

MNLA Two Year Strategic Plan 2006-2007

Membership – Goal - To Increase MNLA New Members by at least 10% each year

Objectives

- a. To conduct, cost effective campaigns targeted to key prospects to increase Membership.
- b. To implement yearly, cost effective retention strategies.

Annual Strategies

- Contact non-member Expo attendees
- Develop Membership Brochure
- Target other events to make non-member visits
- Develop new member campaign with committee participation
- Provide director with new member information to make welcome call
- New members listed in *News Messenger*
- Contact each lapsed member to encourage rejoining or to find reasons for lapse
- Send membership package within 10 days of joining
- Develop student membership benefits package, membership discounts?
- Explore the potential for creating “councils” to focus on key segments of the green industry, e.g., nurseries, greenhouse, landscape contracting, irrigation, lawn care services, etc.

Education/Programs – Goal – to raise the level of competency for all segments of MNLA/Education

Objectives

- a. Work with Cooperative Extension, post-secondary schools, arboreta, private companies and other education providers to coordinate programming and explore partnerships for providing educational programs that meet the needs of the green industry and minimize duplication of efforts.
- b. Identify and track industry trends and horticultural topics to develop ongoing agenda of educational areas to address

Strategies

- Increase over 2005 figures participation in education and Certification programs to industry professionals.
- Develop a Certified Nursery Program Brochure and campaign (possibly TV Commercial to promote Nursery Certified Professionals)
- Increase public education with a greater interest impact at 2006-2007 Garden & Patio Shows

- Better serve the industry with more educational programs designed and

desired by the membership at the Mid-South Greenhouse Growers/Retail Nursery/Landscape Conference

- Develop Green Economic Impact Interest Survey
- Develop and produce product search on web page

Legislative – Goal- To Increase MNLA legislative and regulatory capacities, impact and education

Objectives

- a. Develop and implement a legislative and regulatory agenda for MNLA that reflects the needs and desires of the green industry
- b. Keep abreast of legislative activity
- c. Advise members of actions needed to be effective in the industry

Annual Strategies

- Keep MNLA members and other members of the green industry abreast of MNLA legislative and regulatory priorities and their implication through the publication of the *NEWS MESSENGER*
- Meet with legislators at opportunities provided
- Actively participate and review MNLA's involvement with the American Nursery and Landscape Association (ANLA) to advance national legislative and regulatory issues.
- Coordinate poinsettia gifts to legislators at Christmas.

Scholarships – Goal – To provide three scholarships to students funded by MNLA, annually

MNLA provides three scholarships (\$1000.00 each), MNLA endowment, (Denny Phillips), Howell Memorial Scholarship and the Walter E. Davis Scholarship. The Denny Phillips and the Howell Memorial are awarded to MSU students majoring in horticulture or a related field. The Walter E. Davis scholarship is awarded to a second year student majoring in horticulture or a related field at one of the community colleges. Applications can be downloaded from our web page or contact the MNLA office.

Annual Strategies

- Target universities and colleges for students
- Prepare posters to be sent
- Post applications on web page when appropriate
- Review applications after submission
- Vote on recipients
- Report at Annual Membership Meeting Scholarship Recipients

Garden & Patio Show – Goal – To produce premiere green industry events that will serve

principally Mississippi and a four state retail area, Alabama, Louisiana, Arkansas and Tennessee, that will encompass garden & patio retail sales, networking and public education seminars

Objective

- a. Sell all booths in 2006-2007
- b. Increase show attendance in 2006-2007
- c. Publish annual show guide with ad revenues
- d. Develop a sponsorship plan that will provide value to sponsors and generate income to support the event
- e. Develop educational programming that attracts attendees, enhances the overall event and complements the trade show and networking aspects of the event
- f. Increase exhibitor participation in the outdoor area

Annual Strategies

- Assign creative, intelligent, and enthusiastic people to trade show duty
- Get Board of Directors involved
- Develop Garden & Patio Teams (headed by board members)
 - a. Set-Up Team
 - b. Take-Down Team
 - c. Security Team
 - d. Clean-Up Team
 - e. Holding Area Team
 - f. Sponsorship Team
 - g. Hospitality Team
 - h. Program/Education Team
 - i. Publicity Team (signs)