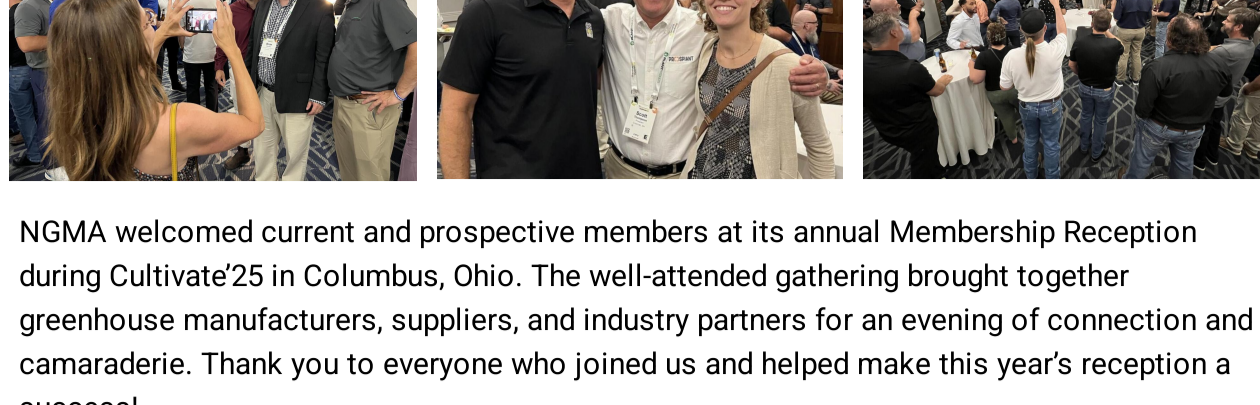


An Evening of Networking: NGMA's Membership Reception at Cultivate'25



NGMA welcomed current and prospective members at its annual Membership Reception during Cultivate'25 in Columbus, Ohio. The well-attended gathering brought together greenhouse manufacturers, suppliers, and industry partners for an evening of connection and camaraderie. Thank you to everyone who joined us and helped make this year's reception a success!



Thank You to Our Sponsors!

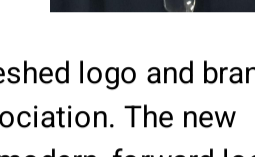
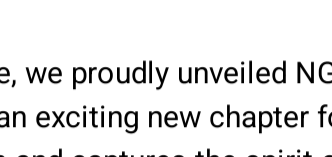
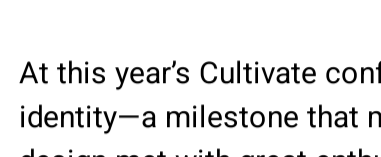
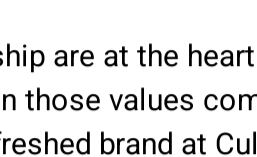
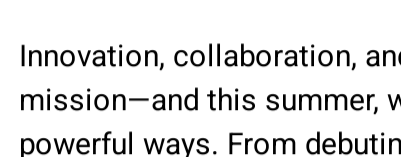
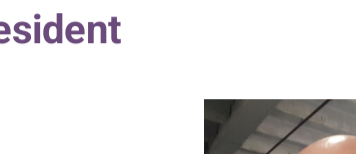
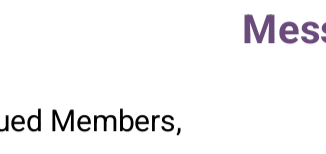
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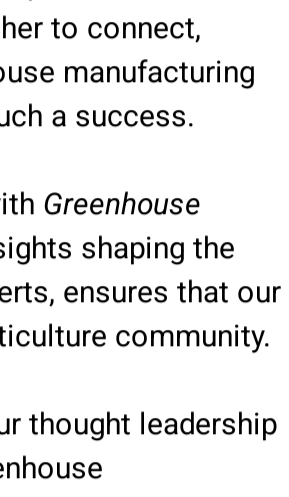
Bronze Sponsors



Message From the President

Dear Valued Members,

Innovation, collaboration, and leadership are at the heart of NGMA's mission—and this summer, we've seen those values come to life in powerful ways. From debuting our refreshed brand at Cultivate, to celebrating together at our reception, to contributing expert insights for the industry trends report, NGMA is stepping boldly into the future as the voice of greenhouse manufacturing.



At this year's Cultivate conference, we proudly unveiled NGMA's refreshed logo and brand identity—a milestone that marks an exciting new chapter for our association. The new design met with great enthusiasm and captures the spirit of NGMA: modern, forward-looking, and deeply rooted in the strength of our industry.

We were also thrilled with the strong turnout at the NGMA Cultivate Reception. It was inspiring to see so many members, colleagues, and friends come together to connect, exchange ideas, and celebrate the work we're doing to advance greenhouse manufacturing and technology. Your energy and engagement make these gatherings such a success.

In addition, I am proud of the response by our members to partnering with *Greenhouse Grower* magazine for the industry trends report, which highlights key insights shaping the greenhouse sector. Positioning NGMA members as subject matter experts, ensures that our collective knowledge and leadership are showcased to the broader horticulture community.

These efforts—our refreshed brand, our community engagement, and our thought leadership—demonstrate NGMA's commitment to serving as the voice of the greenhouse manufacturing industry. Thank you for your continued support and participation in this important work.

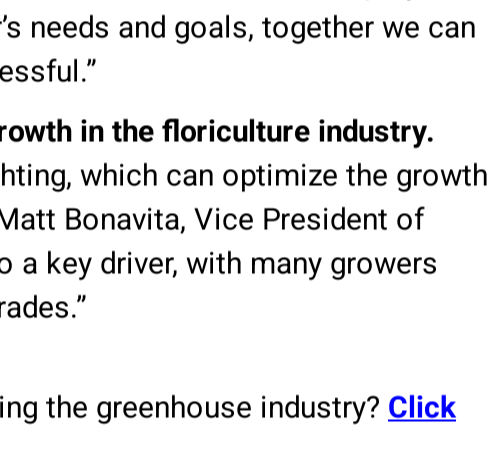
As we look ahead, I encourage you to help us continue growing our community. If you attended the Cultivate reception and connected with someone who would be a great fit for NGMA, please follow up with them and extend an invitation to join. Together, we can strengthen our network, amplify our impact, and ensure NGMA remains the trusted leader for our industry.

Best regards,
Tim Lauer

Reserve Your Hotel Room for NGMA's 2026 Annual Meeting

April 19 – 21, 2026 in Clearwater Beach, Florida

Plans are underway for NGMA's 2026 Annual Meeting! Join us to make professional connections and get the latest updates in our industry. Reserve your hotel room and take advantage of the discounted room rates!



Sheraton Sand Key Resort
1160 Gulf Blvd.
Clearwater Beach, FL 33767

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. Booking within the official hotel block ensures convenience and supports the event. The reservation deadline is **Thursday, March 26, 2026**.

Room Rate:
\$294.00 (Single Occupancy) + \$10 resort fee and applicable taxes per night

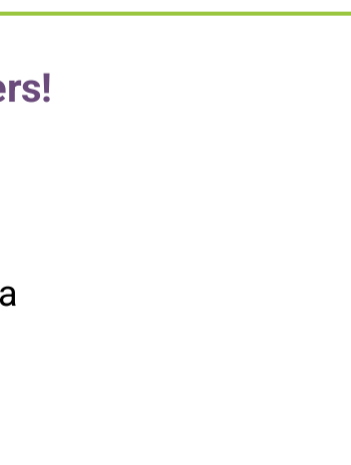
[Click here to make your reservation.](#)

If you want to book any dates before or after the annual meeting dates then please call the hotel direct at 727-595-1611 or email group.reservations@sheratonsandkey.com.

Stay tuned for more details about the Annual Meeting.

NGMA Members Discuss Key Trends Driving the Greenhouse Structures and Components Market

NGMA recently partnered with *Greenhouse Grower* to analyze the key trends driving the greenhouse structures and components market. Ranging from rising energy costs to shifting tariffs and smarter automation, our members contributed a wealth of knowledge about the most influential factors shaping greenhouse construction today.



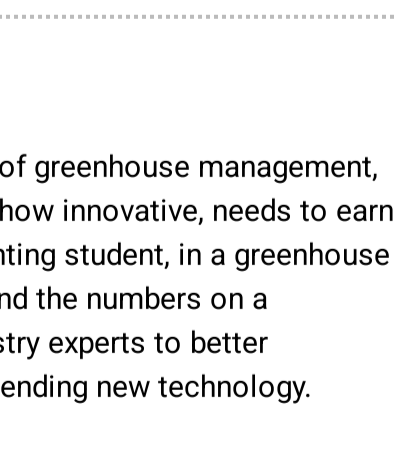
Here are the takeaways from the report:

- **As costs rise and the market grows increasingly unpredictable, growers are seeking cost-saving alternatives and solutions when possible.** "Rising wages are a big part of that increasing cost, and our focus is to create better automation and monitoring solutions for our customers in the hope that they can focus on other areas of their operations, resulting in cost savings in the long run," stated NGMA member Dave Stoltzfus, President of Advancing Alternatives.
- **Building partnerships between greenhouse structures and components companies can benefit growers.** "We should utilize the expertise of each other when we are in the initial design of a potential new project," said NGMA Board member Mark Davis, CEO of Atlas Greenhouse. "By bringing in the component companies on the front side of the project so that everyone knows and understands the customer's needs and goals, together we can ensure that at the end of the project build, it is successful."
- **Energy conservation can be a key opportunity for growth in the floriculture industry.** "There's a significant opportunity in dynamic LED lighting, which can optimize the growth of any crop while reducing energy costs," observed Matt Bonavita, Vice President of Sales at Sollum Technologies. "Sustainability is also a key driver, with many growers taking advantage of rebates for energy-efficient upgrades."

Interested in learning more about the current trends facing the greenhouse industry? [Click here](#) to read the full trends report.

NGMA Mourns the Loss of Member Tom Piini

We are deeply saddened by the loss of NGMA member Tom Piini, founder and president of Micro Grow Greenhouse Systems, Inc.



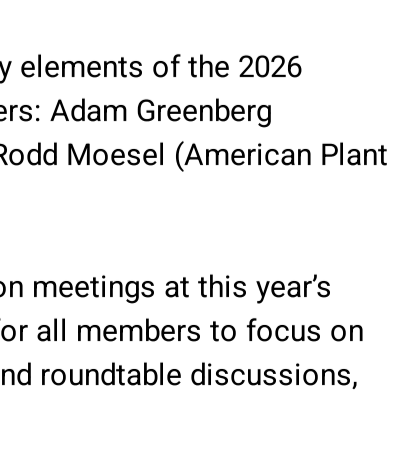
Tom was instrumental in shaping the foundation of the indoor agriculture movement, establishing Micro Grow at a time when the concept of controlled-environment growing was in its infancy. His vision, innovation, and unwavering dedication helped position the company—and the industry—at the forefront of computerized, high-efficiency growing solutions.

Tom was a valued member of our NGMA community and he will be greatly missed. We extend our heartfelt sympathy to his family and all who knew him.

[Click here](#) to read a message from Micro Grow Greenhouse Systems.

2025 NGMA Scholarship Recipient Announced

NGMA is proud to name Francisco Garcia from Valley City State University as its annual scholarship recipient through the American Floral Endowment (AFE).



Francisco, of Elgin, Illinois, is a junior at Valley City State University in North Dakota where he is majoring in horticulture. He plans to graduate in May 2026. After graduation, Garcia plans to continue operation of his business, Chicago St. Sunflower Co., where he cultivates market garden produce and retail plants. He also plans to continue working as an educator for the industry.

"Receiving a scholarship and continued support from AFE has allowed me to focus on my studies, professional development, and volunteering in the realm of horticulture and floriculture without having to worry about the financial burden of higher education," said Garcia. "I am thankful for the opportunities afforded to me by AFE and thankful for all of the donors who make these scholarships possible."

[> READ MORE](#)

Welcome, New NGMA Members!

As of September 16, 2025.

BC Greenhouse Builders Ltd.
Surrey, British Columbia, Canada

Crystal Structures Glazing
Wichita, Kansas, United States

Industry News

NGMA Members Contribute to Industry Report on Greenhouse Fire Safety

The Fire Safety Working Group (FSWG), convened by Resource Innovation Institute (RII), brought together industry experts, greenhouse operators, fire safety professionals, and insurance representatives to examine the unique challenges of applying building and fire codes to commercial greenhouses.



NGMA members, Eric Jones with Hortica and Matt Stuppy with Stuppy Greenhouse Manufacturing, contributed to the project, which highlights critical considerations across fire suppression systems, exit and egress requirements, building classification, detection and alarm systems, and practical implementation barriers.

Drawing from both North American and European practices, the report emphasizes the importance of tailoring codes to the unique characteristics of greenhouses, including low occupancy levels, high humidity, and specialized operational requirements.

A central takeaway is the need for a risk-based approach that balances life safety and property protection, recognizing the extremely low historical incidence of fire-related injuries in greenhouses but acknowledging the potential for significant property damage. The report underscores that while ancillary spaces, such as headhouses, storage, and mechanical rooms, should follow conventional building fire codes, growing areas may warrant alternative strategies.

For developers, early engagement with code officials and fire marshals is strongly encouraged to ensure clarity around function, layout, and occupancy. By fostering collaborative discussions and considering alternative compliance pathways, stakeholders can create safer, more efficient, and economically viable facilities.

[Click here](#) to read and download the full report.

ROI Considerations When Evaluating New Tech

Return on investment (ROI) might not be the most thrilling part of greenhouse management, but it's a critical one. Every new piece of equipment, no matter how innovative, needs to earn its keep. While calculating basic ROI is a task fit for any accounting student, in a greenhouse setting, the true value of a tech investment often goes far beyond the numbers on a spreadsheet. *Greenhouse Grower* spoke with growers and industry experts to better understand how they approach ROI when evaluating or recommending new technology.

[> READ MORE](#)

Committee Corner

Codes & Standards Committee

- Preparing to send the first report from the codes monitoring consultant, Energy Resources Integration (ERI), to the membership this month.
- The Helpful Hints documents continue to be updated with the newly revised Greenhouse Curtain Guide being released soon.
- Continues to monitor the energy and building codes as part of their regular activities.

Communications Committee

The NGMA Communications staff have been updating the digital and print assets with the new logo, which was released at Cultivate.

[Click here](#) to download the new NGMA logo via Dropbox for use on your email, website, social media, etc. When using the NGMA logo, please adhere to our [logo standards guide](#).

HELP WANTED!

The Communications Committee would like volunteers to help us write or be interviewed for some stories on innovation. Suggested topics:

- Robotics and Greenhouses, What's Realistic?
- Energy Savings and Storage/Release
- New Developments



Contact Matthew Zemba at commassoc@ngma.com to participate.

Conference Committee

The NGMA Conference Committee met in August to finalize key elements of the 2026 Annual Meeting. The committee selected three featured speakers: Adam Greenberg (IUNU), Travis Higginbotham (Due Diligence Horticulture), and Rodd Moesel (American Plant Products and Services, Inc.).

Based on feedback, the Board agreed to not convene the division meetings at this year's annual meeting, there will be a committee workgroup session for all members to focus on Codes & Standards and Communications. To shape the panel and roundtable discussions, a member survey will be distributed soon.

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.

