



Join together with your fellow Green Industry Leaders at the Tailwater Lodge on October 26-28, 2022 to discuss the issues that matter to your livelihood and the future of our industry and individual businesses in New York State.

NYSNLA held our first Owners Summit in 2019—to great success and enjoyment by all in attendance. As we look ahead to 2023 and beyond, we are, once again, offering this incredible opportunity to gather, discuss, plan, and lead!

We now call it the Green Industry Management Summit.
We hope you will join us!

- Event Details -

NYSNLA Green Industry Management Summit 2022

Wednesday-Friday, October 26-28, 2022



Tailwater Lodge
52 Pulaski Street, Altmar, NY 13302
Registration Fee: \$250.00/Person
Accommodation Rate: \$119.00/Night

NYSNLA Green Industry Management Summit 2022

AGENDA

Kick-Off

Wednesday, October 26, 2022

8:00 – 9:00 p.m. **Welcoming / Session 1**
Introductions (Company Age, Services, Scale)
The Good, Bad & Ugly of 2022

Networking to Follow

Full Day

Thursday, October 27, 2022

7:30 – 8:30 a.m. Breakfast

8:30 – 10:00 a.m. **Session 2**
Navigating the New Normal – Part I
Post Covid Customer & Employee Relations
- Customers (Meeting Procedures & Needs)
- Employees (Policies & Safety Protocols)

10:00 – 10:30 a.m. Break

10:30 a.m. – Noon **Session 3**
Navigating the New Normal – Part II
Managing Supply Chain Issues
- Availability
- Costs, keeping on top of inflation
- Shipping; dealing with fuel increases and surcharges

12:00 – 1:00 p.m. Lunch

1:00 – 2:30 p.m. **Session 4**
Employee Challenge – Part I
- Recruiting Employees
- Hiring Employees
- Retaining Employees

2:30 – 3:00 p.m. Break

3:00 – 4:30 p.m. **Session 5**
Employee Challenge – Part II
- Creating a Strong Company Culture
- Make Your Employees Think Like Entrepreneurs

4:30 – 5:00 p.m. Break (On Own Time)

5:00 – 6:00 p.m. Happy Hour

- 6:00 – 7:00 p.m. Dinner
- 7:00 – 8:30 p.m. **Session 6**
Special Interest Session
Breakout Groups/To Compare Notes
- Design/Build Contractors
 - Maintenance Contractors
 - Nurseries
 - Designers & Specialty
- 8:30 p.m. Networking

Half Day

Friday, October 28, 2022

- 7:30 – 8:30 a.m. Breakfast
- 8:30 – 10:00 a.m. **Session 7**
Raising the Standard
- What can we as leaders do within our companies to raise the standards of the Green Industry?
 - Importance of Certifications
 - Importance of Memberships
 - Importance of Advocacy
- 10:00 – 10:30 a.m. Break
- 10:30 a.m. – Noon **Session 8**
Takeaways from the Summit
- 12:00 Noon Departure
A Box Lunch will be provided.

Our Retreat Venue



52 Pulaski Street, Altmar, NY 13302

We are looking forward to coming together for this autumn escape at the Tailwater Lodge in Altmar—easily accessible via I-81 North.



Special Retreat Accommodation Rate

\$119.00/Night

(Single or Double Occupancy)

Online Reservations: To book online:

- Go to www.tailwaterlodge.com
- Click Book Now (upper right corner)
- Edit Arrival/Departure dates (valid October 26-28, 2022)
- Number of rooms/guests
- Click Special Rates button
- Group Code: NYSNLA
- Click Update

- The Group Rate of \$119 per night will appear for reservations. Guests must reserve the room with a credit card. A card will be authorized upon arrival for the full amount, plus incidentals and will not get charged until day of departure.
- All rooms must be booked by **September 26, 2022** to receive the discounted rate.

Phone Reservations: Guests can also call the hotel direct at (315) 298-3434 and give the agent the Group Code (NYSNLA).

Guest check-in is 3:00 p.m. and guest check-out is 11:00 a.m.

Hotel Amenities: Restaurant and lounge, indoor pool, large outdoor hot tub, full-service spa, various indoor and outdoor games, hiking trail and fitness center! Enjoy

If you would like to book a Spa appointments:

<https://go.booker.com/location/Tailwater/service-menu>

Cancellation: If you need to cancel your reservation, it must be done 24-hours prior to the day of arrival. No shows or cancels will be charge one night room and tax.

We welcome all Owners and Senior Leaders of NYSNLA and the Green Industry of New York State to come, enjoy the beautiful mountain setting, share your incredible wealth of knowledge and experience, and learn from your colleagues! We can't think of a better way to wrap-up 2022—and get ready for 2023!

**REGISTER ONLINE TODAY
OR
COMPLETE THE REGISTRATION FORM
& RETURN TO THE NYSNLA OFFICE**



NYSNLA
Green Industry Leadership Summit
REGISTRATION FORM

Contact Person (You): _____ Title: _____

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

E-Mail: _____ Phone: _____

Any special needs/accommodations? _____

Guest #2

Name: _____

Any special needs/accommodations? _____

Guest #3

Name: _____

Any special needs/accommodations? _____

Guest #4

Name: _____

Any special needs/accommodations? _____

Guest #5

Name: _____

Any special needs/accommodations? _____

Payment Details # of Registrants x \$250.00 = Total Amount \$ _____

____ Check Enclosed

____ Credit Card: ____ Visa ____ Mastercard ____ Amex ____ Discover

Card #: _____ Expiration: _____

CVV: _____ Name on Card: _____

Billing Address on Card, if different from address above: _____

Please return this form with payment method to:

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