



# NLAE SPRING CONFERENCE

MAY 3-5, 2012  
SAN ANTONIO, TEXAS

HOSTED BY THE TEXAS NURSERY & LANDSCAPE ASSOCIATION

TNLA is excited to host the 2012 NLAE Spring Conference in its backyard, and its staff looks forward to catching up with everyone and having a successful conference.

NLAE members are encouraged to attend this annual conference to learn from experts, network with peers, and take home new ideas to keep your association moving forward.

San Antonio is a favorite destination in the Lone Star State and has many entertaining things to offer. The hospitality, diverse food, and bar selections of the Riverwalk are rarely matched, and the historic site of the most famous battle that led to Texas' independence, the Alamo, is a short walk from the Riverwalk. Do not forget to stop by and see the Menger Hotel (located across the street from the Alamo), the site where Teddy Roosevelt recruited his famous Rough Riders in 1898 for the Spanish-American War. San Antonio is a destination you do not want to pass up.



Nursery & Landscape  
Association Executives  
of North America



# CONFERENCE PROGRAM

Social media is all about the experience. The usage of new media is important for today's association leaders, and is a frequently requested topic for conferences and webinars. At NLAE 2012 we will be integrating social media into the entire conference – before, during, and after. We will inform you at the beginning which media is being used, how to join the conversation, and report on it at the end. We hope this engaging experience leads you to a strong understanding of these tools and how to apply them in your association.

## THURSDAY, MAY 3

Plan to arrive early in San Antonio so you can do some local sight-seeing on your own ([www.visitsanantonio.com](http://www.visitsanantonio.com)).

2 - 5 p.m.

**NLAE Board of Directors Meeting**

6 - 7 p.m.

**Reception**

7 p.m.

**Dinner on your own**

## FRIDAY, MAY 4

7:30 - 8:30 a.m.

**Breakfast**

8:30 - 8:45 a.m.

**Welcome & Announcements**

8:45 - 10 a.m.

**Keynote: Race for Relevance**

Many books are introduced into the marketplace that challenge the way associations do business. The latest to hit the streets is "Race for Relevance – 5 Radical Changes for Associations." Pam Donahoo will share highlights from the book and how associations are beginning to incorporate changes.

Book Description: The book, "Race for Relevance," provides a bold, no-nonsense look at the realities of today's marketplace – and what it will take for associations to prosper tomorrow. It's a book for association leaders who want their organizations to thrive, not just survive. It examines how we need to lead and manage our organizations; how we should look at our member markets; and how we might structure and deliver our programs and services.

10 - 10:15 a.m.

**Break**

10:15 - 11:30 a.m.

**Race for Relevance Breakouts & Report Backs**

During this discussion with your peers you'll talk about real applications for the suggestions or reasons why such changes just don't seem so real in the first place.

11:30 a.m. - 12:30 p.m.

**Lunch**

12:30 - 2 p.m.

**IGNITE! Lessons Learned ...**

These IGNITE! topics will explore areas of interest to us as association executives. We won't spend time on the basic how-to's. The group will focus on lessons learned in the various topic areas and how we can do things better. Be prepared to share your experiences. Choose two of these roundtable discussions.

- Association Planning
- Financial Reporting
- Non-Dues Revenue

# CONFERENCE PROGRAM

## FRIDAY, MAY 4 (CONT.)

2 - 2:15 p.m.

**Break**

2:15 - 3:45 p.m.

### **IGNITE! Lessons Learned ...**

These IGNITE! topics will explore areas of interest to us as association executives. We won't spend time on the basic how-to's. The group will focus on lessons learned in the various topic areas and how we can do things better. Be prepared to share your experiences. Choose two of these roundtable discussions.

- Government Relations Collaborations
- Database Prospecting
- Trade Shows and Conferences: Are They Still Relevant?

3:45 - 4 p.m.

### **Know Your Neighbor**

Keeping with the NLAE tradition, this is your opportunity meet the person behind the name. Hear the inside scoop and learn tantalizing details about a mystery member.

4 - 4:15 p.m.

### **Announcements**

6 p.m.

### **Depart for Dinner on the San Antonio River Walk**

Join the group for a reception and dinner at the Iron Cactus Mexican Grill & Margarita Bar. The restaurant is within walking distance of the hotel and provides the perfect place to relax and enjoy each other's company. This activity is included with registration. Guest tickets can be purchased for \$80 each.

## SATURDAY, MAY 5

7:30 - 8:30 a.m.

**Breakfast**

8:30 - 9 a.m.

### **Announcements & NLAE Membership Meeting**

9 - 9:15 a.m.

### **Know Your Neighbor**

Keeping with the NLAE tradition, this is your opportunity meet the person behind the name. Hear the inside scoop and learn tantalizing details about a mystery member.

9:15 - 10:30 a.m.

### **Hot Topics Affecting the Green Industry**

Dr. Charlie Hall, Ph.D, from Texas A&M will share the hot issues that are affecting our members. He will explore the marketing, pricing, economic, and cultural issues that are impacting businesses.

10:30 - 10:45 a.m.

**Break**

# CONFERENCE PROGRAM

## SATURDAY, MAY 5 (CONT.)

10:45 a.m. - 12 p.m.

### **Interactive Government Relations Roundtable Between State and National Associations**

With every state feeling like it is a border state and federal challenges seem overwhelming, it is increasingly important to have meaningful and constructive dialogue between our national association leaders and their member state associations. Hear the American Nursery & Landscape Association, Irrigation Association, PLANET, and the Nature Conservancy (or Lady Bird Wildlife Association) converse with a panel of your peers. This will not be a series of updates, rather a conversation. Keep your cell phones handy, you will be able to text questions to the moderator or simply raise your hand. The "fireside" chat on issues that impact our states and nation will be invigorating and instructive.

12 - 1 p.m.

### **Lunch**

1 - 2 p.m.

### **Social Media & Technology**

Throughout the conference we will engage in different types of social media and uses of technology. Dominick Mondy will lead participants through a discussion of what worked, what didn't, and why. Uses of the technologies' pros and cons will be the take away.

2 - 2:15 p.m.

### **Final Announcements**

## REGISTRATION INFORMATION

### **Registration is \$350. Please register by April 25.**

You may register online at [www.nlae.org/events](http://www.nlae.org/events). Cancellations made prior to April 25 will be charged a \$25 processing fee. Cancellations made after April 25 will not be refunded. By registering for the NLAE Conference you are agreeing to the complete NLAE Registration & Cancellation Policy located at [www.nlae.org/legal](http://www.nlae.org/legal).

Registration for the NLAE Spring Conference is restricted to NLAE members and invited guests. The content is designed for association executives and staff.

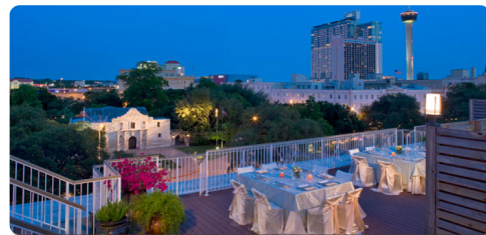
## HOTEL INFORMATION

### **Hyatt Regency San Antonio**

123 Losoya Street, San Antonio, TX 78205

Phone: 210-222-1234

You may reserve a room online via the NLAE web site, [www.nlae.org/events](http://www.nlae.org/events).



NLAE group rate is \$139 per night plus taxes (mention NLAE). The group rate is available based on availability May 2 - May 6. Reservations must be made by April 10 to receive the discount.

## AIRPORT INFORMATION

### **San Antonio International, TX (SAT)**

Taxi service from the airport to the hotel is \$25 one-way.