



Insights

A quarterly e-newsletter for members of the National Greenhouse Manufacturers Association

Message From the President

Dear Valued Members,

It might be a cliché at this point, I know all of you have heard it. Core strength is a very important part of fitness and overall health. Your core is the central part of your body, and its strength improves your balance and stability. A strong core makes many activities easier to do.



The connection I suggest for all the NGMA membership is to make sure to care for your businesses core. Your business core represents what you are known for and have provided customers reliably for a long time. Innovative ideas, new products, and growth are always being sought and are important, but don't ignore your core. Its strength is the balance and stability your organization needs.

Let us also look to strengthen the core of NGMA.

We want to welcome more industry leaders into our network. If you know friends, colleagues, or associates who could benefit from our resources, events, and advocacy efforts, please consider inviting them to join. By expanding our membership, we not only grow our influence but also enrich our community with innovative ideas and perspectives.

Thank you for your support through membership. With your continued engagement, I am confident we will achieve important things. I hope you have had a great year, and I invite you to join me as we look forward to 2025 with excitement and anticipation about how we can continue to work together to strengthen the NGMA core and the industry.

Best regards,
Tim Lauer

Industry News

Dramm Begins Installation on Solar Field for Algoma Fish Plant



NGMA member Dramm Corporation announced that construction began in December 2024 on a 10,000 square foot, 120 kW ground-mounted solar field at its Fish Fertilizer Facility in Algoma, Wisconsin. Supported by a grant from the U.S. Department of Agriculture's Fertilizer Production Expansion Program (FPEP), this project marks a major advancement in Dramm's commitment to sustainability and energy efficiency.

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How Smart Greenhouses Are Revolutionizing Ag Tech

CEAg World looked at the rapid development of "smart" greenhouses in the agricultural and horticultural industry. Their analysis covers both the advantages that smart greenhouses bring to growers through cutting-edge technologies and how the market is expected to balloon in the coming years.

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The Race to Autonomy

Cheaper hardware and smarter software, along with the promised benefits (whether real or imagined) of artificial intelligence are accelerating the race to bring autonomous technology to greenhouses and vertical farms. In fact, it's happening so fast, we can barely keep up. This article provides a brief roundup of a few projects.

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Learn More About Growmentum, *Greenhouse Grower's* 2024 Technology of the Year

Discover how Growmentum, *Greenhouse Grower's* 2024 Technology of the Year, is transforming greenhouse operations. Co-founded by Drew Lytton and Cody Childers, this first-of-its-kind software solution allows growers to track—down to the second—all of the tasks and activities performed on their crops.

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BioTherm Expands Heating Solutions with Sterling's Advanced Unit Heaters for Horticulture

NGMA member BioTherm introduced its new line of Sterling unit heaters, now available through its exclusive partnership as Sterling's OEM partner for horticulture. With a focus on energy efficiency and reliability, these heaters are designed to meet the unique demands of horticultural facilities while offering exceptional value and performance.

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Lisa Ruggiers Sees Stewardship in Greenhouse Manufacturing

NGMA Executive Director Lisa Ruggiers was featured in *USAE News* this fall, a weekly newspaper and trade publication that focuses on the hospitality and association industries across the United States.



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Maximize Your Membership
Promote Your NGMA Pride Everywhere!

As a proud member of NGMA, you are part of a vibrant community dedicated to the excellence of the greenhouse industry. By promoting your NGMA membership, you not only enhance your professional reputation but also help support our association. Sharing your affiliation with NGMA is simple and impactful—here's how you can do it:



1.) Share on Social Media

Social media platforms like Facebook, Instagram, and LinkedIn are excellent venues to showcase your NGMA membership. Share updates about your involvement with NGMA, including annual meetings. Don't forget to tag NGMA and use hashtags like **#NGMAMember** or **#WeKnowGreenhouses** to connect with others in the field!

2.) Add NGMA to Your Email Signature

Make your NGMA affiliation visible in every email you send. Include the NGMA logo or a simple statement like, "Proud Member of the National Greenhouse Manufacturers Association" in your email signature. This subtle touch demonstrates your commitment to the industry.

3.) Share the NGMA Love at Events

Are you attending a greenhouse-related event or conference? Mention your NGMA membership during presentations, networking conversations, or in your conference bio. Let's connect with like-minded peers and encourage them to explore the benefits of NGMA!

By promoting NGMA, you're strengthening the value of your membership and helping others discover the resources and community they need to excel in greenhouse manufacturing. Together, we can expand the reach and influence of NGMA, building a stronger, more connected community. Let's spread the word about this amazing association!

**Reserve Your Hotel Room for NGMA's 2025
Annual Meeting!**

April 6 – 8, 2025 in Dallas, Texas

Plans are underway for NGMA's 2025 Annual Meeting! Join us to make professional connections and get the latest updates in our industry. *Stay tuned for more details!*



The Westin Southlake

1200 East State Highway 114
Southlake, TX, 76092
(817) 873-1900

NGMA has negotiated a discounted room rate for the days of the annual meeting. 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 13, 2025**.

Room Rate

\$229.00 per night (Single Occupancy) + applicable taxes and fees

Make Your Reservation Online

or [Click Here](#)

Reservations can also be made by calling (817) 873-1900. Please mention the NGMA Annual Meeting when calling.

If you have any questions about the meeting or need assistance with your hotel reservation, please contact Lori Zelesko at events@ngma.com or (717) 238-4530.

Welcome, New NGMA Member!

Hydrofarm

Jud McCall, Fairfield, California

Committee Corner

Staff finished the changes to the renewal application that will collect and populate information on a new search function on the website. While this search option is

currently "hidden," it will be unveiled in 2025 once all the necessary data is collected and populated to the database.

Additionally, we've developed a new sponsorship brochure to promote NGMA and attract valuable partnerships.

If you would like to write an article, update the membership about any company changes, or tell us about any interesting projects you're working on, please email commassoc@ngma.com.

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