

Minnesota Nursery & Landscape Association

Committees

Working descriptions of MNLA's committees

Education & Certification Committee

Mission

The mission of the MNLA Education and & Certification Committee is to help members grow successful businesses through education that will improve the professionalism of individuals, the profitability of member companies, and the development of a dynamic future workforce.

Duties

- Overall education program strategy and decision-making.
- Guide the development of online learning modules.
- Update MNLA Certified Professional program to synchronize with online learning.

Committee member criteria

- Strategic – Focused on a long-term plan of action to achieve the goal improving educational opportunities for members through an agile and progressive educational program decision-making process.
- Visionary – Having the foresight and imagination to employ new technologies and new methods to deliver educational opportunities for members.
- Connected – Has regular contact with cutting edge sources of educational information by regularly attending national green industry events; has affiliation with current thought leaders in local or national academic circles; and/or has affiliation with applicable association communities.

Government Affairs Committee

Mission

The mission of the MNLA Government Affairs Committee is to help members grow successful businesses through legislative and regulatory involvement to protect and advance the collective interests of members.

Duties

- Deliberate and recommend policy positions which best represent the collective interests of MNLA members in legislative and regulatory affairs.
- Set and implement annual legislative and regulatory strategy.

Committee member criteria

- Strategic – Focused on a long-term plan of action which positions MNLA as a prominent resource for lawmakers on environmental, agricultural, construction, and small business issues.
- Connected – Has personal knowledge of the government affairs process and has regular contact with lawmakers or regulators at the local, state or national level.

Membership Committee

Mission

The mission of the MNLA Membership Committee is to be an outreach team which personally shares information about the value of membership plus is a conduit for gathering insight and ideas from members and prospective members.

Duties

- Perform hands-on outreach to members and prospective members via phone calls and in-person visits in order to recruit and retain members.

Committee member criteria

- Outgoing personality.
- Strong verbal communication skills including the ability to articulate MNLA's mission and programs.
- Connected – Has the ability to contact large numbers of members or prospective members and/or has strong relationships with suppliers whose customer base includes a large number of members or prospective members.

Networking Committee

Mission

The mission of the MNLA Networking Committee is to help members grow successful businesses by creating and supporting member-to-member business connections and networking to foster camaraderie and commerce.

Duties

- Organize member-based business-to-business networks.
- Foster small group networking among members.
- Organize cross-industry networks between MNLA members and groups such as landscape architects, engineers and others.
- Ensure clear channels for member feedback to be routed to the Board of Directors, committees, and staff.

Committee member criteria

- Strategic – Focused on a long-term plan of action to help build business opportunities for members.
- Visionary – Has the foresight and imagination to recognize and create value for the association and its members through business-to-business networks.
- Connected – Has connections with many green industry professionals.
- Strong verbal communication skills including the willingness to recruit members to participate in new business networks.

Communications & Technology Committee

Mission

The mission of the MNLA Communications & Technology Committee is to help members grow successful businesses by developing MNLA into a critical hub of vital and unique knowledge for members.

Duties

- Seek all avenues to deliver information in areas such as business trends, marketing expertise, consumer insight, industry case studies, industry analytics, pertinent research, and regulatory compliance.
- Increase the value of MNLA's member communication resources.
- Spur greater social media activity among MNLA members.
- Guard brand consistency across all communication channels.

Committee member criteria

- Strategic – Focused on a long-term plan of action to achieve the goal of MNLA being a critical hub for members to access vital and unique knowledge.
- Visionary – Having the foresight and imagination to employ new technologies and new methods to deliver information to members.
- Technologically savvy.

Trade Show Committee

Mission

The mission of the Northern Green Expo Trade Show Committee is to ensure the presentation of a world-class commerce and networking event at the most exhibitor-friendly green industry trade show in the country.

Duties

- Trade show move-in and move-out procedures and on-site management.
- Advocating for the interests of exhibitors and the trade show.

Committee member criteria

- Outgoing personality and customer service mindset.
- Availability during move-in and move-out days of Expo week.
- Physical ability to assist exhibitors during move-in and move-out.

Organization/Facilitation

The Expo Trade Show Committee is a joint committee with the Minnesota Turf & Grounds Foundation.