

MEDIA RELEASE

MoGIA

Missouri Green Industry Alliance

For more information CONTACT:

Bill Ruppert billr@rupehort.com

(314) 966-0253

Date of release: December 7, 2016

FOR IMMEDIATE RELEASE

Subject: Announcing the formation of the Missouri Green Industry Alliance

(COLUMBIA, MO): The professions of Missouri's green industry, as of January 1, 2017, will be represented by a single professional, non-profit organization to be known as MoGIA or the Missouri Green Industry Alliance.

Since July of 2015, the leadership of the MLNA (Missouri Landscape and Nursery Association, founded 1921), and the MoTOC (Missouri Turf and Ornamental Council – prior to 2008, organized as the MVTA, Mississippi Valley Turfgrass Association, founded 1965) have been meeting jointly to discuss opportunities to advance the efficiency and effectiveness of representing Missouri's green industry with a unified voice. The outcome of these initial joint MLNA/MoTOC leadership meetings realized the theme "COMMON GROUND – we are stronger together." After three professionally facilitated meetings held throughout 2015, the decision was made to approach the memberships of both professional organizations to transition the efforts of the MLNA and MoTOC into a single statewide organization. At the December 9, 2015 Annual Meeting of the MoTOC membership, the members present voted unanimously, and at January 22, 2016 Annual Meeting of the MLNA membership, the members present also voted unanimously to combine their organizations as MoGIA, Missouri Green Industry Alliance. Soon after approval was received by both memberships, the MoGIA Steering Committee, comprised of the combined Board leadership of MLNA and MoGIC, was formed and met throughout 2016 to pursue the legal and detailed administrative framework of the new organization.

The mission of MoGIA is to provide a unified voice for Missouri's green industry with a vision to offer a resource that advances the green industry and increases public awareness of the industry's value to Missouri. The leadership Board will represent each professional sector of the industry, including landscape (construction, ecological restoration and management), land care (commercial, residential, municipal, arboriculture, irrigation), turf management (commercial, residential, golf, sports turf), landscape architecture and design, production (nursery, greenhouse, sod, support products), distribution (wholesale, sales and brokerage), retail garden centers and institutions of higher learning.

The work of MoGIA will include educating professionals and students through on-going professional development activities, promotion of the green industry's value to the public, advocating for the green industry by providing our members an awareness of the legislative process and affording them the opportunity and communicating the results of our actions, supporting research and sharing pure and applied findings, collaborating between and among green industry professionals and with alliance organizations and institutions, and encouraging environmental stewardship by fostering responsible awareness of and engagement in practices that support stewardship.

For more information, visit www.mogia.org

Missouri Green Industry Alliance

landscape | turf | production | distribution | retail

MISSION: *MoGIA is a professional organization providing a unified voice for Missouri's Green Industry.*

VISION: *MoGIA is the resource that advances the Green Industry and increases public awareness of the Industry's value to Missouri.*