TNLA: A Mutual Investment

Note from the Region VIII Chair

Most of my notes start with me sitting at my computer, wondering what the heck I am going to write about. Today is no different. There are hundreds of things that I want to talk about, and yet I still sit here...drawing a blank.

I say that I have nothing because I have not been able to tap into what our Region VIII members are looking to get out of TNLA.

I keep asking myself what you need from me, as your chairperson. What do you need from your board members or from the state office? I am hopeful that I have found that answer.

The investments of our time, our finances, and the improvement of ourselves are the biggest priorities for most of us in life.

We have personal investments and business-related ones. We make decisions every single day by asking the questions, “Is it worth my time? Is it worth the money? Will this benefit me?”

TNLA membership is an investment that raises the same questions. I have wondered over and again how to increase our participation, our sponsorship, and grow our association. I continually come back to one thing: Return on investment (ROI)

Have we as a region, promoted ourselves and what we have to offer enough? Have we clarified what you get by being more than just a paying member?

Are you expressing your needs? If so, are we listening?
All of these questions and insights have brought me, and your board members, to one conclusion: **Restructure for 2019**.

It is time for us to look at our meetings, our sponsorships and participation with one thing in mind: **You**, our fellow TNLA members.

Going into the new year we will be concentrating on four main areas, with all eyes on **your membership ROI**.

1) **MONTHLY MEETINGS**

Region VIII would like to find the balance of education, tours and social gatherings. Our topics will range from industry specific, to business in general. The year is planned out through August, when new leadership will come in.

2) **SPONSORSHIP**

Region VIII is switching over to an annual commitment with three different tiers to suit your needs. The higher the tier, the more exposure your company will receive. *(see page 4 for details)*

3) **COMMUNITY OUTREACH**

It is important that as an industry we give back to the communities that have kept us in business. Investing in our community is as important as investing in ourselves.

4) **RECRUITMENT**

In 2019, our recruitment efforts will be focused on current members. More involvement from those who are already part of our association will cause a natural increase for new members.

Region VIII board members will be working hard to invest in you. But in return, we need the same. Help us be successful.

- Come to a meeting
- Reach out to your community
- Become a sponsor
- Get involved

Let’s make a comeback together!

**Regards,**

*Veronica Seever*

*Region VIII Chair*
December 8 Saturday

**TNLA Region VIII**

**Christmas Party**

at High Road

6:30 pm • Saturday, 12/08/18

**White elephant gift exchange!**

($25 max. value)

**RSVP by 12/05:** Accounting@LeafLandscapeSupply.com

**Cost:** $20 (Pay at door. Cash or check.)

**2019 EVENTS**

January 17 Thursday

**Region VIII Meeting** at Native Texas Nursery

6:30 pm • Thursday, 1/17

**Topic** Business Law: H2-A, Immigration Law Update, and Business Formation

**Speaker** Fowler Law Firm • **Sponsor** Native Texas Nursery

February 21 Thursday

**Region VIII Meeting** at Leaf Landscape Supply

6:30 pm • Thursday, 2/21

**Topic** Getting the Most Out of Your Employees

**Speaker** Veronica Seever • **Sponsor** Austin Wood Recycling

April 18 Thursday

**Region VIII Meeting** at Austin Tree Farm

6:30 pm • Thursday, 4/21

**Topic** State-wide Inventory and Demands

**Sponsor** Austin Tree Farm

May 23 Thursday

**Region VIII Meeting** at Zilker Botanical Garden

6:30 pm • Thursday, 5/23

**Topic** TBD

**Sponsor** Gardenville

**REGION VIII TOUR**

8am- 5pm

Multiple Locations (more details to come)

**Sponsor** Self Pay

**EXPO RALLY**

at Austin Wood Recycling

Date & Time TBD

**2018-2019 Region VIII Events**

High Road

700 Dawson Road

Austin, TX 78704

**MAP**

**WEBSITE**

**EXPO RALLY**

at Austin Wood Recycling

Date & Time TBD

**REGION VIII TOUR**

8am- 5pm

Multiple Locations (more details to come)

**Sponsor** Self Pay

**2019 EVENTS**
GOLD  $ 3600/year
- 1/4 page ad in Region VIII Newsletter
- Mention & thank you @ Region VIII meetings
- 8 complimentary tickets to Region VIII parties (Summer Party & Holiday Party)
- Logo board displayed at Region VIII meetings
- Sponsorship TNLA “Welcome Basket” (Swag increases w/level)
- Company logo sponsorship listing on Region VIII event flyers
- Company logo sponsorship listing on Region VIII TNLA website page
- 1 spotlight article in newsletter

Silver  $ 2000/year
- 1/4 page ad in Region VIII Newsletter
- Mention & thank you @ Region VIII meetings
- 4 complimentary tickets to Region VIII parties (Summer Party & Holiday Party)
- Company logo on Region VIII website
- Sponsorship TNLA “Welcome Basket” (Swag increases w/level)

Bronze  $ 1200/year
- 1/4 Page ad in Region VIII Newsletter
- Mention & thank you @ Region VIII meetings
- 2 complimentary tickets to Region VIII parties (Summer Party & Holiday Party)
- Sponsorship TNLA “Welcome Basket” (Swag increases w/level)

Sponsorship Deadline by December 20th

Contact Info:
Veronica Seever
512-281-6281
Accounting@leaflandscapesupply.com
5700 W. Hwy 290  Austin, TX  78735
512.288.5900

Friendly Service, Extensive Selection, Highest Quality

Central Texas’
Most Unique & Complete
Garden Center

Water Lilies  Pond Liner
Lotus  Pumps
Bog Plants  Filters
Koi & Goldfish  Skimmers
Nursery Plants  Fountains
Statuary  Asian Pottery
Disappearing Fountain Kits

Wholesale Prices Available for Landscapers
1407 N. Bell Blvd.
Cedar Park, Tx 78613
512-260-5050
hillcountrywatergardens.com
ADVERTISING RATES

The TNLA Region VIII newsletter is published once per month, 12 times annually.

For more information or to advertise in this publication, contact Veronica Seever at 512-288-5900 | Accounting@LeafLandscapeSupply.com

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Single Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Card</td>
<td>$55 /month</td>
</tr>
<tr>
<td>¼ Page</td>
<td>$70 /month</td>
</tr>
<tr>
<td>½ Page</td>
<td>$95 /month</td>
</tr>
</tbody>
</table>

Submit Content

Do you have some industry news you’d like to share with Region VIII members? Maybe an article, photo, advice, blog post, or something else?

Contact: Veronica Seever
512-288-5900 | Accounting@LeafLandscapeSupply.com
Region VIII Officers

Region VIII Chair - Veronica Seever
Leaf Landscape Supply | 512.288.5900
Accounting@LeafLandscapeSupply.com

Treasurer – Patti Lopez
Buckley Native Land Design | 512.918.2270
PLopez@NativeLandDesign.com

Grower Director – Emily Brown
Native Texas Nursery | 512.276.9801
Emily@NativeTX.com

Supplier Director – Ed Mendel
Garden-Ville | 512.219.5311
EMendel@TexasDisposal.com

Vice Chair – Theresa Remington
Leaf Landscape Supply | 512.288.5900
Theresa@LeafLandscapeSupply.com

State Board Rep. – Brad Seever
Leaf Landscape Supply | 512.288.5900
Brad@LeafLandscapeSupply.com

Immediate Past Chairman – Blake Heatherly
Austin Tree Farm | 512.338.4050
BHeatherly@AustinTreeFarm.com

Members at Large

Blake Heatherly
Austin Tree Farm

Larry Murphy
Garden-Ville

Mae Sanchez
Garden-Ville

JJ McAuliffe
Tree Town USA

Sam Raver
Dry Creek Tree Farm

Zac Tolbert

Texas Nursery & Landscape Association
7730 South IH-35
Austin TX, 78745-6698
Phone: 512.280.5182 | Fax: 512.280.3012
Email: info@tnlaonline.org | www.tnlaonline.org
Region VIII email: region8@tnlaonline.org
Region VIII webpage
DISCOVER THE DAVEY DIFFERENCE.

For All Your Tree, & Shrub Care Needs...

“An Employee-Owned Company”

- Complete Tree & Shrub Care
- Deep-Root Fertilization
- Insect & Disease Control
- ISA Certified Arborists
- Licensed and Insured
- FREE Estimates
- Quality Pruning
- Tree & Shrub Removals
- Tree Planting
- Stump Grinding
- Lightning Protection

DAVEY
Proven Solutions for a Growing World

512-451-4986

www.davey.com Austin

THE DAVEY TREE EXPERT COMPANY

LANDMARK

NURSERIES, INC.

Visit our website for:

Price List
Monthly Specials
Plant Photos & Descriptions
Mulch Calculator
Spacing Calculator
New Customer Forms
Call for availability

www.landmarknurseries.com

1510 ROYSTON LANE • ROUND ROCK, TEXAS 78664 • PHONE (512) 251-9238 • FAX (512) 251-7117
TNLA REGION VIII
SERVING GREATER AUSTIN COUNTIES:

- Bastrop
- Bell
- Burleson
- Burnet
- Caldwell
- Coryelle
- Falls
- Hays
- Lampasas

- Lee
- Llano
- McLennan
- Milam
- Mills
- Robertson
- San Saba
- Travis
- Williamson

Visit REGION VIII Online

Webpage  Facebook