace Terrace Room
	Every attendee will briefly re-introduce themselves to the group. Each attendee will be asked to share one challenge faced over the last year.	<b>Moderated by New York</b> (NYSNLA President Liz Snyder)
9:15am - 10:15am	<b>Industry Session: Mergers &amp; Acquisitions: Impact on the Industry &amp; Your Association</b>	The Terrace Terrace Room
	The last several years have brought about a surge in mergers and acquisitions in the Green Industry—brought on by a challenging economy, retirements, no interest in inheriting the family business, and growth opportunities. M&As make an impact on how our members do business or find employment, as well as affect association membership and sponsorship opportunities.	<b>Moderated by Ohio</b> (6 minutes for each delegation)
10:15am - 10:25am	<b>Break</b>	
10:25am - 10:35am	<b>Association Session/Industry Leader-Staff Collaboration: Deepening the Bench: Volunteerism/Leadership Development &amp; Ensuring the Future of Your Association</b>	Terrace Room
	The old adage states: “Many hands make light work.” But in the 21 <sup>st</sup> century, maintaining a qualified, motivated, and willing cadre of volunteers (Board Members, Committee Leaders and Event Helpers) can be daunting. This will a collaborative listening and sharing session because when Industry Leaders and Staff are aligned and informed—our associations succeed.	<b>Introduced by Indiana</b>
	This session will break attendees into groups of 4-5. Industry Leaders and Staff will be placed in separate groups for discussion.	



# 2024 Great Lakes Leadership Conference Agenda

September 23-25, 2024 | Long Island, New York

10:35 - 10:55am	<b>Peer Group Session I: Volunteerism</b>	Terrace Room
	<p><b>Industry Leaders:</b> Share and discuss how you came to serve? What do you get out of this? How best to recruit others to follow?</p> <p><b>Staff:</b> What is the state of volunteerism in your association? How do you recruit and retain your volunteer cadre?</p>	
10:55 - 11:15am	<b>Peer Group Session II: Leadership Development</b>	Terrace Room
	<p><b>Industry Leaders:</b> How do you know what to do? What are your resources? Do you help find/train your successor? What do you need to be a better leader?</p> <p><b>Staff:</b> What is your role in the training and managing of volunteer leaders? What are your challenges?</p>	
11:15am - 12:00pm	<b>Deepening the Bench – Takeaways</b>	Terrace Room
	<p>A spokesperson for each group should share key takeaways from the small group discussion.</p>	<p><b>Moderated by Indiana</b> (5 minutes for each delegation)</p>
12:00pm – 12:15pm	<b>Working Lunch</b> Take a quick break, grab a plate, and let's keep working.	Terrace Room
12:15pm – 1:15pm	<b>Association Round Table: The Burning Issues <i>OR</i> As Good a Place as Any to Bring This Up and Get Some Feedback!</b>	Terrace Room
	<p>Building off the session we just completed—and in the spirit of collaboration and effectiveness—what are your “burning issues?” Each Executive Director will bring one item to place into discussion.</p>	<p><b>Moderated by Illinois</b> (6 minutes for each delegation)</p>



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**1:15pm – 1:30 pm**

## **Break**

Drop your stuff off in your hotel room and get ready for the fieldtrip!  
**Meet in the lobby at 1:30 p.m.**

**1:30pm - 5:00pm**

## **Green Industry Discovery Field Trip – On the North Fork**

We will visit Landcraft Garden Foundation in Mattituck, dedicated to inspiring, educating and promoting gardening, horticulture and the preservation of our natural environment. Its mission is to provide a horticulturally diverse garden that offers knowledge of the plant world and acts as a laboratory for experimenting with horticultural techniques, plant diversity, breeding and design. We will also be learning about the Foundation's Spanish-speaking supervisor's training program.

**Please Note:** Attendees will have the opportunity to meet some of NYSNLA's Long Island Members. Our PlantLI Region has been invited to join in the Landcraft Garden Foundation Tour and Program.

Following Landcraft, we will then take in the Macari Vineyards for a presentation on cultivation and techniques of the wine industry on Long Island and a private tasting in their wine cellar.

**5:00pm**

## **Arrive at Jamesport Farm Brewery**

**5:00pm - 8:00pm**

## **Taste of Long Island / Farm-to-Table Experience**

Jamesport Farm  
Brewery

...and then you're going to enjoy the local cuisine even further!  
Our hosts are Tony & Melissa Caggiano, NYSNLA Past Presidents  
and Owners/Operators of Jamesport Farm Brewery

**8:00pm**

## **Bus will leave Jamesport Farm Brewery for the Hyatt**



# 2024 Great Lakes Leadership Conference Agenda

September 23-25, 2024 | Long Island, New York

## Wednesday, September 25, 2024

**7:30am - 8:30am**      **Breakfast**      Hotel Lobby

The hotel serves complimentary breakfast in the lobby each morning.

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**8:30am - 8:45am**      **Making Most of Day 3**      Terrace Room

Feel free to share a fun detail about your adventures on Long Island yesterday or one takeaway from our discussions so far.

**Moderated by Pennsylvania**

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**8:45am - 9:00am**      **Industry/Technology & Government Affairs Session Overview: "The Future Is Now?"**      Terrace Room

**Green AI: Using Artificial Intelligence to Advance Your Business/Association & Electrical Equipment/Preparing Your Infrastructure**

**Introduced by Wisconsin**

This session will break attendees into groups of 4-5. Industry Leaders and Staff will be placed in separate groups for discussion.

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**9:00am - 9:20am**      **Peer Group Session I: Green AI: Using Artificial Intelligence to Advance Your Business/Association**      Terrace Room

**Industry Leaders:** Share and discuss how AI is being utilized on the business front.  
**Staff:** How is AI being used by your association.  
**Both:** Any Legislative/Regulatory Action or Issues in your State/Province?

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**9:20am - 9:40am**      **Peer Group Session II: Electrical Equipment/Preparing Your Infrastructure**      Terrace Room

**Industry Leaders:** Share and discuss how the electrification and environmental consciousness is being received on the business front  
**Staff:** How is your association educating members about electric equipment? Are you finding specific sponsorships in this area?  
**Both:** Any Legislative/Regulatory Action or Issues in your State/Province?

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# 2024 Great Lakes Leadership Conference Agenda

September 23-25, 2024 | Long Island, New York

## **Wednesday, September 25, 2024 (continued)**

<b>9:40am - 10:25am</b>	<b>Industry Session:</b> <b>"The Future Is Now?"</b> <b>Green AI: Using Artificial Intelligence to Advance Your Business/Association</b> <b>&amp;</b> <b>Electrical Equipment/Preparing Your Infrastructure</b>	<b>Terrace Room</b>  <b>Moderated by Michigan</b> (5 minutes for each delegation)
A spokesperson for each group should share key takeaways from the small group discussions.		
<b>10:25am - 10:35am</b>	<b>Break</b>	
<b>10:35am - 11:00am</b>	<b>Topics for 2025</b>  Please go around the Terrace Room and spout off on some topics for Great Lakes 2025.	<b>Terrace Room</b>  <b>Moderated by Ontario</b>
<b>11:00am - 12:00pm</b>	<b>Association Topic:</b> <b>Certifications: Are They Relevant?</b>  One of the benefits of the Great Lakes Nursery & Landscape Consortium is the reciprocity we offer our members for their respective state/provincial certification.  What is the current state of your certification program? Is it working? Have you looked into micro-credentials? Do your members pursue/maintain national certifications? Where do you see certification in 5 years?	<b>Terrace Room</b>  <b>Moderated by Minnesota</b> (5 minutes for each delegation)
<b>12:00pm</b>	<b>Adjourn</b>  We will see many of you next year in Ontario!  If you are taking some time to explore Long Island...enjoy it!  Safe travels home!	