

Welcome!



 **NLAE 2026**
CHICAGO
ANNUAL CONFERENCE

Wi-Fi:

Network name- Sonesta_Conference

Password- Sonesta2026



Thank You To Our Conference Sponsors:





Thank you to the 2026 Conference Planning Committee

- Gina Albaugh, MNLA
- Katie Bennett, NCNLA
- Danae Bouldin, TNLA
- Breanne Chavez, WSNLA
- Stephanie Collins, OAN
- Andrew Morris, Irrigation Association
- Sarah Riggins, TNLA
- Kellie Schmidt, Landscape Illinois
- Gail Wolcott, NJLCA

Welcome New NLAE Members!



- Angie Miller, British Columbia Landscape & Nursery Association
- Erin Elsberry, Florida Nursery, Growers, & Landscape Association
- Donna Foster, IPPS-SR
- Devon Phillips, Georgia Urban Ag Council
- Andrew Morris, Irrigation Association
- Kayla Anger, Massachusetts Nursery & Landscape Association
- Christy Higgins, Middle Tennessee Nursery Association
- Lisa Ruggier, National Greenhouse Manufacturers Association
- Mike Coughlin, Ohio Green Industries Association
- Evan Cox, Outdoor Power Equipment Institute/Equip Expo
- Christie Milligan, Rhode Island Nursery and Landscape Association
- Nicole McAllister, Virginia Nursery & Landscape Association
- Hayley Ward, Utah Nursery & Landscape Association



A Conference Challenge



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Dan Gingiss

The Experience Maker

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LUNCH

12 – 1 PM

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Get to Know Your Neighbor

Danae Bouldin, Executive Director
Tennessee Nursery & Landscape Association

<https://canva.link/9mehn0y8iqwsj1q>

The background is a white canvas decorated with various botanical illustrations. There are several large, dark green leaves with prominent white veins, some of which are palmate or deeply lobed. Interspersed among the leaves are numerous flowers in shades of pink and red. These include large, multi-petaled chrysanthemum-like flowers, smaller five-petaled blossoms, and clusters of tiny flowers on thin stems. The illustrations have a slightly textured, hand-drawn appearance.

GET TO KNOW YOUR NEIGHBOR

Danae Bouldin



TNLA Executive Director

- Started in March 2023
- Promoted in February 2024
- First solo trade show 2025
- Hired my assistant in Sept. 2025





Fun Facts About Me



- 
- 1 My favorite color is PINK!
 - 2 I love to cook and bake.
 - 3 My favorite show is
The Office!
- 



I am a...

Christian
Wife
Mama



I am a
Christian.



I am a wife.



I am a
mama.





Baby
Danae

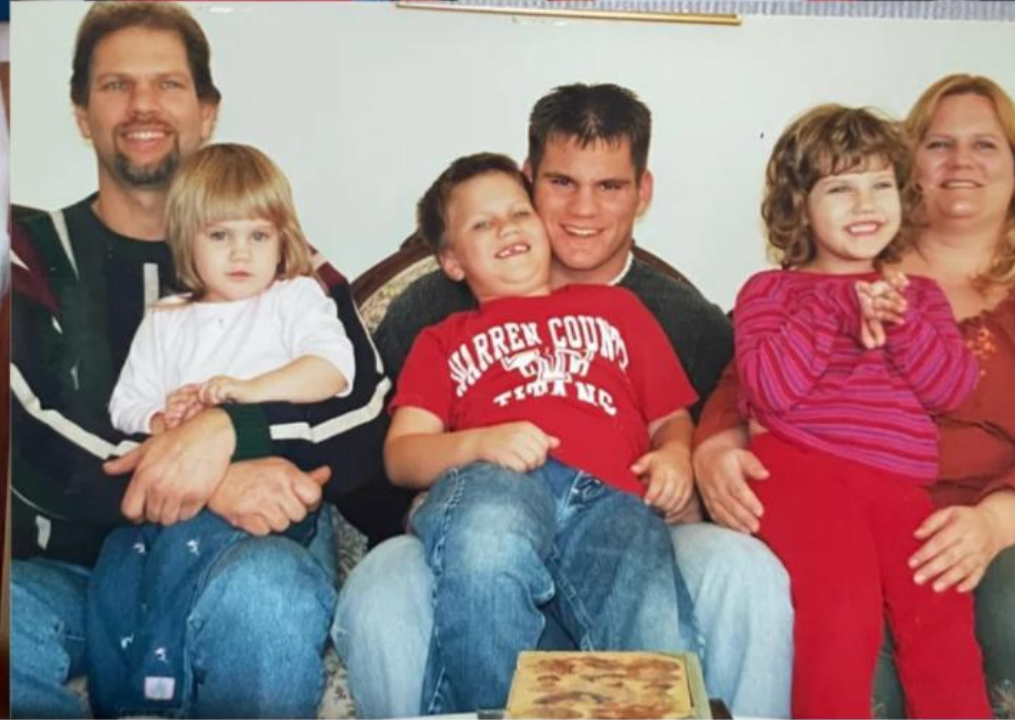
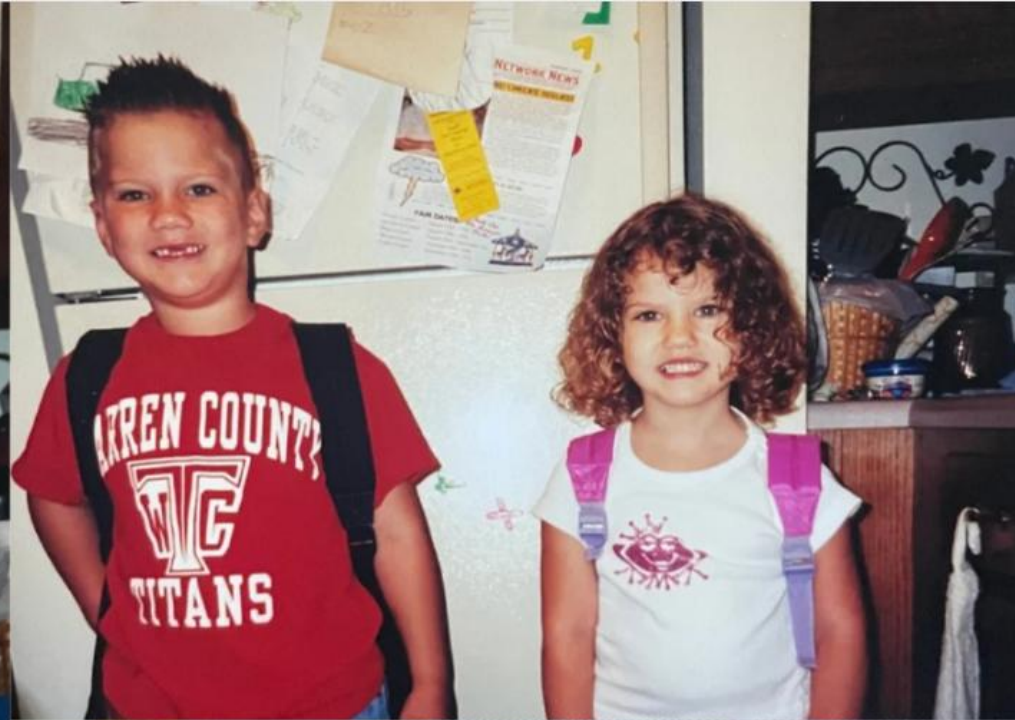




Toddler
Danae







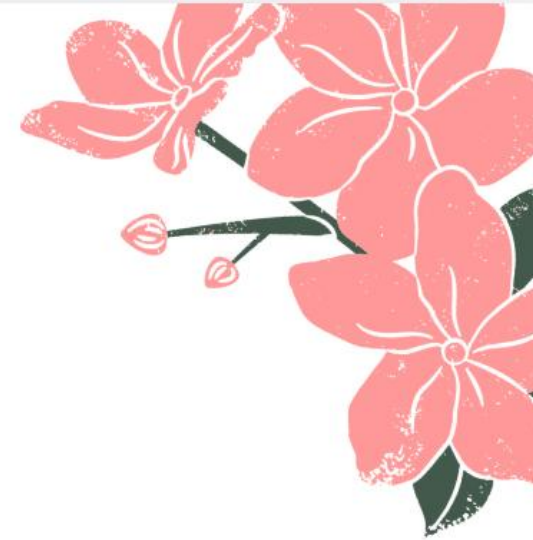
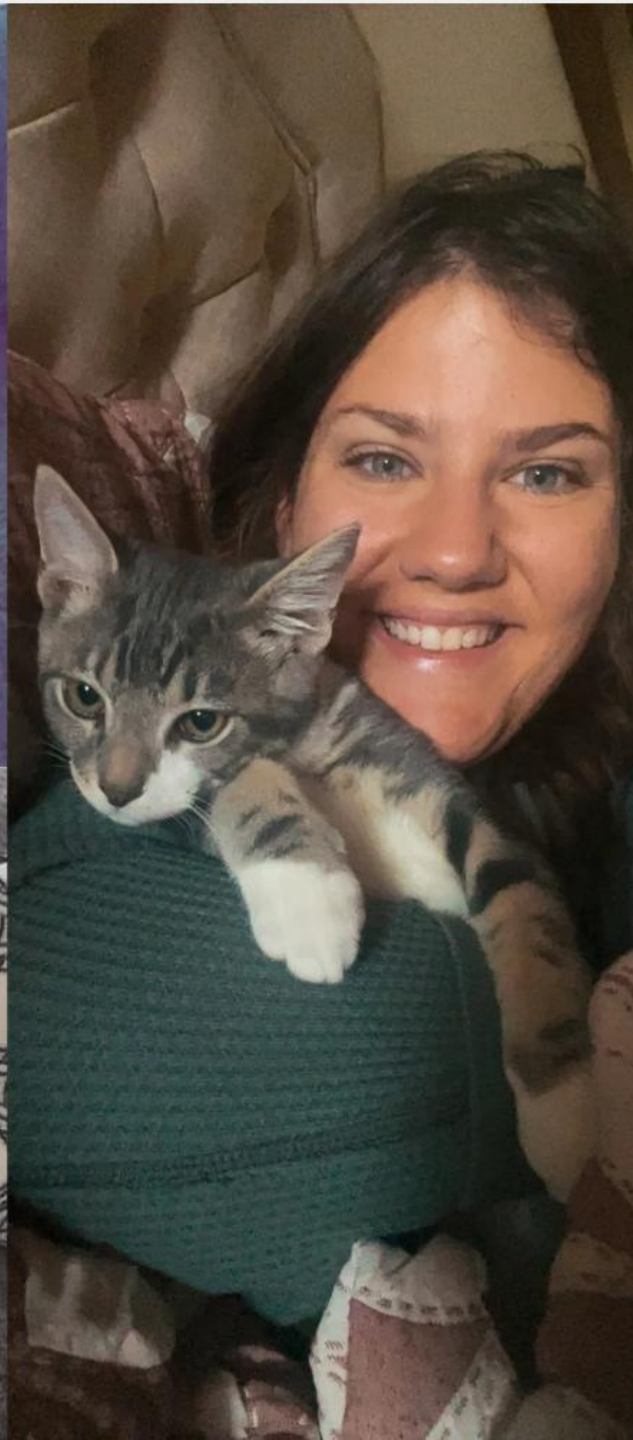












Our Fur Babies

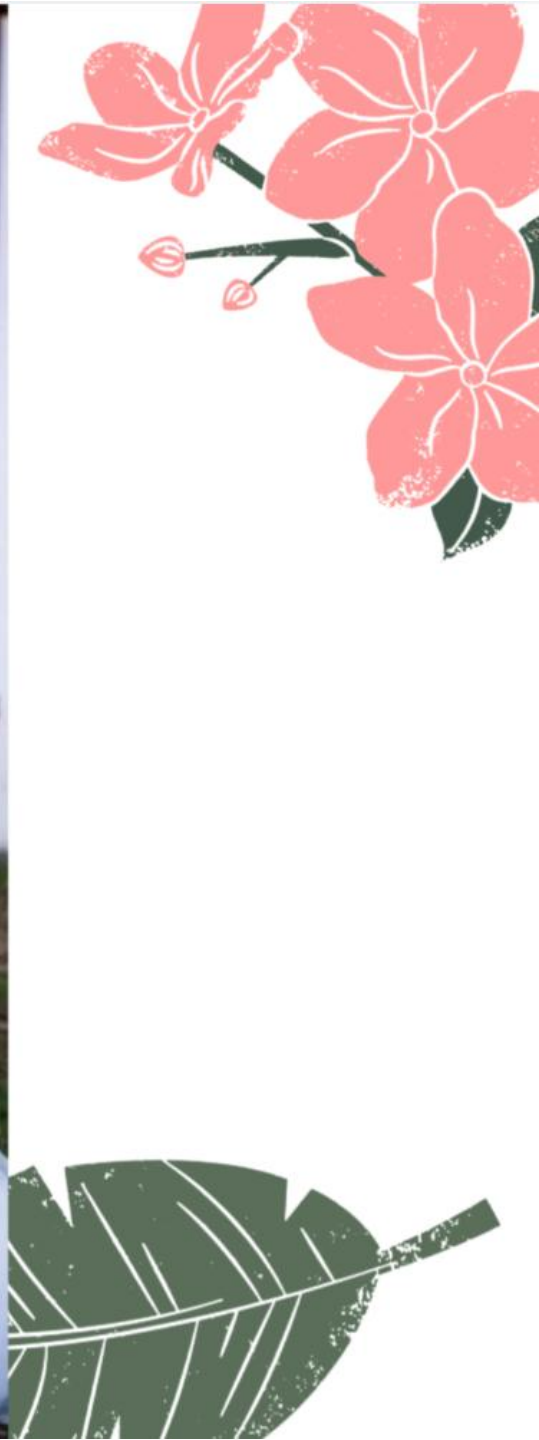


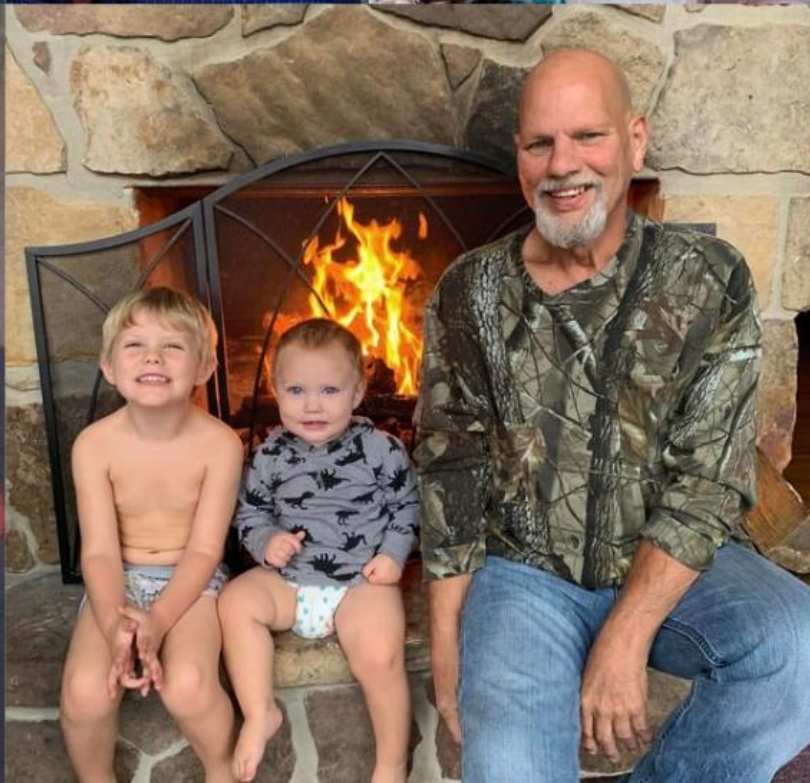




Coach Danae







The image features a central text element surrounded by a decorative floral border. The border consists of several stylized floral elements: large pink chrysanthemums, clusters of small pink flowers, and various green leaves including large monstera-style leaves and smaller, more delicate leaves. The flowers and leaves are rendered in a flat, graphic style with white outlines and a slightly distressed or hand-drawn texture. The colors are primarily shades of pink, red, and green against a white background.

Thank you!



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Association Leadership Panel

Association Leadership Panel Participants



Matt Bruno
Executive Director
North American Wholesale
Lumber Association (NAWLA)



Michelle Mills Clement
FASAE, CAE, RCE
CEO
Chicago Association of Realtors



Diedre Flynn
Exec. Vice President
North American Association of Food
Equipment (NAFEM)



Christopher Mundschenk
CAE
Executive Director
Building Services Contractors
Association International (BSCAI)



Jacqueline Price Osafo
MBA, CAE
CEO
Executive Director
Society of American Archivists (SAA)



Anna Quintanilla
MA, CAE
Executive Director
American Shoulder and Elbow
Surgeons (ASES)



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BREAK

Thank You To Our Conference Sponsors:



Roundtable Discussion

Topics by Table #:

1. Managing Rising Costs for Events & Sponsorships
2. The Next Dollar – Where Associations Find New Revenue
3. Marketing Strategies that Move the Needle for Membership Growth
4. Building a High-Performing Board: Governance, Recruitment, Engagement, and Role Clarity
5. Industry Futurism – Technology, Automation, Sustainability, and the Next Decade
6. What Should We Be Fighting For? Green Industry Issues & Advocacy
7. Burnout to Balance – Navigating Mental Health in Associations



***Choose One Idea or Discussion Point
to Share with the Entire Group***



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BREAK

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Thank you for a Great Day 1!

Short Break

Optional: Sound Bath – 4-4:30 PM

Dinner/Riverboat Cruise:

- Boat loads at **5:45 PM** and departs at **6:00 PM**.
- Meet in hotel lobby at **5:20PM** for **5:30PM** departure to walk to the boat.
- We'll be cruising on The Fair Lady, or First Lady cruise line.

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