

## Message from the President



**Mark Davis**

### Promotion Efforts Paying Off

The fall season is in full swing, and it is a great time of year! The cool brisk mornings and pleasant afternoons are a welcomed change from the long, hot days of summer. More importantly, fall is also the time of year that many of our customers are focused on fall sales as well as making final preparations for the winter months ahead. Furthermore, with the recent hurricanes in the Southeast, many growers have been extremely busy recovering, repairing, and rebuilding structures.

Speaking of being busy...the NGMA board and staff have worked diligently over the past months promoting our organization. Plans are underway to revamp our NGMA website and just recently, we launched our own YouTube channel. Our intent is to use this avenue to promote and inform viewers about the emerging technologies and innovations within the commercial greenhouse industry. I encourage all members to take advantage of this new resource, and if you have videos that you would like to submit, please contact our NGMA office for additional information. *(See story in Association News.)*

Also, I would like to thank Chris Beytes and the communication and outreach committee for their contribution in making the YouTube channel a reality for our organization.

Our membership committee has been active as well. I would like to extend a warm welcome to Autogrow Systems, Next G3neration, P.L. Light, Wheatland Tube, Tennessee Technological University

and Bartlett Instrument Company. We are excited to have you and look forward to seeing you at our Annual Spring Meeting.

The meeting will be held in San Diego at the Hilton La Jolla Torrey Pines April 8-10. The site should provide a great venue and for those of you that enjoy golf, it would be difficult to find a better location. Please look for additional information about our meeting as we get closer to the April date.

I would like to mention that our conference committee chairman and board member, Ron Daemen, has resigned his position from the board as he has accepted a position outside our industry. I want to thank Ron for his service to the board and wish him well on his future endeavors.

I want to thank everyone for all you do throughout the year on behalf of our organization and industry. I hope each of you can find leisure time to spend with your families during this busy fall season and that you experience a successful remainder of the year.

**Mark Davis**  
*President of NGMA*

**NGMA Spring Meeting**  
**April 8-10, 2018**  
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NGMA's staff wants you to get the most out of your experience with NGMA. We are available to serve you, so please do not hesitate to contact staff with any question or concern that you may have. For a full staff listing, please [click here](#).

Click the Facebook logo to go to the NGMA homepage on Facebook.



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## INSIGHTS

Winter issue is published in February

Spring issue is published in May

Summer issue is published in August

Fall issue is published in November

is a quarterly publication of the

NATIONAL GREENHOUSE  
MANUFACTURERS ASSOCIATION (NGMA)

## NGMA'S MISSION STATEMENT

To represent and advance the interests of the greenhouse industry through education, networking and communication.



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# Tee Up for the Annual Spring Meeting



The NGMA Spring Meeting will be **April 8–10** at the Hilton La Jolla Torrey Pines in San Diego, Calif.



Join us in the exclusive resort community of La Jolla, on the 18th fairway of the championship Torrey Pines Golf Course, which was the site of the 2008 U.S. Open. An all-day golf event on April 8 starts us off, before the Welcome Reception that evening. The golf tournament will be held at Carmel Mountain Ranch in San Diego. A barbecue lunch will be included.

Here's a sneak peak at some of the speakers we have lined up. Look for the full lineup and schedule in the winter issue of *Insights*.

## Construction Contracts, Risks and Insurance

with Pete Fowler, President, Pete Fowler Construction Services, Inc.

## Fan Energy Regulation

with Lee Buddrus, President, Acme Engineering and Manufacturing Corporation

## State-of-the-Art Supplemental Lighting for Controlled Environments

with Dr. Bruce Bugbee, Professor of Crop Physiology at Utah State University



## Helping Your Customer GROW Their Business!

with James Grouzos, Regional Sales Manager, Central and South US/South America P.L. Light Systems

Enjoy all this and more against the backdrop of the resort's horizon view of the Pacific Ocean. Free time allows you to take advantage of nearby attractions including La Jolla Cove, the Birch Aquarium at Scripps Institute of Oceanography, the San Diego Zoo and Old Town, full of historic buildings, shops, and vibrant outdoor cafes.



# NGMA Association News

## Watch Us on TV!

NGMA is excited to announce our YouTube Channel. The NGMA YouTube Channel is a great educational resource for you and your customers.

Viewers will have the opportunity to virtually explore greenhouses, learn about top-of-the-line industry products and much more. Start discovering new things! Click here to visit NGMA's YouTube channel.

[https://www.youtube.com/channel/UCSUrP1A\\_qqgyJmWHkvuCRbA/videos](https://www.youtube.com/channel/UCSUrP1A_qqgyJmWHkvuCRbA/videos)

Do you have video content that you want to share on NGMA's YouTube Channel? Please email video submissions to [communications@ngma.com](mailto:communications@ngma.com) for consideration.

## Wadsworth Greenhouse's Cannabis Expert Speaks at Symposium

Nick Earls, of Wadsworth Control Systems, spoke at the Cannabis Sustainability Symposium in Denver, Colo. in October.

He participated on a panel called "Let the Sun Shine: Greenhouse Design and Operations."

## Please welcome the following new members to NGMA:

### Bartlett Instrument Company

Jane Bartlett  
Fort Madison, Ind.

### Next G3Neration Greenhouse

Josh Conley  
Chino, Calif.

### Tennessee Technological University

James Baier, Cookeville, Tenn.

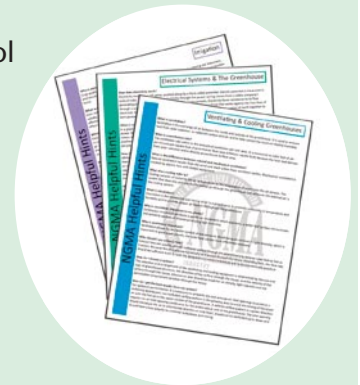
**New product? Changed positions?  
Good news? Company or individual award?  
Ideas about what you'd like  
to see in your newsletter?**

If you have information you'd like to share with the membership, please send it to [NGMAeditor@hotmail.com](mailto:NGMAeditor@hotmail.com)

## Helpful Hints

NGMA has created a series of "Helpful Hints" documents about issues related to greenhouses. The documents, which provide useful information about a variety of topics, can be shared with your current and prospective clients. The following topics are available in these printer-friendly documents:

- Carbon Dioxide
- Chemical Cautions
- Electrical Systems and the Greenhouse
- Energy Conservation
- Environmental Control Computers
- Glazing
- Heating Systems
- Insect Screening
- Internal and External Greenhouse Curtain Systems
- Irrigation
- Purchasing a Greenhouse
- Supplemental Lighting
- Ventilating and Cooling Greenhouses



The Helpful Hints documents can be accessed at [www.ngma.com](http://www.ngma.com) under "Resources" and then "Industry Information." The website also contains links to QR codes, which members can use on marketing materials, emails, websites and other communications to direct people to specific Helpful Hints documents via their cell phones.

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NGMA Online!**

[www.ngma.com](http://www.ngma.com)

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## Member Spotlight

# Darryn Keiller

CEO of

## Autogrow

Global headquarters in  
Auckland, New Zealand



### 1. Tell us the history of Autogrow — when did it begin, what does it provide and what are some milestones over the years?

Our story began in 1994 when founder Jeff Broad, who was a keen gardener and technologist, would find that his evenings after a long day working were taken up with the need to water, test and nutrient dose his greedy tomatoes.

Out of necessity, and possibly a desire to get an early night, Jeff created an automatic on-demand dosing system followed by a fertigation system. His interest in hydroponics and technology turned into a thriving business to provide simple, low-cost dosers. He also looked at innovative ways to grow crops in controlled environments while interfacing with PC technology.

Sadly, Jeff passed away in late 2012, but his legacy has continued and expanded. With the addition of CEO Darryn Keiller in 2016 and investment capital to support Darryn's progressive strategy, Autogrow was essentially reborn and has gone from strength to strength.

In 2016 Autogrow had a solid platform of sensors and electronic automation systems, global customers and partners along with eight full-time employees. Within 12 months, employee numbers more than tripled, and we introduced cloud-based software and data solutions.

Key milestones for our company included our first U.S. customer in 1996, first plant factory in Taiwan, industry first email/SMS alerting on our controllers, industry first touch panel, Application Programming Interface, Software Development Kit and hosting an indoor-ag hackathon #CropsOnMars.

With a global headquarters in Auckland, New Zealand, a team in the U.S. and growers and resellers in more

than 39 countries, Autogrow provides growers with affordable, accessible and easy-to-use innovation — 24/7, anywhere in the world.

### 2. Tell us about your customers.

Autogrow proudly supports farmers and growers both small and large, spanning all crops and infrastructure choices, e.g. protected cropping, greenhouses and, more recently, plant factories. Our customer base is very diverse. We work with nurseries and propagators across flowers, trees and food crops, and we provide fertigation/irrigation control along with weather/climate data for growers using canopies, hoop and high houses.

Greenhouse-based producers for leafy greens, herbs, tomatoes and peppers (and dozens more food crops) and more recently plant factories and shipping container systems for urban/vertical growing for leafy greens. In the U.S. this includes many licensed cannabis producers. Our growers are family operations for the most part and some are purely commercial business concerns.

### 3. What has been the key to Autogrow's success in this industry?

Firstly, we have over 23 years of experience working with growers and their methods; we understand their business as well as their life as a grower and the needs of their crops. We have huge depth in hydroponic systems and environmental control and automation. Autogrow has been at the front of innovation for more than a decade; we were first in 2011 with a touch panel, remote access and text alerting; and now in 2017 with our open-source initiative.

Our people are completely committed to making the lives of our growers easier and provide the best available  
*continued on page 6*

**Autogrow**

**Darryn Keiller** *continued from page 5*

technology, knowledge and insight that is possible. We also pride ourselves on our customer support.

#### **4. What is a project that your company has done that it is especially proud of and why?**

This year our move towards an open-source initiative is a particularly proud moment for us. The initiative is about opening the door and building a community for growers who love to hack the tech. In the past four months, we have introduced a series of products and services that have been incredibly exciting for our team and our growers, and it's just the beginning.

The launch of the industry first API for our MultiGrow solution was the first step. The API gave our growers access to data traditionally not available to them but also the opportunity to custom-build their own data solutions.

We then followed that up by launching the first indoor-ag SDK, which we nicknamed Jelly. That was a real game-changer with growers able to access the programmable layer of our Intelli product range. It's an opportunity for growers to experiment and come up with original ideas using the Intelli products and technology.

Most recently we introduced IntelliGrow Online for small growers—those typically using between one and five greenhouses—who can have remote access through multiple mobile devices (PC, Mac, Linux). By using our IntelliLink, they no longer need to have a standard computer connected directly to the device to gather their data.

Before the end of this year, we will release our Crop Intelligence platform for all growers regardless of scale. We are committed to providing open technologies that allow us to integrate with any third-party technology offerings so that the grower doesn't have to reinvest more than necessary to take advantage of new innovations.

#### **5. Has the company faced any industry-related challenges lately, and what has it done to overcome them?**

The primary need we see is for distributors, resellers and integrators, e.g. suppliers and greenhouse manufacturers, to educate themselves and their people on the latest advances in technology that will help support their and our grower customers. Our customers have many pain points across labor, energy, water, weather and optimizing their crop yield and quality. There is a range of emergent technology with data, hard technologies like robotics, cameras and plant biological information that can be delivered to them by innovative companies such as Autogrow.

#### **6. How long has Autogrow been an NGMA member and what does the company find to be the biggest benefit of membership?**

We have just joined the NGMA as part of our commitment to the industry, and we're looking forward to building long-term relationships to other members.

For more information about Autogrow:

Our website – [www.autogrow.com](http://www.autogrow.com)

Check out our video – <https://youtu.be/Xurn5NR2rEQ>

## Industry News

### **Growers and Suppliers Talk Strategy and Problem Solving at GreenhouseConnect 2017**

A group of 23 leading greenhouse growers and 30 industry suppliers came together in Park City, Utah, in October for three days of networking and one-on-one discussions geared toward solving problems and generating new ideas.

*Greenhouse Grower's* 2017 GreenhouseConnect, held October 24–27, wasn't all about business. The event offered plenty of opportunities for socializing and peer-to-peer networking when attendees weren't in meetings.

During the event, decision makers for both growers and suppliers were able to quickly get down to the issues that

mattered most, with 50 minutes of uninterrupted meeting time, something that is difficult to do at a tradeshow or at certain times of the year when the greenhouse is busy. Growers also used the meeting times to share their challenges, concerns and expectations with suppliers.

To read more, [click here](#). (Reprinted with permission from *Greenhouse Grower*, [www.greenhousegrower.com](http://www.greenhousegrower.com))

### **AmericanHort Recognizes Industry Pioneer Ernest Wertheim**

During Cultivate'17, AmericanHort sat down with Ernest Wertheim, a passionate industry advocate and

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## Industry News

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business owner for over 75 years. Wertheim opened a landscape architect firm in 1940 and has been a mainstay in the industry ever since. That design firm, now known as Wertheim, van der Ploeg, & Klemeyer, has been engaged in the design of residential, commercial, institutional, and public architectural and landscape architectural work in the United States and abroad.

WVK is internationally known for its work in garden center and retail nursery design and space planning, with clients in 40 states, Canada, England, Scotland, Germany, Switzerland, Sweden, the Netherlands, and Italy.

Wertheim's experiences, insights, and ability to see opportunities in this industry continue to set the bar for all horticulture professionals. We were fortunate to welcome Wertheim to another Cultivate and hear about his life and some of his accomplishments firsthand.

At 97 years old, Wertheim has done so much to further the success of the green industry, especially the retail sector. To read more, [click here](#).

### Production Pointers Available

Each month, Dr. Christopher J. Currey, assistant professor at Iowa State University, details different scenarios that could affect your greenhouse and offers insights on how to address them.

Now you can have access to these *Greenhouse Management* magazine columns whenever you need them. Season by season, you can look to Production Pointers to provide useful production cycle information so your greenhouse runs as smoothly as possible.

To start your download, [click here](#).

### SNA Conference Coming to Baltimore in January

The Southern Nursery Association has announced plans to co-locate the SNA Conference with the Mid-Atlantic Nursery Trade Show in 2018. Under this new arrangement, both events will take place at the Baltimore Convention Center, with the SNA Conference preceding MANTS on Monday and

Tuesday, January 8–9, 2018. MANTS will take place on Wednesday, January 10–Friday, January 12.

The conference will have a clear focus on connecting the industry to identify today's business challenges and opportunities, and develop new insights and solutions. Organizers promise industry professionals a dynamic and interactive experience.

For more information and to register, [click here](#).

### Take *Greenhouse Grower's* 2018 State of the Industry Survey

*Greenhouse Grower* magazine is looking for your input!

"Growers and others associated with the greenhouse business often ask our *Greenhouse Grower* editorial staff where we get ideas for stories. The Answer: You!" the magazine staff writes. Yes, they attend industry conferences and educational seminars, but, they say, the best ideas come from growers, industry suppliers, Extension staff, etc.

Because the magazine can't talk personally with all its subscribers, the staff is asking you to fill out the 2018 State of the Industry Survey online. Answers will provide the basis for the magazine's annual State of the Industry Report in the January 2018 edition and provide ideas for future magazine content.

To take the online survey, [click here](#).

### Member Benefit Spotlight: Website Promotion, Information & Advertising

Did you know that as a member you can access an alphabetical listing of each member on NGMA's website?

The listing includes contact information and is available by member category. The website also includes "Helpful Hints," which may be printed and distributed to clientele, and copies of NGMA standards and guidelines.



Learn more about all your [member benefits here](#). If you have additional questions, please contact Angela Burkett at [membership@ngma.com](mailto:membership@ngma.com).

# Four Strategies for Adding Urgency to Any Selling Situation

by Marc Wayshak

The research is clear: Creating urgency when you sell can help dramatically increase the number of sales you close. When prospects don't feel any sense of urgency to buy your product or service, they're much more likely to drag their feet. They might even give you the dreaded "I need to think it over" response.

But when there's a tangible sense of urgency during a selling situation, it can help move things along at a brisker pace. That's why it's important to have a clear strategy in place for creating urgency when you sell.

Implement these four powerful strategies to add urgency to any selling situation—so you can crush your sales goals:

## 1) Start by disqualifying prospects.

It might sound counterintuitive, but the most powerful way to create urgency is to stop persuading your prospects to do business with you. Instead, it's time to start every selling situation by disqualifying prospects. The process of disqualifying prospects entails determining whether the prospect is a good fit for what you're selling. If you begin every sales meeting by trying to answer this question, you'll immediately create a sense of urgency.

Why? Because no prospects like to be disqualified. When your prospects sense that you're trying to determine if they're a good fit for what you sell, they'll be much more willing to open up and explain why they need your product or service. And since you're not pressuring them to buy from you up front, they'll be much more likely to say "yes" in the end—on their own terms.

## 2) Figure out the decision-making process.

It's nearly impossible to add urgency to a sale when you don't understand the prospect's decision-making process. If you make it all the way through a sales meeting without knowing who the key decision maker is, you're in big trouble. This is one

of the biggest mistakes salespeople make. At the beginning of every sales meeting, make it your priority to find out exactly who is involved in the decision-making process.

Once you have a clear understanding of the decision-making process, you can be strategic about where to apply pressure and create urgency throughout the sale. When your prospect sees that you took the time to understand how decisions are made at their organization, they'll take you more seriously and won't play any games.

## 3) Ask questions to uncover key challenges.

This strategy is as simple as it sounds. If you ask insightful questions to uncover your prospects' toughest challenges and biggest goals, then you'll naturally create urgency within the sale. Refrain from talking too much, instead focusing on listening to your prospects' answers and carefully crafting a solution that will directly address the needs they share with you.

## 4) Expect an actual commitment.

After you've determined that your prospect needs your product or service—and they've shared their challenges with you—the next step is to secure a commitment. Many salespeople lose sales because they never demand an actual commitment from prospects, thus depleting any real sense of urgency. To implement this strategy, ask a question such as: "Are you committed to solving your challenge today?" Don't get a commitment from them to buy or "move forward"—just get an actual commitment that they're invested in solving their biggest challenge, right now.

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**About the Author:** [Marc Wayshak](#) is a sales strategist, the author of two books on sales and leadership and a regular online contributor to *Entrepreneur Magazine* and the Huffington Post Business section. Get his free eBook "25 Tips to Crush Your Sales Goal" at <http://gameplanselling.com/>. Follow him on Twitter: [@MarcWayshak](#).



Marc Wayshak



# Reach New Clients by Advertising on the NGMA Website

The NGMA Website Advertising Program is designed to keep your company's name in front of the thousands of visitors to the NGMA website. NGMA offers two placement positions for advertisements on [www.ngma.com](http://www.ngma.com), both horizontal banner positions and vertical banner positions. We are offering multiple positions for each banner type. Your ad won't get lost in the fray, though. The maximum positions for the horizontal banner will be 5 and a maximum of 3 for each of the two vertical banners. Advertisements will rotate on a constant basis within 7 and 10 seconds.

During the past three months (**August, September and October**), the NGMA website had **2,018** visits for a total of **5,758** page views and approximately **73** percent of those visitors were new to the site. Just think...your ad could have reached every one of those individuals visiting the NGMA website.

If you are interested in advertising on the website, please download the [Website Advertising Program](#) document, or contact [ads@ngma.com](mailto:ads@ngma.com). We look forward to being able to promote your company through the NGMA website.



## NGMA member rates for website advertising

Placement	Ad Type	Ad size	# of Positions**	Rates of NGMA Members (per month)		
				1 month	3 months	6 months
Run of Site*	Horizontal Banner	810 x 100 px	5	\$149	\$139	\$119
	Vertical Banner	120 x 240 px	6	\$99	\$89	\$79

## Non-member rates for website advertising

Placement	Ad Type	Ad size	# of Positions**	Rates of non-members (per month)		
				1 month	3 months	6 months
Run of Site*	Horizontal Banner	810 x 100 px	5	\$199	\$179	\$159
	Vertical Banner	120 x 240 px	6	\$119	\$109	\$99

\*Run of site is defined by all public pages.

\*\*Ads will rotate up to the maximum number of positions on a constant basis.