NATIONAL GREENHOUSE MANUFACTURERS ASSOCIATION

ANNUAL MEETING 2026

APRIL 19 – 21, 2026 • CLEARWATER BEACH, FL

NGMA

National Greenhouse Manufacturers Association

2026 MEETING SCHEDULE

SUNDAY, APRIL 19

10:00 a.m. – 5:00 p.m. **Add On: Golf Event – Clearwater Country Club**

Join your NGMA colleagues for some friendly competition and networking at the Clearwater Country Club. The club offers a demanding par 72 golf course designed by Herbert Strong. Originally built in 1920, the course features new Tifdwarf Bermuda greens, lush 419 Bermuda tees, and beautifully manicured fairways carpeted in Ormond Bermuda. Numerous large oak trees, covered with Spanish moss, enhance the beauty and add to the challenge of the course. You don't need to be a pro to participate in this fun golf scramble to kick off the NGMA Annual Meeting!

5:30 p.m. – 6:00 p.m. **Registration Open**

6:00 p.m. – 8:00 p.m. **Welcome Reception – Opening Remarks and Golf Awards**

MONDAY, APRIL 20

8:00 a.m. – 11:00 a.m. **Registration Open**

8:00 a.m. – 9:00 a.m. **Breakfast**

8:30 a.m. – 8:45 a.m. **Welcome and NGMA Member Introductions**

8:45 a.m. – 9:45 a.m. **Politics, Public Policy & Horticulture!**
Rodd Moesel, President, American Plant Products & Services, Inc.

Open discussion on how public policy and politics impact the greenhouse and horticulture industry. Learn about new trends and funding for research, extension and teaching at our land grant universities. This session will also cover H-2A labor programs and immigration issues. Attendees will look at recent Congressional Action on the Farm Bill, agricultural appropriations, estate taxes, income tax rates, taxes for pass through businesses and other government policies that impact your business and our industry.

9:45 a.m. – 10:00 a.m. **Break**

2026 MEETING SCHEDULE

10:00 a.m. – 11:00 a.m.

The Trickle Through Effect of AI
Adam Greenberg, CEO, IUNU

AI is becoming a practical design tool for greenhouse builders, offering new ways to validate choices, run simulations, and identify issues before construction begins. This session will show how builders can use AI to test structural and environmental assumptions, compare geo-specific scenarios with one click, and catch design risks early. We will also explore how AI is reshaping the broader agriculture landscape and what this shift means for future greenhouse infrastructure. Attendees will gain a clear view of how AI supports smarter design today while preparing builders for the industry changes ahead.

11:00 a.m. – 11:15 a.m. **Break**

11:15 a.m. – 12:15 p.m.

Horticulture Panel Discussion

Join us for an interactive panel and open forum discussion on the most pressing challenges facing our industry today.

12:15 p.m. – 1:15 p.m. **Lunch**

2:00 p.m. – 5:00 p.m. **Networking and Games on the Beach**

6:30 p.m. – 7:30 p.m. **Reception**

7:30 p.m. – 8:30 p.m.

Dinner on the Beach

Network with your colleagues over dinner on the beach! This event is included with registration.

TUESDAY, APRIL 21

8:00 a.m. – 9:00 a.m. **Breakfast**

8:30 a.m. – 9:30 a.m.

CEA Equipment and Infrastructure Investments: Turning Science Into Cash Flow
Travis Higginbotham, Founder and CEO, Due Diligence Horticulture (DDH)

The cost of capital, financing constraints, long equipment lead times, and a disconnect between science and financial modeling remain the four leading causes of failure in the CEA sector. In this presentation, Travis will break down each of these challenges through real-world examples and introduce new performance metrics that link plant science directly to financial outcomes. Attendees will gain practical strategies to strengthen decision-making, from optimizing capital allocation and infrastructure planning to improving cash flow timing and ROI forecasting.

2026 MEETING SCHEDULE

9:30 a.m. – 9:45 a.m.	**Break**
9:45 a.m. – 10:45 a.m.	**Member Roundtables** Join us for in-depth discussion on the topics that are most important to our businesses and our industry. Discuss what's new for CEA, floriculture, institutional and research, and retail garden centers. Get a better understanding of our market segments and find out how our members can help each other.
10:45 a.m. – 11:00 a.m.	**Break**
11:00 a.m. – 11:45 a.m.	**Shaping NGMA Together: Committee Updates and Open Discussion** Hear from our Codes & Standards and Communications committees and engage with them on the latest NGMA initiatives.
11:45 a.m. – 12:15 p.m.	**Annual General Meeting** Hear about how NGMA is working to advance our industry, get key updates from our committees, learn about association initiatives and efforts to promote the association and our members.
12:15 p.m. – 1:15 p.m.	**Lunch**
1:45 p.m. – 5:00 p.m.	**Add-On Tour – Fishing** Join your fellow attendees aboard the Gulfstream II fishing charter for an afternoon of fishing and angling! Cast your line into the deep blue and reel in the catch of a lifetime. The fish you catch are yours to keep, and for your convenience, complimentary cleaning services are included. *Space is limited to 20 people.* ***NGMA Annual Meeting Concludes***
6:00 p.m. – 7:30 p.m.	**Optional Post-Meeting Dinner** An informal dinner will be held for attendees who wish to socialize. All expenses associated with this event are the responsibility of individual participants. More information about the dinner will be communicated during the Annual Meeting.

HOTEL INFORMATION

Sheraton Sand Key Resort

1160 Gulf Blvd.
Clearwater Beach, FL 33767

NGMA has negotiated a discounted room rate for the days of the annual meeting. All rooms in our block are available on a first-come, first-served basis. The negotiated room rate is only available until our block is full or the deadline date is reached. Booking within the official hotel block ensures convenience and supports the event. The reservation deadline is **Thursday, March 26, 2026**.

Room Rates:

$294.00 (Single Occupancy) + $10 resort fee and applicable taxes per night

Resort Fee includes:

- Daily 2 Hour Bike Rental for (2) Guests
- One-Time Dessert (2) Guests per Stay
- Daily Jolley Trolley Transportation for up to (2) Guests
- Daily Enhanced Hi-speed Internet Access (Wi-Fi)

Make Your Reservation Online

If you want to book any dates before or after the annual meeting dates, please call the hotel directly at 727-595-1611 or email group.reservations@sheratonsandkey.com.

SPEAKERS

Adam Greenberg

CEO, IUNU

Adam Greenberg is the CEO and Founder of IUNU, a company that provides AI and machine vision systems to drive efficiencies, increase profits, and reduce volatility for greenhouse growers. Adam and IUNU have received a Medal of Excellence from *Greenhouse Grower*, Best New Indoor Growing Technology award from the United Fresh Produce Association, and was recently named to GPN's 40 Under 40. Adam has also been a speaker and panelist at universities, associations, and conferences, and recently sponsored an AI symposium for Congressional staffers on U.S. Capitol Hill.

He founded IUNU in 2013 to revolutionize the greenhouse industry by using machine vision technology. His passion for agriculture came from his father, who is a botanist and entrepreneur. Adam earned his degrees in Finance and Entrepreneurship from the University of Washington and is a former Amazon.com employee. He is a fifth-generation native of San Francisco and travels 150+ days a year between the Netherlands, Canada, and the United States, where he enjoys staying active and the outdoors. In Adam's own words, "The credit for our success goes to the team at IUNU. Look at the change we're making and look how far we've already come. At the end of the day, our goal is to add value to our customers and grow the GDP of greenhouse industry."

Travis Higginbotham

Founder and CEO, Due Diligence Horticulture (DDH)

As the Founder and CEO of Due Diligence Horticulture (DDH), Travis Higginbotham leads a specialized team focused on revitalizing distressed cultivation businesses and building new ventures with solid scientific and financial foundations. He works directly with debt lenders, court-appointed receivers, private equity firms, and family offices to stabilize operations, protect investor capital, and create sustainable, profitable enterprises in the cannabis and broader horticultural industries.

With over a decade of leadership across commercial horticulture, cannabis, CEA technology, and supply chain, Travis brings a unique combination of plant science expertise and executive strategy to every project. His work spans North America, Europe, and Australia, where he deploys scalable operational systems, conducts rigorous genetic and production trials, and manages end-to-end cultivation businesses from seed to sale.

Whether supporting a receivership asset, launching a new brand, or optimizing a multi-site production model, his approach is grounded in science, driven by data, and focused on results.

SPEAKERS

Rodd Moesel

President, American Plant Products & Services, Inc.

Rodd Moesel founded American Plant Products and Services, Inc. in 1974. Over the years, he and his wife, Dona, have grown the business to help design and install well over 500 greenhouse projects for the commercial and institutional markets, with a growing focus on regional university research and school teaching greenhouses. American Plant also offers greenhouse and horticultural supplies to a state and regional market, and grows and wholesales foliage or houseplants for the Oklahoma market.

Rodd has been deeply involved for decades in public policy at the state and federal levels. He currently serves as National Vice President of CARET, the Council for Agriculture Research, Extension and Teaching, and will become President in 2028. Rodd just completed eight years as State President of Oklahoma Farm Bureau and their related companies after seven prior years on the Farm Bureau State Board. Rodd has served the last eight years on the National Board of the American Farm Bureau Federation and chaired the International Trade Committee last year during the great tariff experiment. Rodd was a U.S. delegate to the North American/EC Agricultural Trade Summit in October 2025 in Italy.

Rodd has served as Chair of the Governors Conference on Small Business, Chair of the Small Business Committee at the State Chamber of Commerce, Delegate to the Whitehouse Conference on Small Business, chair of the Oklahoma Business Council, Board of Oklahoma Center for the Advancement of Science and Technology (OCAST), National Issue Chair and Leadership Council for National Federation of Independent Business (NFIB), Public Policy Committee for OKC Chamber, Chair of Rural Business Accelerator and the Oklahoma Rural Venture Fund as well as a number of other boards and commissions.

In the horticulture field, Rodd helped found and served as President of the Oklahoma Greenhouse Growers Association, Chaired the Oklahoma Horticulture Industries Council, Myriad Gardens Conservatory, Kirkpatrick Center Gardens, the Oklahoma Tree Bank Foundation, Oklahoma City Beautiful, Oklahoma Horticultural Society, Dean's Advisory Council for OSU, Dean & President Search Committee at OSU and Advisory Boards for many other horticulture schools, National Board for Seed Your Future effort and has done volunteer agricultural relief work for ACDI-VOCA in Ukraine and Azerbaijan. Rodd has won many awards and honors including 2014 induction into the Oklahoma Agriculture Hall of Fame.

NGMA Annual Meeting Registration Form

April 19 – 21, 2026 • Clearwater Beach, Florida

Registration and Cancellation Deadline is March 29, 2026

Cancellations must be submitted in writing on or before the cancellation deadline to receive a full refund (less a $25 service fee plus any processing fees). No refunds will be given after the deadline. All fees are in USD.

NGMA Member
$900 per person
Includes: Sunday reception;
Monday breakfast, morning sessions, lunch, reception and dinner;
Tuesday breakfast, morning sessions and lunch.

NGMA Non-Member
$1,300 per person
Includes: Sunday reception;
Monday breakfast, morning sessions, lunch, reception and dinner;
Tuesday breakfast, morning sessions and lunch.

Companion
$500 per person
Includes: Sunday reception;
Monday breakfast, lunch, reception and dinner;
Tuesday breakfast and lunch.

Golf
$140 per person
Includes: Lunch and a round of golf on Sunday at the Clearwater Country Club Golf Course.

Fishing Excursion
$110 per person
Includes: Bait, tackle, ice, cooler, state and federal licenses.
Limited to 20 people.

Contact Information (Please complete one form per attendee; duplicate as needed.)

Attendee Name (as it should appear on name badge): _____

Business Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Emergency Contact Name: _____ Emergency Contact Phone: _____

Meal Preference: ☐ Standard Meals ☐ Vegetarian Meals ☐ Gluten-Free Meals ☐ Vegan Meals

Are you a first time attendee? ☐ Yes ☐ No

Registration Rate: $_____ ☐ NGMA Member ☐ Non-Member ☐ Companion ☐ Golf ☐ Fishing Excursion

If you require special accommodations to participate in the meeting, please contact the NGMA office.

In an effort to keep costs down, it is appreciated if you can pay by check.

Total Due: _____ ☐ Check (made payable to NGMA in USD) ☐ MasterCard ☐ Visa ☐ Discover ☐ AmEx

Card Number: _____ Exp. Date: _____ 3-Digit Security Code: _____

Cardholder Name (please print): _____

Cardholder Signature: _____

Billing Address (if different than above): _____

Don't forget! You can register online at www.ngma.com.

Please return this form to NGMA at 2207 Forest Hills Drive, Harrisburg, PA 17112, via fax to 717-238-9985 or email admin@ngma.com. For questions regarding this form or the NGMA Annual Meeting, please call 717-238-4530.