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TNLA
TEXAS NURSERY &
LANDSCAPE ASSOCIATION

PRESIDENT & CEO

The Opportunity

The Texas Nursery and Landscape Association (TNLA) seeks an experienced and visionary President & CEO (CEO) to lead the organization in advancing the success and sustainability of its members and the industry.

TNLA represents all segments of the Texas nursery, landscape, and horticulture industry, including growers, landscape contractors, retailers, suppliers, and allied professionals. The association supports its diverse membership through advocacy, education, certification programs, workforce initiatives, networking opportunities, and industry promotion. The organization also produces the annual Nursery/Landscape EXPO, one of the largest gatherings of green industry professionals in Texas.

The CEO will work strategically with TNLA's Board of Directors to guide the organization's direction and ensure that its programs, services, and advocacy initiatives deliver meaningful value to members. The CEO is responsible for the effective management of staff, financial resources, programs, and relationships that support the association's mission of enhancing members' business success through advocacy, education, networking, and professionalism. In addition to TNLA, the CEO also serves as the executive for the TNLA Foundation and the TNLA Political Action Committee (PAC).

This position offers an opportunity to lead a respected statewide association that plays a vital role in shaping the future of the Texas Green Industry, an industry which generates billions of dollars in economic activity and supports thousands of businesses across the state.

About TNLA

The Texas Nursery & Landscape Association (TNLA) is the leading professional association representing the Texas Green Industry. Its members span the full spectrum of the industry, from nursery and greenhouse growers and landscape contractors to garden centers, suppliers, and other businesses that help shape and sustain the landscapes of Texas communities. Together, these professionals contribute to a vibrant sector that supports economic growth, environmental stewardship, and the quality of life across the state.

TNLA's mission is to enhance members' business success through advocacy, education, networking, and the promotion of professionalism within the industry. The association serves as a strong and consistent voice for the green industry at the state level, working with policymakers and regulatory agencies while keeping members informed about legislative and regulatory developments that affect their businesses. TNLA provides members with practical resources and opportunities to grow professionally and connect with peers across the industry, including professional education programs,

certification initiatives, leadership and networking events, and communications that highlight emerging trends, best practices, and business insights.

A centerpiece of TNLA's activities is the annual Nursery/Landscape EXPO, which brings together industry leaders, educators, suppliers, and practitioners for education sessions, networking, and a trade show showcasing the latest products, services, and technologies shaping the future of the industry. Through its programs, advocacy efforts, and industry leadership, TNLA plays a central role in strengthening the Texas green industry and supporting the professionals who help communities across the state grow, thrive, and flourish. TNLA has a staff of approximately 14 and annual revenue of approximately \$3M.

The CEO Role

Essential Duties and Responsibilities

Leadership/Governance

- Serve as the primary staff liaison to the Board of Directors and Executive Committee, fostering transparency, trust, and clear communication.
- Prepare board meeting agendas and provide relevant materials and information in advance of meetings.
- Support the work of association committees, regional boards, and task forces, ensuring alignment with organizational priorities and adequate staff support.
- Implement decisions and policies approved by the Board in a timely and effective manner.
- Maintain regular communication with the Board regarding the association's programs, operations, and industry developments.
- Lead the development and implementation of TNLA's strategic plan in partnership with the Board of Directors.
- Develop annual operating plans and organizational objectives that support the strategic plan.
- Ensure alignment and coordination across TNLA's decentralized regional structure while respecting regional autonomy.

Advocacy

- Ensure the interests of TNLA and the Texas green industry are effectively represented before state and regulatory bodies.
- Provide timely updates to members and the Board regarding pending legislation, regulatory developments, and policy issues affecting the industry.
- Support and coordinate activities of the TNLA Political Action Committee (PAC) and related advocacy efforts.
- Cultivate relationships with legislators, regulatory agencies, and allied industry organizations.
- Serve as a spokesperson and public representative of TNLA within the green industry and related communities.

- Maintain productive relationships with industry leaders, partner organizations, and stakeholders.
- Oversee communications including publications, marketing initiatives, and digital engagement platforms.
- Promote TNLA programs, services, and industry initiatives to members and the broader public.

Contribute to Member and Organizational Success

- Define, articulate, and continuously strengthen TNLA's value proposition to ensure clear return on investment for members of all sizes.
- Expand and strengthen programs that support member success through education, certification, networking, and business development.
- Develop strategies to grow and retain membership across all segments of the green industry.
- Ensure certification, continuing education, and programs remain aligned with current industry best practices and standards and meet the evolving needs of members.
- Support initiatives that promote workforce development and the long-term sustainability of the industry.
- Oversee the planning and promotion of TNLA events, including the Nursery/Landscape EXPO and other conferences, forums, and networking opportunities.
- Work with volunteers and staff to ensure that association programs deliver measurable value to members.
- Foster effective relationships with employees, board members, regional leaders, members, regulatory agencies, legislators, and industry partners.
- Support activities of related entities including the TNLA Foundation and the TNLA Political Action Committee.
- Provide regions with tools, resources, and guidance to help them attract and retain members and build sustainable leadership pipelines.

Management/Administration

- Oversee the day-to-day management and administration of the association.
- Ensure the association operates in compliance with its bylaws, policies, and applicable laws and regulations.
- Manage organizational assets and resources responsibly in accordance with board policy and accepted nonprofit financial practices, including oversight of reserves and long-term financial planning.
- Develop and execute strategies for revenue diversification, including sponsorships, partnerships, grants, and new program offerings.
- Negotiate and execute contracts and agreements with vendors, partners, and service providers as required to support organizational programs.
- Develop and maintain administrative policies and procedures that support effective operations.

- Recruit, hire, supervise, and evaluate association staff. Ensure the organization is staffed with capable professionals who are delegated appropriate authority and responsibility.
- Establish performance expectations and provide professional development opportunities for staff.
- Maintain compensation and personnel practices that support recruitment and retention of qualified staff.
- Leverage data and metrics to inform decision-making and evaluate program effectiveness.
- Prepare and manage the association's annual budget.
- Communicate financial performance clearly and regularly to the Board.

Required Skills, Experience, and Desired Qualifications

- Bachelor's degree in business, management, marketing or a related field required; advanced degree preferred. Certified Association Executive (CAE) optional.
- Demonstrated experience in association management, nonprofit leadership, or a comparable executive role, including managing staff, financial resources, and organizational operations.
- Experience working effectively with boards of directors, volunteer leadership, and decentralized governance structures.
- Strong understanding of legislative and regulatory processes and experience in advocacy.
- Demonstrated success in membership growth, engagement strategies, and value proposition development.
- Strong financial management, budgeting, and revenue diversification experience
- Ability to analyze financial statements, identify gaps and opportunities, and implement strategic solutions.
- Experience leading communications, branding, or marketing initiatives preferred.
- Industry experience or the ability to quickly gain credibility within the green industry helpful.

Personal Qualities and Competencies

- Strategic, visionary leader capable of guiding the organization through evolving industry challenges while driving execution.
- Collaborative leadership style that builds trust and consensus among diverse stakeholders, including entrepreneurs and volunteer leaders.
- Strong relationship builder with the ability to connect across regions, segments, and generations.
- Skilled communicator capable of engaging members, volunteers, staff, policymakers, and industry partners.
- Inspirational and credible leader who is viewed as a representative of the industry.
- High emotional intelligence, diplomacy, and ability to navigate complex governance dynamics.
- Entrepreneurial and adaptable, with the ability to identify opportunities for innovation, growth, and modernization.
- Willingness to be visible, accessible, and actively engaged with members across the state.
- Balanced leadership approach that combines strategic thinking with attention to operational detail.

Compensation

A competitive compensation package will be offered to attract an outstanding candidate.

To Apply

To apply, please send a cover letter and current resume (Microsoft Word® format preferred) [here](#). The cover letter should outline how your experience fits the requirements of the position as this will be an important factor in considering your candidacy. Candidates from historically underrepresented and marginalized communities are encouraged to apply.

Sterling Martin Associates is committed to providing equal opportunity for employees and applicants in all aspects of the employment relationship, without regard to race, religion, color, age, gender (including pregnancy, childbirth, or related medical conditions), marital status, parental status, sexual orientation, gender identity, gender expression, ancestry, national origin, citizenship, political affiliation, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics. All employment is decided on the basis of qualifications, merit, and business need.

Additional Information

For more information, contact:

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