

# MNLA Staff



**Cassie Larson, CAE**  
**Executive Director**  
cassie@mnla.biz

Duties: Oversee all administration including budget and personnel management. Association planning including strategic plan implementation. Strategic oversight of educational programming including online initiatives. Overall Northern Green planning. Oversee association networking initiatives. Participate in government affairs policy direction. Overall management of the MNLA Foundation. Staff liaison to the following committees: Education & Certification, Government Affairs, Northern Green Joint Programming Board, liaison to the Minnesota Turf and Grounds Foundation.



**Mary Dunn, CEM**  
**Membership Director and Trade Show Manager**  
mary@mnla.biz

Duties: Manage trade show sales and exhibitor communications. Advance and onsite registration for the Northern Green. Research and manage member service programs. Membership renewal, retention and recruitment programs. Member outreach at supplier shows. Implement membership directory. Employee benefits coordinator. Serves as back-up for accountant. Staff liaison to the following committees: Membership and Trade Show.



**Jon Horsman, CAE**  
**Communications Director**  
jon@mnla.biz

Duties: Develop and implement a strategic approach to member communications, including development of on-going content and look of MNLA.biz, MNLA eNews, and The Scoop. Manage press relations when appropriate to position MNLA and its members as a key resource for information on plants, landscaping, and green industry public policy issues. Graphic design for Northern Green materials. On-site staff administrator for trade show move-in, move-out, and exhibit rules. Manage association programs to recognize member excellence. Staff liaison to the Communications + Technology Committee and Trade Show Committee.



**Susan Flynn**  
**Education & Certification Manager**  
susan@mnla.biz

Duties: Manage implementation of educational programming for MNLA and Northern Green. Coordinate online

Certification exams in cooperation with the executive director. Manage MNLA-CP recertification process. Coordinate industry segment and other networking groups including member lists and promotion of upcoming meetings. Staff liaison to the following committees: Education & Certification, Networking, and Northern Green Joint Programming Board.



**Alicia Munson**  
**Government Affairs Director**  
alicia@mnla.biz

Duties: Analyze proposed legislative actions; determine the potential impact on the organization; and develop recommended policy for consideration by the Government Affairs Committee and the Board of Directors. Coordinate with legislative and regulatory policy makers and staff, including state and national nursery and landscape associations to discuss issues, draft and present testimony, reports and regulatory comments. Work with the MNLA lobbyist to communicate to members of the Minnesota legislature, regulatory agency leadership and their staffs on industry related issues. Monitor the activities of various state agencies, and ensure the "voice" of MNLA is heard and acknowledged. Develop messaging and tactics to promote legislative awareness to members. Staff liaison to the Government Affairs Committee.



**Jim Calkins**  
**Regulatory Affairs Manager & MNLA Foundation Research Director**  
jim@mnla.biz

Duties: Analyze proposed regulatory actions, determine the potential impact on the organization, and develop recommended policy. Coordinate with regulatory policy makers and agency leaders to discuss issues, draft and present testimony, reports and regulatory comments and ensure the "voice" of MNLA is heard and acknowledged. Calkins also researches and compiles relevant green industry data for members on behalf of the MNLA Foundation. Staff liaison to the Government Affairs Committee.



**Gayle Anderson**  
**Administrative Assistant**  
gayle@mnla.biz

Duties: Oversee Scoop proofreading, article compilation, mailing list, and other logistics. Plan and manage MNLA Community Center at Northern Green. Assist with Northern Green registration. Assist with logistics for Day on the Hill.

Assist Education & Certification Manager with event registrations and materials, and recertification program. Phone reception and greet office visitors. Fulfill member material requests. Maintain office supplies and office equipment.



**Kris Peterson**  
**Accountant**  
kris@mnla.biz

Duties: Manage bookkeeping and financial transactions for the association and the foundation. Working within the investment policy statements established by the association board and the foundation board, work with MNLA's bankers and investment consultants to maximize the return on financial reserves.



**Paulette Sorenson**  
**MNLA Foundation Program Coordinator**  
paulette@mnla.biz

Duties: Manage programs that promote to youth the value of green industry careers including TheLandLovers.org. Assist Research Information Director with Research for the Real World. Manage MNLA Foundation scholarship program. Manage MNLA Foundation fundraisers and networking events, including Garden Party, Golf, and Shootout. Manage the Research Partners Fund and donor appreciation efforts. Build and manage online presence of MNLA Foundation. Staff liaison to the MNLA Foundation Board of Trustees.

**MNLA works very closely with three independent contractors on a daily basis.**

*Your MNLA Advertising and Sponsorship Sales Team. Connect with Faith and Betsy to market/advertise to the region's nursery & landscape industry.*



**Faith Jensen**  
**Sales Representative**  
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952-934-2891



**Betsy Pierre**  
**Sales Manager**  
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*Doug Carnival represents MNLA on a variety of legislative and regulatory affairs.*



**Doug Carnival**  
**Government Affairs Consultant and Lobbyist**  
McGrann, Shea, Carnival, Straughn & Lamb Chartered.