The National Greenhouse Manufacturers Association Spotlight
The National Greenhouse Manufacturers Association is moving into its 51st year of service. Its current challenges and future existence demand more of its membership than ever before. Our global economy and all those striving to compete within it have reached a crisis point that demands a constant vigilance to read and react or perish.

Ongoing dramatic financial changes have canceled out years of hard work and growth by many to cause managerial reassessments and responses that break new ground daily. Our economic world has never seen times like this before. How we respond within the horticultural sector now and for the short term will determine who survives in the long term.

NGMA members and their customers are the “core” of this sector and must stand firm against both internal and external pressures to take us down. A unified effort by this association of industry professionals and educators can create opportunities even in the most drastic of times. Intelligent use of resources, both natural and human, when combined with current and constantly evolving technologies will place each of us and our companies in the best position to assist our customers and their ever changing needs to remain competitive and profitable.

A need for face time

For this to happen, our communication effort must continue to be enhanced daily. “Face time” with our customers and other NGMA members solidifies our bonds and strengthens our effort. Having a better understanding of the issues our customers face will provide us with an edge over our competition. If we listen and hear our customers’ need for help, we can answer the call with a wide variety of products and services. Collectively gathered from around the world, these ideas, specifically honed for all segments of our controlled environment industry, can be shared with our customers to address their concerns.

New markets and applications for our skills must be developed. By reaching out to the academic community and engaging the brightest of students, we can channel and direct these qualities toward our industry, sharing the spirit and lifestyle of what we do in a dynamic and exciting field.

Addressing industry issues

We need to assign value to our ability to properly design, manufacture, glaze, ventilate, screen, heat, irrigate, light, harvest and manage a greenhouse operation. This effort should reap dividends as we enhance our message and take it to our local, regional and national politicians demonstrating to them that our horticultural industry needs to be heard.

The NGMA membership has participated in a continuing collaborative effort with Society of American Florists and American Nursery & Landscape Association to make our individual and group voices heard. The diverse nature of the NGMA membership creates extended roots throughout a large variety of markets.

The “greening” of America is here to stay and by assigning value to what we, the NGMA, bring to the table will make it greener for everyone. Please get involved.

Thompson is president of NGMA and executive vice president of X.S. Smith, (800) 631-2226; scott@xssmith.com; www.xssmith.com.
National Greenhouse Manufacturers Association

From us...

Pleasing your customers with a quality product is the most important aspect of your business and the NGMA understands that!

To you...

The NGMA is the grower's resource center for information and a gateway to the industry's leading greenhouse manufacturers.

The NGMA exists to serve growers with information, publications, and access to companies that manufacture structures and greenhouse components.

Contact the NGMA if you are purchasing, retrofitting, or environmentally controlling a greenhouse.

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The National Greenhouse Manufacturers Association brings together the most experienced and knowledgeable manufacturers in the industry. If you’re looking for the best greenhouse or component manufacturers North America has to offer, contact NGMA. Be a part of the most extensive list of engineers, dealing with horticulture, agriculture, building, structural, growing and design issues the industry has to offer!

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