



# MEMBERSHIP DETAILS

## GROWER

ANNUAL DUES: \$750-\$1,500

### Why Join ANA? To PROTECT your business

#### REPRESENTATION

There is strength in numbers and together, the nursery industry's voice is powerful with ANA representing your business on state, local and federal issues for over 60 years.

ANA ensures industry stability and business success through its work at the State Capitol and AmericanHort in Washington, D.C. ([www.AmericanHort.org](http://www.AmericanHort.org))

#### Immigration

ANA is a voice for a legal and stable workforce. We work on the state level to safeguard that Arizona does not pass legislative bills that make immigration a state enforced issue and routinely travel to DC to work with Congress to affect immigration reform.

#### Labor

Shortages and work place regulations, including minimum wage, are critical issues for our industry and employees.

#### Crop Protection Products

Over the last two legislative sessions, we have successfully ensured bills banning neonicotinoids do not become law. In 2020, members save thousands of dollars through the ANA backed bill to remove taxation of critical crop inputs of fertilizers and chemicals, saving our members thousands of dollars.

#### Water

In conjunction with other agricultural groups, we remain active in Arizona's 4th and 5th management plans, as well as Pinal County issues regarding water supply and quality for our members. In 2019, members saved hundreds of dollars when ANA's supported bill was enacted to designate irrigation supplies as tax exempt. In 2018, ANA was instrumental in clarifying water used on a plant container as agricultural use.

#### MARKETING

**Annual Directory and Buyer's Guide:** More than 800 landscape architects and contractor companies, retail and wholesale nurseries, as well as industry suppliers receive this annual publication which lists ANA member name and business description. (2019 Circulation: 1,722; Reach: 4,000 )

**Online Listing:** Updated and accurate ANA member list is available to all members on [www.azna.org](http://www.azna.org). (2019 Views: 1,750)

**Instagram & Facebook:** All members tagged/liked. Content continually updated. (2019 Follows: 925; Likes: 725)

#### NETWORKING

##### **SHADE Conference: \$125/attendee**

More than 500 nursery professionals, landscape architects and contractors, city employees and friends of horticulture attend this annual conference that offers educational CEU credit in four main industry tracks.

**The MARKETPLACE at SHADE features over 50 trade displays and members receive a \$350 display discount.**

**DATE: Friday, September 4, 2020**

**JW Marriott Desert Ridge Resort**

##### **A Night Out With ANA: \$75/guest**

The annual dinner program highlights achievements, presents member awards and scholarship funds to green industry students in an evening of socializing with industry leaders and friends.

##### **A Day Out presented by ANA: \$2,500**

ANA staff organized event that secures attendees to strengthen existing relationships and develop new business opportunities specific to the member sponsoring the on-site networking event.

#### INFORMATION

**Southwest Horticulture:** This bi-monthly publication features members, highlights important green topics and informs on industry activities and research.

**Fertile Ground:** A monthly email referencing business success articles focused on marketing, human resource, grower and retail issues.

**E-Update:** Email updates with pertinent information regarding the industry and ANA's endeavors to better serve its membership.

**Growpoints:** A quarterly, members-only conference call hosted by a recognized leader to discuss timely topics and challenges.

**ACNP:** \$100 Online certified nursery professional course [www.mcorcollege.com/aznursery.com](http://www.mcorcollege.com/aznursery.com)

**ANAFUND:** 501(c)3 \$5,000 tax deductible member contribution to fund a named scholarship to green industry focused college students.

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