

NATIONAL GREENHOUSE MANUFACTURERS ASSOCIATION

ANNUAL MEETING

2024

APRIL 7-9, 2024 • CLEARWATER BEACH, FL



2024 MEETING SCHEDULE

SUNDAY, APRIL 7

10:00 a.m. – 5:00 p.m.

Add On: Golf Event – Clearwater Country Club

Join your NGMA colleagues for some friendly competition and networking at the Clearwater Country Club. The club offers a demanding par 72 golf course designed by Herbert Strong. Originally built in 1920, the course features new Tiftdwarf Bermuda greens, lush 419 Bermuda tees, and beautifully manicured fairways carpeted in Ormond Bermuda. Numerous large oak trees, covered with Spanish moss, enhance the beauty, and add to the challenge of the course. You don't need to be a pro to participate in this fun golf scramble to kick off the NGMA Annual Meeting!
(Lunch Included)

5:30 p.m. – 6:00 p.m.

Registration Open

6:00 p.m. – 8:00 p.m.

Welcome Reception – Opening Remarks/Golf Awards

MONDAY, APRIL 8

8:00 a.m. – 11:00 a.m.

Registration Open

8:00 a.m. – 9:00 a.m.

Breakfast

8:30 a.m. – 8:45 a.m.

Welcome and NGMA Member Introductions

8:45 a.m. – 10:00 a.m.

Are the Good Times Really Over?

*Dr. Charlie Hall, Professor & Ellison Chair in International Floriculture
Texas A&M University*

Merle Haggard popularized a song by this title in 1981, at a time when interest rates were reaching their peak at 21%. Fast forward 43 years, and folks are starting to ask the very same question today. With fears of economic stagnation on everyone's mind, it's important to remember that this is not the first time that Americans have taken a hard look at our country and wondered whether our best days were behind us (and it won't be the last time either). During this presentation, Charlie will address the main economic drivers of our current situation, how the economy has been as resilient as it has, why consumers still perceive the opposite in spite of increased wages and economic growth, and what has to happen for people to feel like times are good again. Finally, what does all of this mean for the future of sales of greenhouse crops?

10:00 a.m. – 10:15 a.m.

Break

2024 MEETING SCHEDULE

10:15 a.m. – 11:30 a.m.

From Clicks to Cultivation: The Art and Science of Digital Campaign Measurement

Ashley Spears, Director of Search, PunchDrunk Digital

Rachel Weaver, Account Executive, PunchDrunk Digital

Join Ashley Spears and Rachel Weaver as they help answer the age-old question “Is my marketing working?” From building ROI models, to utilizing the latest in attribution tools, they will share best practices in evaluating your marketing dollars. Dive into the AI revolution and learn how you could begin implementing AI into your business — from customer emails to productivity and digital measurement. Lastly, they will provide some quick insights into what is happening at Google these days and how it will impact your business.

11:30 a.m. – 11:45 a.m.

Break

11:45 a.m. – 12:15 p.m.

Concurrent Division Meetings:

Structural Member Meeting

Component & Service Member Meeting

12:15 p.m. – 1:15 p.m.

Lunch

2:00 p.m. – 5:00 p.m.

Beach Activities

6:30 p.m. – 7:30 p.m.

Reception

7:30 p.m. – 8:30 p.m.

Banquet Dinner

TUESDAY, APRIL 9

8:00 a.m. – 9:00 a.m.

Breakfast

8:30 a.m. – 10:00 a.m.

Component Member Panel Discussion

This interactive panel and open forum discussion, featuring several of NGMA’s component members, will focus on the most prevalent topics affecting our industry today. Discussion will include labor in the marketplace for CEA; how the market has changed in terms of use of products compared to the past several years; new products that can help the structural member; and why it’s important for component members to attend NGMA. There will be opportunities for questions and exploring additional topics.

10:00 a.m. – 10:15 a.m.

Break

2024 MEETING SCHEDULE

10:15 a.m. – 11:45 a.m.

Greenhouse Manufacturer Member Roundtable

Following our panel discussion, we will form breakout groups led by our structural members to further discuss, in-depth, the topics important to our businesses and our industry. Discuss what's new for CEA, floriculture, institutional and research and retail garden centers. Get a better understanding of our market segments and find out how our members can help each other.

11:45 a.m. – 1:00 p.m.

Lunch and Annual General Meeting

1:45 p.m. – 6:00 p.m.

Add-On: Fishing Excursion

Join your fellow attendees aboard the Gulfstream II fishing charter for a day of fishing and angling! Cast your line into the deep blue, and reel in the catch of a lifetime. The fish you catch are yours to keep, and for your convenience, complimentary cleaning services are included. *Space is limited to 20 people.*

HOTEL & TRAVEL INFO

Hyatt Regency Clearwater

301 South Gulfview Blvd
Clearwater Beach, FL 33767

Room Rates:

\$299/night + applicable taxes and fees

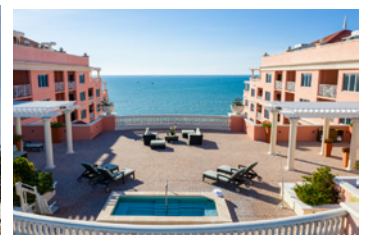
NGMA has negotiated discounted room rates for the days of the conference. All rooms in our block are available on a first-come, first-served basis. The negotiated room rate is only available until our block is full or the deadline date is reached.

The reservation deadline is **Thursday, March 14, 2024.**

Make Your Reservation Online

Reservations can also be made by calling 877-803-7534. Mention the **NGMA 2024 Annual Meeting** to receive the discounted rate.

Questions? Contact Lori Zelesko at events@ngma.com.



Airport: Tampa International Airport (TPA)

813-870-8700

www.tampaairport.com

Airport Ground Transportation

Uber and Lyft are available across the Tampa-Clearwater area. Download their apps for availability.

Car Rentals

Budget Rent-A-Car

budget.com/budgetWeb/home/home.ex

Enterprise Rent-A-Car

enterprise.com/en/home.html

Hertz Rent-A-Car

hertz.com/rentacar/reservation/

SPEAKERS



Dr. Charlie Hall

Professor & Ellison Chair in International Floriculture, Texas A&M University

Dr. Charlie Hall grew up in the industry on a nursery in western North Carolina. Although an economist by training, he is currently a professor in the Department of Horticultural Sciences at Texas A&M University as well as the holder of the Ellison Chair in International Floriculture. His major areas of specialization include innovative management and marketing strategies, financial analysis and benchmarking, and the situation/outlook for nursery and greenhouse crops. He is an invited speaker at numerous regional, national, and international meetings of various industry-related associations and organizations. He is particularly known for the enthusiasm, passion, and intensity he exhibits when speaking. Dr. Hall is an Honorary Lifetime Member of the Texas Nursery and Landscape Association and has received TNLA's Award for Outstanding Service to the Nursery Industry. He is also a member of the Hall of Fame and Honorary Lifetime Member of the Tennessee Nursery and Landscape Association.



Ashley Spears

Director of Search, PunchDrunk Digital

As the Director of Search for PunchDrunk Digital and with over 14 years of experience, Ashley Spears is at the forefront of shaping the ever-evolving landscape of digital marketing. With proven success driving results through comprehensive marketing programs for her clients, she has cultivated expertise from account management and strategy development to growth optimization and implementation. Ashley has a passion for diving into analytics, exploring the intricacies of technical SEO, and fine-tuning PPC campaigns to achieve outstanding results. She is a graduate of San Diego State University.



Rachel Weaver

Account Executive, PunchDrunk Digital

Rachel Weaver is a digital marketing professional with nearly four years of experience in the industry. Currently serving as an Account Executive for PunchDrunk Digital, she brings a wealth of knowledge and expertise to the world of digital marketing. From Daphne, Alabama, Rachel's journey into marketing began at the University of Alabama, where she graduated with a degree in marketing. During her college years, she demonstrated her commitment to the field by undertaking a minor in sales and immersing herself in real-world experience by interning at PunchDrunk for three years. Rachel's passion for digital marketing is evident in her work, and her role as an Account Executive allows her to leverage her skills in creating effective and impactful campaigns for PunchDrunk Digital's clients. With a strong foundation in marketing strategies and a keen understanding of sales dynamics, Rachel continues to contribute to the success and growth of the digital landscape.



NGMA Annual Meeting Registration Form

April 7 – 9, 2024 • Clearwater Beach, Florida

Registration and Cancellation Deadline is March 29, 2024

Cancellations must be submitted in writing on or before the cancellation deadline to receive a full refund (less a \$25 service fee plus any processing fees). No refunds will be given after the deadline. All fees are in USD.

NGMA Member

\$800 per person

Includes: Sunday reception;
Monday breakfast, morning sessions, lunch, reception and dinner;
Tuesday breakfast, morning sessions and lunch.

NGMA Non-Member

\$1,000 per person

Includes: Sunday reception;
Monday breakfast, morning sessions, lunch, reception and dinner;
Tuesday breakfast, morning sessions and lunch.

Companion

\$400 per person

Includes: Sunday reception;
Monday breakfast, lunch, reception and dinner;
Tuesday breakfast and lunch.

Golf

\$125 per person

Includes: Lunch and a round of golf
on Sunday at the Clearwater
Country Club Golf Course.

Fishing Excursion

\$110 per person

Includes: Bait, tackle, ice, cooler,
state and federal licenses.
Limited to 20 people.

Contact Information (Please complete one form per attendee; duplicate as needed.)

Attendee Name (as it should appear on name badge): _____

Business Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Are you a first time attendee? ☐ Yes ☐ No

Registration Rate: \$_____ ☐ NGMA Member ☐ Non-Member ☐ Companion ☐ Golf ☐ Fishing Excursion

Emergency Contact Name: _____ Emergency Contact Phone: _____

Meal Preference: ☐ Standard Meals ☐ Vegetarian Meals ☐ Gluten-Free Meals

If you require special accommodations to participate in the meeting, please contact the NGMA office.

In an effort to keep costs down, it is appreciated if you can pay by check.

Total Due: _____ ☐ Check (made payable to NGMA in USD) ☐ MasterCard ☐ Visa ☐ Discover ☐ AmEx

Card Number: _____ Exp. Date: _____ 3-Digit Security Code: _____

Cardholder Name (please print): _____

Cardholder Signature: _____

Billing Address (if different than above): _____

Don't forget! You can register online at www.ngma.com.

Please return this form to NGMA at 2207 Forest Hills Drive, Harrisburg, PA 17112, via fax to 717-238-9985 or email admin@ngma.com. For questions regarding this form or the NGMA Annual Meeting, please call 717-238-4530.