Message from the President

Your Involvement is Key!

Welcome, NGMA members, to the new year!
I trust each of you enjoyed your well-deserved time off during the holiday season and, by now, are back into your daily routines.

Speaking of daily routines, I am very excited and extremely grateful to be back in mine. As some of you are aware, I underwent emergency surgery in mid-December and have been recuperating for several weeks. For someone who has never had any health issues, it was a humbling experience. I want to thank each of you for your calls, prayers and well wishes.

As we turn our attention to the annual spring meeting, I continue to encourage members to commit to additional involvement in NGMA activities. Your voluntary efforts to support the NGMA by serving on one or more of our committees are greatly appreciated. I can attest that it is a very personally rewarding experience. We have an excellent organization with well-defined prospects, but your input, ideas and collaborative efforts are needed to achieve these goals. I encourage all of you to add NGMA involvement to your new year resolutions.

As you should already be aware, our upcoming spring meeting is scheduled to take place in San Diego with lots of engaging and motivational events in store. Several guest speakers will be presenting educational information to keep us updated on the latest news and innovations in the industry. Additionally, a kayak tour has been planned for a pleasant and relaxing group activity. I want to sincerely thank the conference committee and staff for their commitment and efforts to assemble what is sure to be a great conference!

We are blessed to live in the most prosperous country in the world, providing unlimited opportunities for our industry. Our collective goal as NGMA members is to continue our close-knit collaboration and foster our passion for and participation in our association and industry. On behalf of the NGMA board, I express my gratitude for your continued support. The NGMA is an excellent organization to be a part of, and I continue to be honored to serve as your president. I hope each of you has a successful first quarter of 2018, and I will see you at the San Diego meeting in April!

Mark Davis
President of NGMA

Ring in Spring!
Join Us at NGMA’s Spring Meeting
April 8 – 10, 2018
Hilton La Jolla Torrey Pines
10950 N Torrey Pines Road, La Jolla, Calif.

Download the Attendee Brochure
Register online now!
See page 3 for hotel registration information and meeting highlights.
Board of Directors

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mark@atlasgreenhouse.com

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bharris@acmefan.com

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leah.scantland@ludy.com

Directors

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Ball Publishing
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cbeytes@ballpublishing.com

Patricia Dean
Wadsworth Control Systems
303-424-4461
patricia.dean@wadsworthcontrols.com

Tim Lauer
Albert J. Lauer, Inc.
651-423-1651
tim@ajlauer.com

Adam Pound
Agra Tech, Inc.
925-432-3399
adam.pound@agratech.com

Tom Vezdos
Rough Brothers, Inc.
513-242-0310
tvezdos@roughbros.com

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NGMA’S Mission Statement

To represent and advance the interests of the greenhouse industry through education, networking and communication.
NGMA Spring Meeting Highlights and Happenings

From education and networking to golfing and sightseeing, NGMA’s Spring Meeting offers two days of learning and fun to our members.

Arrive early on Sunday, April 8, to enjoy a round of golf with fellow attendees at the highly acclaimed Carmel Mountain Ranch Country Club, from 10 a.m. to 5 p.m.

Conference registration is open from 5 p.m. to 6 p.m. followed by the Welcome Reception and opening remarks, not to mention golf awards, from 6 p.m. to 8 p.m. in the Restaurant Terrace.

On Monday, a full day of activity kicks off with breakfast from 7:30 a.m. to 8:30 a.m. and registration until noon. Join us for a slate of speakers that promises to educate and motivate you to think about our industry in new and exciting ways!

In the afternoon, you’ll have the option to add on an exciting kayaking tour of La Jolla and the Seven Caves! This guided tour, a favorite of both locals and San Diego visitors, allows you to explore beautiful sea cliffs and caves as you glide through the La Jolla Ecological Reserve, filled with marine life. Sea lions, leopard sharks and shovel-nose guitarfish are among the many wonders you may see as you paddle through sea caves and see sandstone formations close up.

Tuesday brings another full day of speakers who will inspire you to grow your business and your workforce. (See Conference Session details on page 4.) Afternoon activities include division meetings, the annual general meeting and a volleyball game. A reception and banquet dinner close out the day.

Throughout your stay, you can also enjoy the fitness center, pool, sun deck and spa without leaving the hotel grounds.

Other free time options include:

- For the adventurous, take a tandem flight with an expert instructor at Torrey Pines Gliderport. Have lunch at the Cliffhanger Café, located high atop the sea cliffs of Torrey Pines, where you can see dolphins, whales and para gliders as they launch.

- Enjoy San Diego’s most desirable spot for swimming, diving and snorkeling at La Jolla Cove.

- Tour Birch Aquarium at Scripps, the public outreach center for Scripps Institution of Oceanography at the University of California, San Diego. This oceanographic museum features more than 60 habitats of fishes and invertebrates and showcases research discoveries by Scripps Oceanography scientists on climate, earth and ocean science.

- Grab your sneakers and take a fun trip down Sunny Jim Cave, a 100-year-old, hand-carved tunnel that leads to the only sea cave in La Jolla that you can enter by land!

- Take in the high-end restaurants and shops located along Girard Avenue and Prospect Avenues Near La Jolla Cove.

Book your hotel room now!

NGMA has negotiated a discounted room rate of $219 per night plus applicable taxes and fees. Make your reservations online or by calling the hotel at 1-800-445-8667. Use the group code NGMA04 to receive the discounted room rate.

The reservation deadline is March 16, 2018.

Questions?

If you have any questions about the NGMA Spring Meeting, contact Lori Zelesko at events@ngma.com or call (717) 238-4530.
Construction Contracts, Risks and Insurance  
*Pete Fowler, President and CEO, Pete Fowler Construction Services, Inc.*

This session is for anyone involved in construction, financing, owning, improving, maintaining or managing real property. Legal risks, administrative issues, sky-rocketing workers’ compensation costs, increasing fees and taxation and complicated insurance issues are only a few of the reasons why construction costs have not dropped. This presentation is designed to help you avoid the most common pitfalls that cause project shortcomings, defects, delays, cost overruns, legal disputes and headaches in general.

Fan Energy Regulation  
*Lee Buddrus, President, Acme Engineering and Manufacturing Corporation*

This presentation will review the current status of fan energy regulation for the Department of Energy, the American Society of Heating Refrigeration Air Conditioning Engineers 90.1 & TC5.1 Fan Technical Committee and for various state by state energy codes, such as the California Energy Code and Florida Building Code. This session will elaborate on the impact of energy regulation on greenhouse growers.

State-of-the-Art Supplemental Lighting for Controlled Environments  
*Dr. Bruce Bugbee, Professor of Crop Physiology, Utah State University*

Lighting technologies for plant growth have been improving rapidly over the past 10 years. Both High Pressure Sodium and LED technologies have nearly doubled in efficiency, and growers are rapidly adding and upgrading supplemental lighting in their operations. These improvements, however, mean that selection among options is more complex. Utah State University continues to conduct independent testing of the efficiency of fixtures for plant growth and has worked with lighting companies to optimize the delivery of photons to leaf surfaces. This talk will summarize the results of that work.

Helping Your Customer GROW Their Business!  
*James Grouzos, Regional Sales Manager, Central and South East US/South America P.L. Light Systems*

This session will provide an overview of some key aspects of greenhouse lighting from both a practical and technical perspective. Learn about what factors to consider when deciding between a LED vs. HPS lighting solution.

Cultivating the Millennial Workforce  
*Curtis Thornhill, CEO, Apt Marketing Solutions*

Millenial. What image pops into your head when you say that word? Maybe an urban hipster? Someone who likes to dress ironically, brew, forage, ferment; enjoy his or her style and life? There’s nothing in that description fundamentally at odds with horticulture. In fact, they seem to align pretty well. We just need to make that case to the young talent the greenhouse industry needs to carry it into the future, and we need to make it in their language.
Association News

New Sponsorship Opportunity Available

As NGMA members, you have the opportunity to take advantage of the unique perks offered at Gold, Silver and Bronze sponsorship levels.

Not only does this benefit the association by supporting it, but it benefits our members with increased visibility and recognition for their businesses.

Here are the 2018 NGMA Sponsorship Levels and benefits:

**Gold Sponsor: $2,500**
- Table top display at NGMA Spring Meeting.
- Spotlight in NGMA newsletter.
- Ad in NGMA newsletter.
- Logo and sponsorship in pre- and post-conference promotion. Signage at conference.
- Recognition of sponsorship from podium at general session.

**Silver Sponsor: $1,000**
- Ad in NGMA newsletter.
- Logo and sponsorship in pre- and post-conference promotion. Signage at conference.
- Recognition of sponsorship from podium at general session.

**Bronze Sponsor: $500**
- Logo and sponsorship in pre- and post-conference promotion.
- Signage at conference.
- Recognition of sponsorship from podium at general session.

Send check or money order payable to NGMA with the completed application to NGMA Headquarters, 2207 Forest Hills Drive, Harrisburg, PA 17112 or by fax to 717-238-9985.

If you questions, please direct them to info@ngma.com or call 717-238-4530.

To view sponsorship details, [click here](#).

Have You Tuned In?

Recently we announced that NGMA has its own YouTube Channel, a great educational resource for you and your customers.

Viewers will have the opportunity to virtually explore greenhouses, learn about top-of-the-line industry products and much more. Start discovering new things! Click here to visit [NGMA’s YouTube channel](#).

Do you have video content that you want to share on NGMA’s YouTube Channel? Please email video submissions to communications@ngma.com for consideration.

[Visit the website at www.ngma.com](#).
**NGMA Presents Annual Scholarship**

The NGMA proudly presented its 2018 scholarship to Jean Yost, a senior at the University of Georgia.

“I’m honored and very thankful,” said Yost, who plans to attend Iowa State University’s graduate program next fall to earn a master’s degree in horticulture. “This is a very supportive field, and I’m thankful for those in it who choose to give back.”

Yost’s interest area is the production of micro greens through hydroponic and greenhouse systems, breeding for disease resistance and assessing ornamental plants to pair with edible landscapes.

“I would like to breed my own cultivar of a plant species that is nutritionally significant to the consumer population,” said Yost in describing her aspirations.

During her time as an undergraduate student, Yost said she specialized in traditional vegetable plant breeding techniques, looking at answering some of the questions the green industry is asking today around the areas of food security, sustainable production and optimizing nutritional content within plant material.

“I have been fortunate to have worked on a diverse set of projects. Some of these experiences include successfully cross-pollinating vegetable crops, field data collection and statistical analysis for controlled experiments on fungicide spray programs, extension in specialty fruit pathology diagnosis for southeastern growers and laboratory maintenance for tissue culture research,” Yost said.

Yost is currently a student research assistant for UGA’s watermelon and pepper breeding program. As such, she works with controlled pollination and crosses, data collection and analysis, planting and propagation and in general greenhouse maintenance.

Earlier in her college career, Yost worked as a horticulture research farm assistant for the organic division at UGA, where she gained experience in field preparation, tractor and machinery usage, propagule and seedling development, irrigation installation and high tunnel maintenance.

**Member Benefit Spotlight:**

**Website Promotion, Information & Advertising**

Did you know that as a member you can access an alphabetical listing of each member on NGMA’s website?

The listing includes contact information and is available by member category. The website also includes “Helpful Hints,” which may be printed and distributed to clientele, and copies of NGMA standards and guidelines.

Learn more about all your member benefits here.

If you have additional questions, please contact Angela Burkett at membership@ngma.com.
“That’s when I changed my major from pharmaceutical science to horticulture,” Yost said. “I dove in and really found myself at home, working directly with plants. The nature or working with plants and being surrounded by plants is just a good quality of life.”

Yost is interested in helping people realize the therapeutic benefits of working in the soil and being surrounded by plants as well as the satisfaction of knowing where their food comes from and how nutritionally healthy it is.

For those reasons, she is focused on edible landscapes as a way for people to get interested in growing something beyond traditional rows of food in a vegetable garden behind their house.

“I’m talking about strawberries in hanging baskets, sweet potatoes and peppers you can eat rather than ornamental sweet potatoes and peppers, aesthetically pleasing herbs, things you can grow on your porch,” she said.

The future of the green industry lies in people’s investment in placing just that sort of value on horticulture, she said.

“Soon, within 20 years, we will grow plants like we produce cars, all robotically, environmentally and as optimally controlled as possible. The green industry will ultimately thrive; however, maintaining a balance between a nutritional need and psychological need for plants will be a challenge as well as an opportunity for us,” she said.

Yost would like to pursue a career as a cooperative extension agent or a consultant, helping growers and homeowners grow plants and enjoy the process, she said.

Says her professor, Timothy Smalley, “Unlike most students I have known, Jean discovered her passion for research and potential graduate field of study early in her undergraduate years. She has been very focused in her choice of courses and her summer internship experiences to prepare her for graduate study.”

The scholarship is one way that NGMA seeks to ensure the future of the industry through education. The scholarship targets students majoring in horticulture and bioengineering or the equivalent and who are at least a junior at an accredited four-year college maintaining a 3.0 GPA.

Members can donate via the membership renewal form or by contacting NGMA’s Executive Director, Lisa Ruggiers, at info@ngma.com.
Industry News

Nine Facts for Creating a Sustainability Culture

A sustainability consultant explains what company executives need to know.

As more organizations begin looking into sustainability, one of the first things they realize is that an effective sustainability program requires developing a company-wide “culture of sustainability.” But to create this culture of shared goals, values, and beliefs, “companies must fully understand what sustainability is all about,” said Stephen Ashkin, president of The Ashkin Group and CEO of Sustainability Dashboard Tools.

“This is crucial, especially when beginning a sustainability journey,” he said, explaining that company executives need to know the following nine facts before creating a culture of sustainability.

To read up on those facts, click here.

“Outstandingly Positive Mood” at IPM Essen 2018

From January 23 to 26, IPM Essen was once more the top address for the international green sector, according to a press release.

At Messe Essen, 1,564 exhibitors from 45 countries presented new products, strong sales concepts and innovative technology along the entire value added chain to the expert world.

In this respect, the world’s leading fair for horticulture was able to chalk up an increase in visitors from abroad and more decision takers. The highlights included the visit of Her Royal Highness Princess Benedikte of Denmark within the framework of the partner country presentation of the Scandinavian neighbor, as well as the appearance of the fashion designer Michael Michalsky on the Landgard booth.

“We are more than satisfied with the course of the fair and, in this respect, are also speaking on behalf of our exhibitors and visitors. An outstandingly positive mood prevailed in all the halls,” said Oliver P. Kuhrt, CEO of Messe Essen.

To read more about the event, click here.

Amazon Offices Go Green... House!

In January, Amazon took on the distinctive look of a greenhouse with the opening of The Spheres, the company’s newest Seattle HQ buildings, which are home to more than 40,000 plants from around the world.

In a press release, the company said, “There's no place else in the world quite like The Spheres—a spot where Amazon employees can work in an environment that’s more like a tropical rainforest in the clouds than an office. Plants, trees, sunlight, soil, and water take center stage; the sound of running water and the scent of flowering plants create an instant botanical immersion that takes visitors far away from the urban landscape.”

Company executives said that The Spheres is a result of “innovative thinking about the character of the workplace and an extended conversation about what is typically missing from urban offices—a direct link to nature.” The company cited studies that show buildings that connect with nature inspire creativity and may improve brain function.
Urban Farming Makes a Comeback

Urban agriculture is on the rise, according to a story in the latest issue of Produce Grower magazine.

The rise in popularity can be attributed to increased consumer interest in sustainability, local food sources and the health and social benefits of urban food crop production, among other things.

Produce Grower kicks off a seven-part series that will examine the urban agriculture trend, including history and production systems, rooftop greenhouses and gardens, the use of lighting in urban growing environments, vertical farms, community gardens, lighting of edibles inside the home and the economics of urban agriculture.

To read the first article, click here.
Four Simple Closing Strategies for More Profitable Sales

Do you ever start out a sales presentation strong, only to lose confidence toward the end of the meeting? Closing the sale is one of the most intimidating parts of the sales process—but it’s also the most important.

If you can’t regularly close sales, you’ll never make a great living as a salesperson. But if you can crack the code, then you’ll make insanely profitable sales at a consistent pace. The following four strategies are simple ways to close more deals, so you can capture more profit—and crush your sales goals:

1. **Dig deep to discover key challenges.**

   If you find yourself reaching the close and everything feels off track, then you probably haven’t spent enough time discovering your prospect’s deepest frustrations. From the very beginning of your interaction with prospects, you should be digging deep to find out what their biggest problems are. Armed with this information, you can then craft a solution that they’re actually willing to invest in.

   Encourage your prospects to articulate what their top challenges are actually costing them in dollars, so you’ll know the exact value of your solution. Then ask, “Is solving this challenge a priority right now?” If you’ve done your job well, the answer will be “yes”—and then you can move confidently to close the sale.

2. **Be honest with your prospects.**

   If you sense a selling situation going downhill, your instinct might be to stick to your original plan and push through—but that’s actually the worst thing you can do. Instead, stop the conversation and simply tell the prospect, “I get the sense that this just isn’t working.”

   This authentic moment of straightforward honesty might be just what the situation requires. You can backtrack the conversation with your prospect, figure out where things went wrong, and then head toward the close with new information—and more trust from the prospect—than you had before.

3. **Ask for feedback.**

   One of the best ways to increase your closing ratios is to ask for feedback from prospects that you couldn’t close. The next time you falter during a sales meeting and fail to close the deal, ask for feedback. A simple question such as, “Do you mind my asking where this meeting went off track?” will give you tremendous insight into how you can improve your closing approach and close far more sales.

4. **Hand over the reins.**

   You don’t want to sit back and let the prospect completely drive the sales meeting, but a well-timed moment of “handing over the reins” can actually help you close more sales. After the discovery process and before you move into the close, put the prospect at ease by giving them some control. Try asking, “What would you like to do next?” This gives them control over their decision to buy from you—and allows you to hear exactly what they’re thinking.

**About the Author:**

**Marc Wayshak**

Marc Wayshak is the bestselling author of two books on sales and leadership, *Game Plan Selling* and *Breaking All Barriers*, as well as a regular contributor for Fast Company, Entrepreneur Magazine and the Huffington Post Business section. As a sales strategist, Marc created the Game Plan Selling System to revolutionize the way salespeople, entrepreneurs and companies approach selling. Marc’s sales strategy is based upon his experiences as an All-American athlete, Ivy League graduate, startup entrepreneur and years of research, training and selling. He holds an MBA from the University of Oxford and a BA from Harvard University. Get his free eBook on 25 Tips to Crush Your Sales Goal at GamePlanSelling.com. You can call him at (617) 203 – 2171 or email him at Info@MarcWayshak.com. (Twitter: @MarcWayshak)
Reach New Clients by Advertising on the NGMA Website

The NGMA Website Advertising Program is designed to keep your company’s name in front of the thousands of visitors to the NGMA website. NGMA offers two placement positions for advertisements on www.ngma.com, both horizontal banner positions and vertical banner positions. We are offering multiple positions for each banner type. Your ad won’t get lost in the fray, though. The maximum positions for the horizontal banner will be 5 and a maximum of 3 for each of the two vertical banners. Advertisements will rotate on a constant basis within and 10 seconds.

During the past three months (November, December and January), the NGMA website had 2,180 visits for a total of 6,596 page views. Approximately 71 percent of those visitors were new to the site. Just think... your ad could have reached every one of those individuals visiting the NGMA website.

If you are interested in advertising on the website, please download the Website Advertising Program document, or contact ads@ngma.com. We look forward to being able to promote your company through the NGMA website.

NGMA member rates for website advertising

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<th>Ad size</th>
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<th>Rates of NGMA Members (per month)</th>
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Non-member rates for website advertising

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*Run of site is defined by all public pages. **Ads will rotate up to the maximum number of positions on a constant basis.

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