



Dave Bender, IGIA Executive Director

Executive Director's Chair

Although the most recently completed fiscal year (July 1, 2006 – June 30, 2007) will in all likelihood be remembered primarily, if not solely for the name change, we'd be doing a great disservice to membership, the Board and to history if we didn't use this opportunity to leave a record of the many other significant accomplishments and achievements that marked the year.

However, since Carsten Hoffmeyer's term as President of the Association, which lasted for the duration of the fiscal year in record, obviously will be forever linked to this transition, let me first address it. It is especially fitting to do so as Carsten should be remembered and admired for his stoic leadership on this issue.

He did not shirk the draining responsibility: he did not shy from the tedious task: rather he stood determined, resolute, motivated to move the association forward one way or another and to put the issue of a name change to rest once and for all. Carsten did not force his opinions or desires on membership. He did not dictate or demand. Yet he was not stymied by

naysayers or doubters. A tenacious Carsten persevered to simply steer the association toward this defining moment in its history, at which time the voice of every member was welcomed, encouraged and counted. The new name - the IL Green Industry Association - is what arose from the process...and the issue was nurtured to its successful conclusion thanks largely to Carsten's personal sacrifice, including his readiness to forego an easy ride as President and his willingness to avoid the powerful temptation to view his term as nothing more than the crowning reward for nearly a decade of service.

So armed with the overwhelming results of an extensive communications survey (that had been a directive of past president Kurt Meyer), teamed with a forward-thinking, unabashed Board of Directors, and ultimately supported by an impressive list of the association's foremost leaders - past, present and future - who very importantly hailed from every segment of the increasingly diverse Green Industry in Illinois, the association embraced this bold, new course. A new name obviously was necessary, as the old name had been outgrown by an evolving membership. Careful, thoughtful deliberations and healthy, spirited debate ensued. When the dust settled, the new name that was chosen - the IGIA - frankly was favored because it was the one name that accurately reflected the real face of our existing membership while also appealing to, attracting and subsequently representing potential new members.

However, as I said, the "name change" - albeit the most riveting headline - merely overshadowed the many other achievements in a successful, productive year for the association. Just look at all of the other significant accomplishments, enthralling in their own right, from the year of Carsten's tenure...achievements and enhancements that would make headlines just as compelling had they occurred in any other year. Among the highlights:

First Team GOALS Day

Modeled after a similar program already flourishing in Ohio, the association successfully created and implemented a new committee structure, subsequently inviting in all members of its various committees to meet on a single, common day in Springfield. **GOALS** – an acronym for **G**oals, **O**bjectives, **A**ction points or plan, **L**eadership development and **S**cheduling – was viewed favorably by the program participants who comprise the team of leaders charged with moving the association forward. By dedicating one full day without distraction, inter-

continued . . .

ruptions, etc., the committees were able to plan their events, activities, goals & objectives, and new initiatives for the next calendar year. In addition, the 100 attendees were able to meet, network with and engage colleagues from other committees and areas that they'd never worked with before making it a very productive program on several levels.



Team GOALS Day '06

Extremely Successful Mid Am for Association

Mid Am turned out to be a HUGE week for the association. Aside from promoting the impending name change and educating membership on the benefits of doing so, participation in our many activities was at an all-time high. We had the most former association presidents attend the Past Presidents Luncheon with a record 22 coming back for the annual gathering. We enjoyed the largest Membership and ICN Pro Reception to date, at which time we presented awards to the most varied list of winners ever to receive Retail Awards. Harry Lewis of Green View was presented with the ICN Pro of the Year award by outgoing ICN Pro of the Year Heidi Lindroth of Moonglow Farms (formerly HOFFIE Nursery). As for the Fiscal Year in record, Heidi completed a fantastic year as a tremendous ambassador for both our association and the industry, and Harry got off to a successful start in diversifying and enhancing the monthly expertise afforded members via the magazine, as directed by the committee.



Mid Am Past Presidents Luncheon

We had a hugely successful GIPAC fundraiser at which time Ron Damgaard of Kaneville Tree Farms was honored for his many years of dedication to the industry and specifically for his commitment to the education of our youth.



Harry Lewis-2006 ICN Pro of the Year



Heidi Lindroth-2005 ICN Pro of the Year



'07 GIPAC Tribute to Ron Damgaard

First Full Year in New Office Building

Although the Board had purchased our new office building in the previous fiscal year, we had moved in just one month before that FY ended. So, the recently completed FY was our first real year not only as owners, but as landlords. We quickly were able to rent all available space to several new tenants while maintaining the one inherited tenant, a successful cosmetic

dentistry practice. The location of the new office building immediately proved to elevate the profile of our association and to increase the frequency of visits both by members and the general public. The new office building – with a full conference center in the basement – also allowed the association to host many internal and external activities and meetings, saving space rental money for the association and also attracting new guests who hadn't always known of our association previously.



'07 Landscape Charrette

Landscaping Charrette

Because of its high-profile location on Springfield's busy west side, the landscaping of the new office building – in need of some caring maintenance and also some serious updating – presented the perfect opportunity to promote the many elements of our green industry in Illinois. So in February, the association hosted a landscape charrette which drew designers from across the state. Aside from a great educational and networking opportunity, the charrette produced the plans that ultimately served to guide a massive landscaping project this fall.

New Hispanic Relations Committee

Team GOALS Day also marked the first time a new committee of the association had met. However, based on the action plan that was developed and subsequently implemented, no one would have known nor guessed that this was a brand new committee. The members were aggressive, dedicated and committed and had an extremely productive first year. They successfully filled a void not only for the association's committee structure, but far more importantly for many existing members, potential new members and associates who needed special representation, access to reliable information and trusted advisers or advocates to which they could turn.

Tree Specs Completed & Made Available via Website

Illinois led the way in standardizing specifications for propagating, planting and maintaining trees. A group of industry experts worked tirelessly to develop this extensive resource, ensuring a modern manual exists to grow, install and maintain healthy trees. Thanks to the Illinois Tree Specification Review Committee, these guidelines not only exist but are readily available in several formats at www.illinoisgreen.net.

Pro Hort Maintains Phenomenal Growth

Clearly, the new track system employed by Pro Hort has had the intended consequences, boosting participation in the conference and enhancing and expanding the educational opportunities offered to that growing guest list. In fact, thanks to the continued growth as evidenced at last February's two-day conference, the Pro Hort

Committee was forced to consider a new location to accommodate the participants, speakers and logistics.

As you can see, it was a very busy, extremely productive year for the association. We're proud of what we have been able to accomplish with the help and support of our members, especially the Board of Directors, Committee Chairs and members, Past Presidents, ICN Pros, etc. We're always looking for ways to enhance and expand the benefits and services to you, our members! So never hesitate to let us know what you think. In the meantime, please take the time to peruse the other facts and figures provided in this annual report. In addition, please join us for our *Semi-Annual Meeting during Mid Am at 5 p.m., on January 16, 2008, at the Hyatt Regency.*

And speaking of Pro Hort, as you read this we'll be just a month away from the 2008 conference, scheduled for February 26-27 in East Peoria. For more information about this year's conference or to register before the deadline, please call the IGIA at 1-888-525-3900 or 217-546-GREEN (4733), or visit either the IGIA's website at www.illinoisgreen.net or the Pro Hort website at www.prohort.org. ■

IGIA Past Presidents

1917	James Young*
1918-19	Guy Bryant*
1920-21	A.M. Augustine*
1922	George Klehm*
1923-24	Alvin Nelson*
1925-26	Miles W. Bryant*
1927-28	F.J. Littleford*
1929	F.W. VanOven*
1929-30	Henry Klehm*
1931-32	R.C. Becker*
1933-34	Arthur Palmgren*
1936-36	Elmer L. Clavey*
1937-38	A.H. Hill*
1939-40	Ernest Kruse*
1941-42	Charles Fiore*
1943-44	Arthur E. Schroeder*
1945-46	Elmer Palmgren*
1947-48	William J. Smart*
1949-50	Roy F. Clavey*
1951-52	Victor E. de St. Aubin*
1953-54	Roger S. Leesley*
1955-56	John Tures*
1957	Elmer Spencer*
1957-58	Edward Eickhof*
1959-60	Henry Lohse*
1961	William McReynolds*
1962	John Fiore*
1963-64	Leslie Bork, Sr.*
1965	Al Kari
1966-67	Victor E. de St. Aubin, Jr.*
1968-69	Ernest Tosovsky
1970-71	G.A. Grunderstrom*
1972-73	Elmer Thiedel*
1974	Alfred L. Fiore*
1975	James Moorhead*
1976	Richard Schroeder
1977	David Spencer*
1978	Les Bork, Jr.
1979	James P. Smart
1980	Charles Tosovsky
1981	Frank Zenzola
1982	Rod Anderson*
1983	John Heaton
1984	Henry Eilers
1985-86	Robert Brickman
1986-87	Robert Worth
1987-88	Dean Ramseyer
1988-89	Charles J. Fiore
1989-90	Carl Bork
1990-91	Richard Dintelmann
1991-92	Peter Orum
1992-93	Bill McDevitt
1993-94	Richard Theidel
1994-95	Pat Ward
1995-96	Richard Schwarz*
1996-97	Thomas D. Hoerr, Sr.
1997-98	Platt Hill
1998-99	George Galeener
1999-00	Richard Massat
2000-01	Steve Bailey
2001-02	Dick Worth
2002-03	Larry Thalmann, III
2003-04	Don Boehm
2004-05	Richard Harms
2005-06	Kurt Meyer
2006-07	Carsten Hoffmeyer

*Deceased

Illinois Green Industry Association Springfield, Illinois Statement of Financial Position

	June 30,	
	2007	2006
Assets		
Current Assets		
Cash and cash equivalents	328,202	383,704
Investments	368,312	362,896
Accounts receivable	11,037	10,494
Prepaid expense	5,653	3,013
Total Current Assets	713,204	760,107
Fixed Assets		
Land and buildings	821,368	795,106
Equipment	88,764	82,849
	910,132	877,955
Less: Accumulated depreciation	84,655	57,358
Total Fixed Assets	825,477	820,597
Total Assets	\$1,538,681	\$1,580,704
Liabilities and Net Assets		
Current Liabilities		
Accounts payable	8,764	10,884
Accrued liabilities	16,261	14,475
Notes payable	10,701	9,990
Total Current Liabilities	35,726	35,349
Other Liabilities		
Notes payable - long term portion	378,985	389,208
Total Liabilities	414,711	424,557
Net Assets		
Unrestricted - Board Designated	843,950	826,225
Unrestricted	280,020	329,922
Total Net Assets	1,123,970	1,156,147
Total Liabilities and Net Assets	\$1,538,681	\$1,580,704

IGIA Staff

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217-546-GREEN (4733)
217-546-4703 fax

Member website: www.illinoisgreen.net
Public website: www.gardenillinois.com

Dave Bender -

Executive Director
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Please contact Dave for questions regarding:
Administration
Association Coordination
Executive
Growers Committee
Hispanic Relations
Landscape Committee
Marketing & Membership
Public Policy – Legislation

Cindy Coffman, CMP -

Director of Member Programs & Services
e-mail: cindy@illinoisgreen.net

Please contact Cindy for questions regarding:
Garden Center Programs
ICN Pro Program
H.O.P.E. Program
Mid Am Trade Show
Pro Hort
Summer Conference

Joe Khayyat -

Communications Director
e-mail: joe@illinoisgreen.net

Please contact Joe for questions regarding:
Growing Trends Magazine
Hispanic Relations
Strategic Communications
Special Events/State Fair
IGIA's Websites
Marketing & Dissemination of Association Information
Public Relations & Media Outreach
Strategic Planning

Theresa Ganci -

Administrative Assistant
e-mail: theresa@illinoisgreen.net

Please contact Theresa for questions regarding:
Association Finances
Membership Dues
Event Registration Payment
Billing and Accounts Receivable
Growing Trends Advertising

Illinois Green Industry Association
Springfield, Illinois
Statement of Activities

	For the years ending June 30,	
	2007	2006
Revenue		
Dues-Active members	61,320	63,535
Dues-Associate members	1,950	2,200
Dues-Allied members	14,500	18,600
Dues-Student members	130	340
Mid-Am Trade Show	507,000	589,685
Magazine advertising	51,155	41,462
State Fair	7,302	1,909
Legislative fees	320	13,720
Membership	2,336	2,140
ICN Pro	6,275	13,107
Miscellaneous	2,815	5,716
Summer Conference	20,205	8,805
Plants for Outdoor Living	18,490	18,515
Illinois Horticultural Group	33,400	41,626
Garden Center Program	1,050	600
Growers Program	4,050	9,504
Active Level C	150	
Hortica sponsor/endorsement fee		4,000
Rental Income	42,388	4,712
Total Revenue	\$774,836	\$840,176
Expenses		
Payroll	237,206	220,422
Travel	8,766	10,558
Retirement	10,727	8,932
Payroll burden	17,745	21,300
Employee insurance	8,020	7,436
Office expense	30,220	17,877
Magazine expense	82,718	71,267
Board expense	30,060	30,271
Summer Conference	21,895	44,760
Mid-Am Trade Show expense	14,965	18,553
Dues to other organizations	2,756	2,608
Professional services	27,101	19,121
Insurance	10,300	7,192
Irrigation Program	1,515	1,103
Membership	24,872	21,787
Publicity and promotion	902	855
Scholarship funds	15,515	20,350
Pro-Hort Committee	33,340	37,691
ICN Manual and Program	13,844	15,523
Association Coordination	2,408	3,157
Growers Program	11,604	16,965
Landscape Program	2,681	2,661
State Fair	19,549	13,326
Garden Center	9,820	2,667
H.O.P.E. Committee	4,961	4,767
Legislative	58,989	60,406
Research	18,500	41,000
Plants For Outdoor Living	17,042	19,037
Equipment and furniture expense	12,969	14,270
Building expense	15,662	
Tours		72
Utilities and maintenance	29,383	20,961
Refunds and miscellaneous	6,483	10,171
Great Lakes Conference		435
Chicago Flower and Garden		25,342
Interest	27,711	2,300
EDP Technology	6,721	11,082
Total Expenses	\$843,950	\$826,225
Operating revenues over expenses (expenses over revenue) before depreciation & investment income	(69,114)	13,951
Depreciation	(27,297)	(5,336)
Gain on the sale of fixed assets		68,693
Investment income	64,234	53,273
Increase (decrease) in net assets	(\$32,177)	\$130,581

IGIA Officers and Directors

President

Jim Classen, ICN Pro
Nollau Garden Center
Belleville, IL

Vice President/Treasurer

Cathy Schroeder
CMS Horticultural Services
Huntley, IL

Secretary

Dave Bender, Executive Director
Illinois Green Industry Association
Springfield, IL

Immediate Past President

Carsten Hoffmeyer
Hoffie Nursery, Inc.
Union, IL

Board of Directors (and Year Current Term Runs)

Ann Tosovsky (2008)
Home Nursery, Inc.
Edwardsville, IL

Connor Shaw (2009)
Possibility Place Nursery
Monee, IL

Dean Goodenough, CIC, CID (2010)
Goodenough, Inc.
Maple Park, IL

Ron Gatewood, ICN Pro (2008)
Crain Tree Farm
Caseyville, IL

Greg Oltman (2009)
GRO Hort Enterprises
Union, IL

Jim Melka, ICN Pro (2010)
Jim Melka Landscape & Garden Center
Mokena, IL