

GROWERTALKS

GT in Brief

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Video Series Focuses on Critical Issues

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The American Nursery & Landscape Association (ANLA) has developed a series of videos—called “Washington Impact”—that brings updated information to industry members about the critical issues facing greenhouse and nursery growers, distributors and retailers within the U.S. federal government. In partnership with Ball Horticultural, ANLA offers an inside look into the legislation that directly impacts floriculture businesses, including immigration reform, tax increases, health care, and regulatory restrictions on water, fertilizer and pesticide use.

Bob Dolibois, executive vice president of ANLA and one of the “cast members” of the video series, says that the purpose of Washington Impact is to help educate industry professionals about how government decisions affect them, without the sensationalism or “preaching” the general public gets from the news media.

“Our intent is to provide ‘actionable’ information,” said Bob. “My role as a 40-year veteran [of Washington politics] is to put into context a broader, long-term perspective of how our government operates and what the potential upside or downside is for us. The goal is to deliver information that’s useful or at least leads to some reflection rather than designed to get people riled up.”

Ball’s CEO, Anna Ball, who also makes some appearances in the videos, explains why our industry needs information sources like Washington Impact.

“Our industry as a whole hasn’t been as active in the political field, but we’ve got to start facing up to the fact that these issues are affecting us now more than ever,” Anna said. “Ball is trying to help bring these issues to the industry through ANLA because they are a key contact in Washington. We need to support them and their initiatives.”

The reason ANLA chose video as the primary outlet for Washington Impact is because most people are accustomed to receiving their news in brief, online formats, explains Bob.

“I think the video component has provoked additional interest that maybe doesn’t necessarily come across in the written word,” he said.

And the fact that the information is being delivered in video form made it an easy decision for Ball to get on

board. “We were impressed by the video idea as a way to effectively communicate these issues,” said Anna.

The first set of videos focuses on immigrant workers and the vital role they play within our industry. All of the videos—including additional sources of information relating to the topics—can be found in the Knowledge Center of ANLA’s website: www.anla.org/knowledgecenter/. **GT**