Join us in Omaha for the 2019 NNLA Winter Conference and Annual Meeting!

The Nebraska Nursery and Landscape Association conference committee is excited to bring in a great lineup of national and local speakers with a wide variety of topics. We will offer two tracks of sessions for this one-day conference.

After a full day of sessions, we will close out the event with a networking reception and raffle/auction to support the NNLA Scholarship fund.

The conference offers an exhibit hall featuring all the latest products and services. Vendor and sponsorship opportunities are available!

If you have questions about the conference, please contact the NNLA Office at (402) 761-2216 or email jennifer@youraam.com. View more information at www.nnla.org.
HOTEL INFORMATION
A block of rooms are being held under “NNLA Winter Conference” at both the Holiday Inn Express & Suites and the Hampton Inn. Both properties have free hot breakfast and a shuttle to the DC Centre.

Holiday Inn Express & Suites
11818 Miami Street, Omaha, NE 68164
402-445-4445 – call to make reservations
Double Queen: $99/night  |  Single King: $89/night
Reservation deadline is October 15, 2019

Hampton Inn
11201 Davenport Street, Omaha, NE 68154
402-334-4938
Call to make reservation – use code NLA
Double Queen or Single King - $99/night
Reservation deadline is October 23, 2019

SCHEDULE
Two educational sessions will be held concurrently – one will be more focused on the business aspect (B) and one for those working in the field (F). Education sessions, annual meeting attendance, lunch, breaks and reception are included in registration price.

WEDNESDAY, NOVEMBER 6, 2019
3:00 – 5:00  Exhibitor set-up

THURSDAY, NOVEMBER 7, 2019
7:00 – 8:00  Exhibitor set-up
8:00 – 9:00  Registration
9:00 – 9:15  Welcome
9:15 – 10:10 Sessions
 B = Generations in the Workplace – Lisa Lackovic;
     F = Climate Change and the Nebraska Landscape – Tyler Williams
10:10 – 10:40 Break and Exhibits
10:40 – 11:30 Sessions
 B = Automowers: The Innovative Labor Solution – Pam Dooley
     F = Managing the Invasive Plant Issue – Lessons from the Battlefield – Craig Regelbrugge
11:30 – Noon Lunch
Noon – 1:00 NNLA Annual Meeting
1:00 – 1:15 Break and Exhibits
1:15 – 2:10 Sessions
 B = Culture Change Strategies – Ashly Neneman
     F = Invasive Species Prevention Efforts of the Nebraska Invasive Species Advisory Council – Allison Zack
2:10 – 2:40 Break and Exhibits
2:40 – 3:30 Sessions
 B = Building Your Brand and Client Care Made Simple – Kristan Browne
     F = Engaging All the Senses for Year-Round Tree ID – Justin Evertson
3:30 – 5:00 Networking Reception and Scholarship Raffle

NNLA SCHOLARSHIP FUND
NNLA will be hosting a networking reception at the conclusion of the day that will include a raffle/auction benefiting the NNLA Scholarship Fund.
If you would like to donate an item to the raffle, please call or email Jennifer at 402-761-2216 or jennifer@youraam.com. You may also complete a raffle donation form – visit the online registration page to download.
SESSIONS

Generations in the Workplace  | Lisa Lackovic, Endicott Clay Products, Omaha, NE
Most workplaces employ people from each generation: Baby Boomers, Gen X, Millennials and now Gen Z’s are entering the workforce. Each generation brings value and should be respected for their talents. How do we engage our multigenerational workforce to work together and accomplish our goals? This presentation will outline characteristics of each generation and provide ways to improve workplace communication, morale and productivity. Let’s embrace the generational differences and capitalize on the strengths of each age group.

Climate Change and the Nebraska Landscape  | Tyler Williams, Nebraska Extension Educator, Lincoln, NE
Climate change is a challenging subject to understand and prepare for, especially in Nebraska. This session will help explain basic science behind climate change, the social challenges, and the trends and projections of climate variables most pertinent to landscape design and resiliency.

Automowers: The Innovative Labor Solution  | Pam Dooley, Owner, Plants Creative Landscapes, Decatur, GA
Automowers are not the future, they are the right-now solution for innovative landscape professionals who desire to expand their property care markets and who recognize that workforce development is only a part of the long-term labor solution. Having a dynamic brand that is attractive to a younger generation who has grown up with technology will be just as important for long term sustainable growth as traditional recruiting and training programs.

Managing the Invasive Plant Issue – Lessons from the Battlefield  | Craig Regelbrugge, Senior Vice President, AmericanHort, Washington D.C.
The invasive species/plants issue took center stage in 1993. After a quarter-century has passed, what lessons have been learned? This session will delve into what individual nursery, landscape, and garden retail businesses – as well as their state and local associations – can do to manage the risks and shape the future.

Culture Change Strategies | Ashly Neneman, General Manager, Sun Valley Landscaping, Omaha, NE
A company's long-term success is dependent on a strong culture of values and people. In this session, you will hear stories of accomplishments and failures, as well as learn new strategies to implement into your own organization. Whether you have a deep-rooted culture, or it's still developing, there are ways you can start making changes today.

Invasive Species Prevention Efforts of the Nebraska Invasive Species Advisory Council  | Allison Zach, Coordinator, Nebraska Invasive Species Program, Lincoln, NE
Attend this session to learn about the Nebraska Invasive Species Council’s efforts to prevent the spread of invasive species of all taxa in Nebraska.

Building Your Brand and Client Care Made Simple  | Kristan Browne, Owner, Attriniti Consulting, Pasadena, CA
Learn the power of a simple mission statement, the attributes of a strong brand, and the ease in which you can give your clients an excellent experience that will have them telling their colleagues and friends about your company.

Engaging All the Senses for Year-Round Tree ID  | Justin Everton – Nebraska Statewide Arboretum and Nebraska Forest Service, Lincoln, NE
This session will cover some of the more unusual ID characteristics of common trees, including tips for engaging all the senses: touch, sight, hearing, smell and even taste.

SPONSORSHIPS

Event Sponsor - $100
Logo on event materials, general signage

Speaker/Session Sponsor - $250
Logo on event materials and signage at specific session

Refreshment Sponsor - $250
Logo on event materials and signage at refreshment stations

Lunch Sponsor - $500
Logo on event materials and signage at lunch

Reception Sponsor - $500
Logo on event materials and signage at reception

EXHIBITOR INFORMATION

Table top exhibit: Includes one six-foot skirted table with two chairs and one registration fee.
Cost: $250

Additional exhibitor attendee: $75

Non-profit table top exhibit: Includes one six-foot skirted table with two chairs and one registration fee.
Cost: $75
2019 NNLA WINTER CONFERENCE & ANNUAL MEETING
Thursday, November 7, 2019 - DC Centre, 11830 Stonegate Drive, Omaha, NE 68164

3 Ways To register
1. Go online at members.nnla.org/nlla-events
2. Complete the registration form & mail to Nebraska Nursery and Landscape Association
3. Email to Jennifer@youraam.com

CONTACT INFORMATION
Name_______________________________________ Badge Name: ___________________
Company: _________________________________________________________________
Address: ___________________________________________________________________
City/State/Zip: ______________________________________________________________
Phone: _____________________________ Email: _________________________________

REGISTRATION PRICING

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*Registration fee waived for first twenty-five students

PAYMENT INFORMATION

☐ PAY BY CREDIT CARD

Please bill my credit card for the total of $_______________

Name as it appears on card: ______________________________________________________
Card Number: ___________________________________________________________________

Exp. Date: _____ / _____    CVV Code: _____________

Signature Authorization: _______________________________________________________

☐ PAY BY CHECK

Send check, payable to NNLA, to: NNLA, PO Box 10, Milford, NE 68405

When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. When we use information from your check to make an electronic fund transfer, funds may be withdrawn from your account as soon as the same day we receive your payment, and you will not receive your check back from your financial institution.

NNLA is not liable for any injury or damage resulting from willful acts of attendees. Attendees assume all risk and danger relating to the NNLA event, whether occurring prior to, during or after the event.

Cancellation Policy: A refund, less a $10 administrative fee, will be given for all written requests postmarked by October 25, 2019. Requests received after that date will be reviewed by the NNLA Board of Directors. In the unlikely event the Winter Conference is cancelled due to uncontrollable circumstances, your payment will be considered a donation to NNLA.

Questions? Call 402-761-2216