



**NOTICE OF MEETING: Board of Directors and Committee Chair Summit**  
**Date/Time: Thursday, December 12, 2024 (12pm-3:30pm,**  
**Cocktails until 5pm)**  
**Chairman: Ashley Marrin**

**Location:**

The Hyatt Lodge at McDonald's Campus – The Q Room  
2815 Jorie Boulevard  
Oak Brook, Illinois, USA, 60523

**Mission Statement . . .** *To enhance the professionalism and expertise of all members through leadership, collaboration, education, representation, and services while advancing the value of the landscape industry.*

**AGENDA**

1. Lunch and thanks (12pm-12:45pm)
  - a. Welcome and Introductions (12:45pm) – Ashley Marrin, President, ILCA
    - i. Introduce yourself – name, company, committee, and icebreaker
2. The New Normal: What is the Current State of the Landscape Industry Following the Covid Boom (1pm-3:30pm)

***Note:** This year's topic is about understanding the challenges and opportunities the landscape industry faces as the Covid boom comes to a close. The ILCA Board and staff want to better understand what our members are facing as pipeline thin and business volume returns to normal. Attendees are representing themselves as landscape industry professionals/suppliers as well as committee members. This is more a general discussion to get a pulse on how the industry has changing versus how specific committees can address these challenges.*

*This discussion will help the Board during their Strategic Planning session this February. The discussion should be one of brainstorming as opposed to decision-making. We are not here to solve problems, just discuss the challenges that affect our members. Remember there is not a wrong answer or comment. Feedback from Supplier and Contractor members is appreciated (we love you all!).*

***Note:** After each part, the Board members assigned to each table will move to a new table. The Committee and staff members will stay put. This allows the Board to meet more of our volunteers.*

**Questions for discussion:**

What is the current state of the landscape industry post-Covid? (Discussion and Presentations – 1pm-3:30pm) – Table Discussions

**i. Part I (35 minutes of discussion)**

1. How did the landscape industry change in 2024 versus what we saw from 2020-2023?

**Points for consideration:**

- How have your specific job and responsibilities changed?
- How have your customers, clients, and stakeholders changed in the recent months?
- What were your pain points in 2024?
- What got easier in 2024?
- How did your relationships with supply partners change – these can be customers for suppliers and clients for landscape professionals?

2. Share a summary from each table (15 minutes)

**ii. Part II (35 minutes of discussion)**

1. Do you feel prepared for a change in the economy? Are you optimistic or pessimistic about that change and why?

**Points for consideration:**

- Where are your current labor challenges? Are they entry level, middle management, sales, or senior leadership? How are you addressing those challenges? Do you have too much labor or too little?
- Are you sitting on too much inventory?
- Are you improving operational efficiency and margins or pursuing an aggressive growth model?
- Is increased marketing being reintroduced as part of a growth strategy? Explain how.
- Is sales training being reintroduced as a growth strategy? Explain how.

2. Share a summary from each table (15 minutes)

**iii. Part III (35 minutes of discussion)**

1. How will the landscape industry evolve in 2025?

**Points for consideration:**

- What information are our members missing/craving as they look to the future?
- How can ILCA better respond to the needs of members in the post-Covid boom era?
- What is missing from our current offerings to members?
- Where does ILCA go from here?

2. Share a summary from each table (15 minutes)

3. Thanks and wrap-up (3:30pm)
4. Group photo (3:35pm)
5. Adjourn for cocktails and conversation near the fireplace (3:35pm-5pm)