



Insights

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

The Summer 2024 Issue of *NGMA Insights* Is Here!

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Read these articles and more in the latest issue of *NGMA Insights*!
Keep scrolling.

Exciting Changes to Our Newsletter Format!

We are pleased to announce a significant and exciting change to our newsletter format! As part of our ongoing commitment to improving communication and enhancing your experience, we are transitioning from our traditional digital magazine format to a more streamlined, easy-to-read email newsletter.

We understand that your time is valuable. In today's fast-paced world, we aim to deliver information in the most efficient and accessible manner possible. Our new email format is designed with your convenience in mind, ensuring that you can quickly and easily access the latest news, updates, and insights from NGMA.

- **Concise and Relevant Content:** Each email will feature bite-sized articles and highlights, allowing you to quickly grasp the most important information.
- **Improved Navigation:** Say goodbye to scrolling through long pages that are hard to navigate on some digital devices. Our new format

includes clear sections and direct links.

- **Mobile-Friendly Design:** Whether you're at your desk or on the go, our newsletters will be optimized for all devices, ensuring a seamless reading experience.

We will continue to publish *Insights* quarterly; and we value your participation. Do you have business news to share or a cool project or initiative that our NGMA community would like to hear about? Please reach out to commassoc@ngma.com to contribute to the newsletter.

This change is driven by our desire to continually enhance the value we provide to our members. We encourage you to share your thoughts on the new format. Your input is invaluable as we strive to make our communications as effective and enjoyable as possible. Feedback can be sent to NGMA's Director of Communications, Michelle Keyser, at communications@ngma.com.

Message From the President

Dear Valued Members,

I hope this letter finds you in high spirits and enjoying summer! As the president of NGMA, I am continually inspired by the dedication and enthusiasm shown by each of you in supporting and promoting our association.

It is truly heartening to see how our collective efforts have fostered a sense of community and professionalism within our industry. Your unwavering commitment not only strengthens our association but also elevates our industry.

I was especially thrilled to see so many of you at NGMA's Reception at Cultivate in July. It was a pleasure to connect with you in person, hear your thoughts, and share in the excitement of our collective achievements. Events like these are a testament to the vibrant and engaged community we have built together.

Our members' active participation in events, sharing of valuable insights and education, as well as consistent advocacy has strengthened NGMA, its reputation and brand. These efforts have a trickle-down benefit for us all! Each mention of our association, each recommendation to a colleague, and each collaborative effort amplifies our presence and impact.



I want to extend my deepest gratitude for your continuous support. Your efforts are not only noticed but are deeply appreciated by the entire leadership team. It is your dedication that fuels our mission and drives us forward, ensuring that we remain at the forefront of industry innovation and excellence.

As we look to the future, I encourage you to keep up this incredible momentum. Together, we can achieve even greater accomplishments and further solidify our association's reputation as a pillar of our industry.

Thank you once again for your commitment and enthusiasm. Here's to our continued success and to the bright future that lies ahead for NGMA. If you know someone who would benefit from membership with NGMA, please reach out to them and encourage them to join our community.

Best regards,
Tim Lauer

NGMA's Annual Reception at Cultivate'24: A Celebration of Growth and Connection



Members and friends attending Cultivate'24 in Columbus, Ohio, enjoyed networking and socializing during NGMA's annual reception on Sunday, July 14. During the event, which was sponsored by the Propane Education and Research Council, NGMA President Tim Lauer of Albert J. Lauer welcomed all attendees, including NGMA officers and directors, new association members, and all others who made the trip to Columbus.



During the three-day Cultivate tradeshow, NGMA members could be spotted by signage at their trade show booths as well as badges on their lanyards. With many greenhouse operations in expansion mode

this past year, the vibes were positive for most NGMA member companies.



Thank You to Our Reception Sponsor:



Sterling HVAC Products Introduces Matrix High Efficiency Unit Heater

NGMA Member Sterling HVAC Products recently introduced Matrix, their latest entry into the high efficiency condensing unit heater market. With a thermal efficiency rating exceeding 93%, the Matrix is designed for energy-efficient use in light commercial and commercial applications. The unit is available in eight sizes, with heating capacities ranging from 50,000 to 400,000 BTU/h.



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Industry News

First-Ever CEAg World Conference and Expo on Tap for North Carolina in August

CEAg World, Meister Media Worldwide's new business venture serving the rapidly expanding controlled environment agriculture (CEA) industry, announced the inaugural CEAg World Conference and Expo, in Raleigh, North Carolina. Located at the heart of the industry along the eastern corridor, CEAg World Conference and Expo offers a convenient central destination for attendees.

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Incentives Help Growers Invest in Solar Energy and Agrivoltaics

Navigating the choices and options for solar power is daunting. Trying to make sense of the changing incentives, loans, and tax programs available makes it worse. Solar consulting and installation firms have specialists who keep track of the incentives, loan options, state and local programs, tax credits, and more. This article looks at the current options to help ag producers and small businesses invest in solar energy, both traditionally and with agrivoltaics.

[> READ MORE](#)

How the Top 100 Growers Are Investing in New Technology

In the 2024 *Greenhouse Grower* [Top 100](#) survey, the nation's largest greenhouse operations were asked about the reasons they choose to implement new technology, the areas of greatest potential, and more. This article takes a closer look at those questions, as well as which areas they are investing in the most, and their thoughts on what types of technology still need to be developed for the floriculture industry.

[> READ MORE](#)

Design Innovations for Greenhouse Expansions

Many businesses are in expansion mode, and it can be tempting to rush buildouts to meet production schedules. However, good design requires attention to detail. Take the time to consider and implement efficient strategies to accelerate the return on investment (ROI) of upgrades and retrofits. As many growers plan upgrades, all have the same choice: optimize (retrofit existing facilities) or expand (find sites for new greenhouses). There are pros and cons to both, and the availability of land and capital may drive this choice.

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SAVE THE DATE!

2025 NGMA Annual Meeting

April 6 – 8, 2025 in Dallas, Texas



Mark your calendars for the 2025 NGMA Annual Meeting! Join us in **Dallas, Texas** from **April 6 – 8, 2025** to make professional connections and get the latest updates in our industry. Stay tuned for more details!

Committee Corner

Communications Committee

The Communications Committee has been working on revamping this newsletter. It also collects content to share with our members. If you have updates on your business, products, staff or cool projects that you are working on, please forward them to commassoc@ngma.com.

The Communications Committee also developed a series of ads that promote NGMA membership or our members as trusted greenhouse manufacturing partners. The ads were distributed to industry media. If you would like copies of the ads for use on your website, in your email marketing or on your social channels, contact communications@ngma.com.

Membership Committee

The membership committee is working on updating the search options on the Find a Member feature on the NGMA website. Watch for a survey in your email boxes to select what products and services you offer. Staff will update all profiles to populate the new search feature. Please review your company profile on the

website to confirm it is up to date. Forward any edits to membership@ngma.org.

Conference Committee

The conference committee is working on the next annual meeting, taking place April 6 – 8, 2025, in Dallas, Texas. A hotel has been contracted and sessions are in the works.

Codes and Standards Committee

The Codes & Standards committee continues to regularly monitor the various codes that may affect the greenhouse industry. This includes building codes, energy codes and statewide codes of interest. Stay tuned for a full update on recent code changes that may affect your company in the next newsletter.

Member Spotlight: Wadsworth Control Systems Welcomes New Employees

NGMA member Wadsworth Control Systems has recently expanded its team. Brent DeArmond (pictured top right) has joined as a Technical Sales Representative, bringing extensive experience in horticulture production. Brent brings vast knowledge from his diverse background in designing, constructing, and managing various horticultural and cannabis operations.



In addition, Wadsworth has appointed Jordan Edwards (pictured bottom right) as the new Operations Manager. Jordan comes to the position with extensive expertise in supply chain management, lean manufacturing, and business processes. Known for driving operational excellence and strategic vision, he has a proven track record of improving quality, inventory accuracy, and production efficiency.



For more information, [click here](#) to visit the Wadsworth Controls Website.

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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