



# Networking Groups, Task Teams and Committees OVERVIEW

## Section 1 – Industry Segment Networking Groups

Many of MNLA’s former committees are being re-purposed into business connection/networking groups. The primary goal of the groups will be to facilitate networking among professionals in the same field. In addition to the personal benefits of networking, these groups will also serve as the “idea incubators” for association programs and services. Members of networking groups may volunteer or be called upon to serve on task teams as noted in Section 2.

Initially, the core collection of networking groups will start with a loose structure consisting of:

- Meetings organized twice annually by MNLA (with additional meetings at the discretion and organization of the individual groups). For the two meetings organized by MNLA, all members from an industry segment will be invited.
- There will be discussion topics but no agendas.
- There will be a designated leader for each group.
- Ideas from these groups will be systematically funneled to the decision-making committees noted in Section 3.

To sign up for a networking group, use the form on page 2.

## Section 2 – Task Teams

The nature of task teams is to be flexible, project-specific, and time-limited. This format will broaden the appeal of volunteer service, providing for greater member input and involvement, especially among younger generations. Task teams shall consist of volunteers who are passionate about and/or experts in a particular topic or project of need.

Task teams will be created and appointed by the president, the Board of Directors, or one of the standing committees. All of the task teams shall operate within the parameters of the association’s mission, strategic focus areas, and board policies. Task teams shall have a designated life span, at which time they will expire unless re-chartered. Task teams may be dissolved by a vote of a majority of the Board of Directors. Use the form on page 2 to volunteer for a task team.

## Section 3 – Committees

In MNLA’s new governing structure, there will be a limited number of standing committees. These groups are decision-making bodies made up of members who are strategic, visionary and connected leaders. Following are brief descriptions of the duties and responsibilities of each of these committees. Use the form on page 3 to apply to be on a committee.

### *Education & Certification Committee*

- Overall education program strategy and decision-making.
- Develop new online learning modules.

### *Government Affairs Committee*

- Deliberate and recommend policy positions; set and implement strategy; and represent the collective interests of MNLA members in legislative and regulatory affairs.

### *Membership Committee*

- Hands-on outreach to members and prospective members via phone calls and in-person visits.

### *Networking Committee*

- Organize member-based business-to-business networks that promote profit opportunities for members.
- Foster small group networking among members.
- Organize cross-industry networks between MNLA members and groups such as landscape architects, engineers and others.

### *Communications & Technology Committee*

- Seek all avenues to make MNLA a critical information hub in areas such as business trends, marketing expertise, and consumer insight.
- Increase the value of MNLA’s member communication resources.
- Spur greater social media activity among MNLA members.



# Networking Group and Task Team SIGN-UP

Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

I have read and understand the association's anti-trust policy as printed on page 4. Initial and Date: \_\_\_\_\_

## Section 1 – Industry Segment Networking Groups

I am interested in participating on one of the following industry segment networking groups:

- |   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> Commercial Arborists | <input type="checkbox"/> Commercial Flower Growers         | <input type="checkbox"/> Commercial Seedling     | <input type="checkbox"/> Garden Center        |
| <input type="checkbox"/> Irrigation           | <input type="checkbox"/> Landscape & Hardscape Contractors | <input type="checkbox"/> Landscape Design        | <input type="checkbox"/> Landscape Management |
| <input type="checkbox"/> Nursery Growers      | <input type="checkbox"/> Professional Gardening Services   | <input type="checkbox"/> Sustainable Environment | <input type="checkbox"/> CEO                  |

Networking groups you would recommend creating and why: \_\_\_\_\_

If you are not signing up for a committee or task team, do not go any further on this form. Return by fax to 651-633-4986 or by email to [susan@mnla.biz](mailto:susan@mnla.biz).

## Section 2 – Task Teams or Task Forces

Task teams will come and go as needs arise and change. For the coming year, we anticipate a need for volunteers for the task teams listed below. If interested in serving, mark your preference and return to MNLA by fax 651-633-4986 or email to [susan@mnla.biz](mailto:susan@mnla.biz).

- Trade Show (reports to the Board of Directors)
- Membership Best Practices (Professional & Environmental Standards)
- Leadership Development (reports to Education Committee)
- Careers (interface with several standing committees; reports to the MNLA Foundation Board of Trustees)
- Arborists Career Promotion (works in conjunction with the Careers Task Force)
- Irrigation Licensure (reports to the Government Affairs Committee)
- Permeable Paver Systems Outreach (reports to the Government Affairs Committee)

Task teams you would recommend creating and why: \_\_\_\_\_

If you are not signing up for a committee, this is all the information we need. Return by fax to 651-633-4986 or by email to [susan@mnla.biz](mailto:susan@mnla.biz).



## Committee Member APPLICATION

Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

I have read and understand the association's anti-trust policy as printed on page 4. Initial and Date: \_\_\_\_\_

I would like to apply to serve on one of the following committees (total number of members on each committee will be limited):

- \_\_\_ Education & Certification
- \_\_\_ Government Affairs
- \_\_\_ Membership
- \_\_\_ Networking
- \_\_\_ Communications & Technology
- \_\_\_ Trade Show

Briefly describe your industry career and any experience applicable to the committee you want to join.

What are your personal and professional strengths?

What are your top three reasons for wanting to become a member of the committee?

Return this application to MNLA via fax 651-633-4986, email [susan@mnl.biz](mailto:susan@mnl.biz)  
or mail: MNLA, 1813 Lexington Ave. N., Roseville MN 55113.

## **Minnesota Nursery & Landscape Association Prohibited Areas of Discussion Related to Anti-Trust Laws**

All meeting participants take note of the antitrust compliance rules which must be strictly observed. Violation of the antitrust law is a serious matter, may involve a felony and jail sentence, and can create very serious problems for those concerned. The government has increased its scrutiny of meetings and its prosecution of small business operators. Prudence dictates extreme care in avoiding discussion of prohibited or questionable subjects.

The following topics or subjects are outside the scope of permitted discussions. All participants should refrain from making remarks or references regarding the following:

1. Current or future prices (the only safe policy is to avoid any mention whatsoever of prices - even of past prices).
2. What constitutes a "fair" profit level.
3. Possible increases or decreases of prices.
4. Standardization or stabilization of prices.
5. Pricing procedures, including wholesalers' margins, markups, cost percentages, formulas or policies for arriving at prices, or brokers' fees or commissions.
6. Cash discounts.
7. Credit terms.
8. Allocation of markets.
9. Other restraints on distribution or competition.
10. Refusal to deal with a supplier because of its pricing or distribution practices.
11. Whether or not the pricing practices of any industry member or supplier are unethical or constitute an unfair trade practice.

*I have indicated on the appropriate sign-up form or application that I have read, understood, and agree to the anti-trust statement printed here.*