



Join Us as We
Celebrate



ANTHONY CAGGIANO AND MELISSA DANIELS

2017 MAN AND WOMAN OF THE YEAR

NOVEMBER 1ST, 2017

September 28, 2017

On the evening of November 1, 2017, the Long Island Nursery & Landscape Association (LINLA) is proud to announce we will be honoring Mr. Anthony Caggiano and Ms. Melissa Daniels as our **LINLA Man and Woman of the Year**.

Anthony Caggiano, *Lifetime CNLP*, has over thirty years of experience in the green industry. After graduating from the Nassau County BOCES Horticulture Program, Mr. Caggiano started his own landscaping company in Massapequa, NY. Mr. Caggiano moved on to become the production manager for Quality Plants in Manorville, NY, taking that company to new heights in production techniques and overall quality and professionalism. Mr. Caggiano was recruited to help design, build, and run the container division for Moon Nurseries in PA and MD. In 1996, Mr. Caggiano moved back to New York where he designed, built, and managed East Coast Nurseries, a 200-acre container nursery in Riverhead. Mr. Caggiano and Ms. Daniels left East Coast Nurseries and started Plant Connection in 2002. Mr. Caggiano has donated his time as an adjunct professor for the Horticulture Program at Suffolk County Community College. He is a former President of the Long Island Nursery & Landscape Association, former President of the Long Island Flower Growers Association, and a former Board Director for the New York State Nursery & Landscape Association (NYSNLA). He is currently the Treasurer on the executive board for the NYSNLA. He is also a Lifetime Certified Nursery Landscape Professional in the state of New York. Mr. Caggiano serves on the Green Walls Committee for Green Roofs for Healthy Cities (GRHC) and is also a Founding Member for Living Architecture New York.

Melissa Daniels, *CNLP*, has been in the nursery and landscape business for over twenty years. While attending Carnegie Mellon University in Pittsburgh, PA in 1987, Melissa Daniels started and operated her own landscape design and maintenance firm in Westhampton Beach, NY. Ms. Daniels started working in wholesale nursery production in 1999. Starting as an office manager, within three months, Ms. Daniels was promoted to become the sales and inventory manager for East Coast Nurseries, where she helped take the company from \$1M to \$4M annual sales in three years' time. Ms. Daniels and Mr. Caggiano forged out together to start Plant Connection in 2002. Ms. Daniels is a New York State Nursery & Landscape Association Board Director and the State Advocacy Committee Chairperson, as well as being the former President of the Long Island Nursery & Landscape Association. She is also a Certified Nursery Landscape Professional and was awarded the CNLP of the Year award in 2017. Ms. Daniels serves as the Co-Chair on the Green Walls Committee for GRHC and is additionally a GRHC Board Director. Melissa Daniels is a trainer for the GRHC Green Walls 101 Course and is also a Founding Member for Living Architecture New York.

The "Man of the Year" Dinner Dance is a longstanding tradition celebrated each fall by the Long Island Nursery & Landscape Association. Since 1965, LINLA has had the honor and privilege of recognizing outstanding individuals that have influenced, shaped and advanced our industry at this prestigious event. Over the years, the Man of the Year Program has also raised much needed funds to support the LINLA Grants & Scholarships Program. In fact, at least two scholarship funds, the Mario Fischetti Fund and the Alfred Hicks Fund, were directly opened with funds generated from Man of the Year events. **Please consider supporting this important LINLA event honoring the history and legacy of our association and this program through advertising in the evening's journal. Information is on the following page.**

We also ask that you help us recognize our Man and Woman of the year, and their accomplishments and amazing contributions to the landscape industry on Long Island by attending the honorary dinner November 1st at Watermill in Smithtown. Please visit www.linla.org for more details, and to register for the dinner.

LINLA's Man and Woman of the Year for 2017 **JOURNAL ADVERTISING RESERVATION CONTRACT**

Please consider supporting this important LINLA event honoring Anthony Caggiano and Melissa Daniels by advertising in the evening's journal.

Return this form via mail or email to LINLA at info@linla.org no later than October 20, 2017.

JOURNAL PACKAGES (Journal AD, Plus Dinner Dance Tickets):

GOLD PACKAGE

\$800.00 (2 Dinner Tickets & Full Page Ad)

SILVER PACKAGE

\$600.00 (2 Dinner Tickets & Half Page Ad)

Name _____

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JOURNAL ADVERTISEMENT LISTING:

Journal page size is 8 1/2" x 11" - Actual AD sizes are listed below

Back Outside Cover [7.5" w x 9.5" h] \$1250

Inside Cover [7.5" w x 9.5" h] \$1000

Full Page [7.5" w x 9.5" h] \$500

Half Page [7.5" w x 4.625" h] \$300

Quarter Page [3.625" w x 4.625" h] \$175

**Please mail completed form, camera-ready art and check (payable to LINLA) to:
LINLA, 136 Everett Road, Albany, NY 12205**

For more information, please call 516-249-0545.

DEADLINE IS OCTOBER 20, 2017

Please send all artwork to: info@linla.org.

Indicate publication name "LINLA Journal" and Advertiser Name in the subject line.

Unacceptable Applications:

We are sorry, we cannot accept Microsoft Word, Publisher, Powerpoint, low resolution or web-quality graphics for printing production.