



## **GPGB COMMITTEE AND BOARD OF DIRECTORS NOMINATION FORM**

GPGB depends on the work of volunteers to carry out our strategic initiatives and fulfill our mission. Serving on a GPGB Committee or on the GPGB Board is a rewarding experience and an opportunity for personal and professional growth. Please review the information below and return the completed application to Mistara Markwell, Admin@gpgb.org and Jan Goodman, [jan@bostoncityscapes.com](mailto:jan@bostoncityscapes.com).

### **OUR MISSION**

Communicate the aesthetic, wellbeing, and economic benefits of nature in the built environment.

### **OUR CORPORATE DIRECTION**

Be the catalyst for developing a community of professionals and practitioners to connect people to the aesthetic, wellbeing, and economic value of plants in the places where we work, learn, heal, and live.

### **OUR 2025-2027 STRATEGIC PLAN**

The GPGB's strategic plan serves as a framework to provide board governance and organizational management. Our strategic plan was formulated through the board of directors, committees, and supporter and allied professionals' feedback and will serve as a comprehensive guide of goals, objectives, and strategies to identify and implement our long-term vision. We identified four key goals:

- **Increase Marketing & Visibility:**

Commit to consistent marketing and increased attendance at A&D shows over the next few years to boost brand awareness.

- **Enhance Supporter Engagement:**

Offer targeted opportunities for community building and professional development.

- **Establish Thought Leadership:**

Create valuable content and collaboration opportunities to position GPGB as a trusted industry resource.

· **Build Organizational Capacity:**

Develop an action plan to grow financial and human resources, ensuring stability and support for current and future programming.

## OUR VISION

We will have board and committee members that embody and exemplify our aim to elevate the cultural reverence and relationship with nature through plants, indoors and out. They will use a process of developing the next generation of organizational leadership and learn to increase value and revenue from the greater ecosystem of our allied professionals. Their goal is to grow a community of enthusiastic co-creators and collaborators around plant-benefits information.

They will invest personally, financially, and introduce the organization to others. At least 66% of our board members will be active Registered Trainers and 100% will participate actively on a strategic plan project. Our committees will focus on completing a strategic plan.

We will have sufficient funding to accomplish our strategic plan. We will seek “non-dues” revenue, including grants, to fund mission-aligned programs.

<b>GPGB COMMITTEES</b>	<b><u>Education and Professional Development Committee</u></b> Creates and oversees education and training programs for our Interior Landscaper professionals and Registered Trainers. Oversees programs and initiatives to expand connections with Business Professions.
<b><u>Marketing and Communications Committee</u></b> Oversees and coordinates marketing and communication activities that keeps people connected with GPGB.	<b><u>Supporter Development Committee</u></b> Oversees supporter development programs and initiatives.

Our success depends heavily on the work of the committee and volunteers.

We invite you to volunteer!



## **COMMITTEE MEMBER RESPONSIBILITIES**

1. Serve a minimum of one (1) two-year term on a GPGB committee.
2. Attend regular monthly meetings via Zoom. Attend other events requesting attendance and participation (virtually and/or in-person) such as our Quarterly Video Supporter Calls, Monthly Open Forum Calls, Seminars for Interior Landscapers, our Registered Trainer program, networking, fundraising event, tour, or prospective donor luncheons when available.
3. Stay informed about matters, be prepared for meetings, and review and comment on minutes and reports.
4. Build a collegial working relationship with other Board and committee members that contribute to consensus.
5. Participate in the committee's progress on goal evaluation and planning efforts.
6. Participate in the advancement of GPGB's strategic plan including fundraising and Supporter recruitment.

## **CANDIDATE INFORMATION**

Name:

Position/Title:

Company:

Address:

City:

Zip:

State:



Telephone:

Email:

Your Industry (the industry with which you professionally identify):

Industry Activities:

Community Activities:

Other Memberships, Achievements, etc.:

In which GPGB activities do you participate?

## MISSION ALIGNMENT QUESTIONNAIRE

Which committee work do you feel most drawn to?

- Education and Professional Development Committee
- Supporter Development Committee
- Marketing and Communications Committee

Which GPGB programs are you most familiar with or involved in?

Which of the resources on the GPGB website do you use most frequently?

Committee members stay connected to GPGB through meeting attendance, committee work, supporter events, and other GPGB communications. Do you have the time and resources to be an active committee member?

Are you comfortable soliciting others for funding and to join as a Supporter?

If yes, describe any experience(s) in doing so:

What does leadership mean to you?

What would you like to accomplish as a committee member?

What do you believe are the most significant opportunities or challenges facing GPGB?

Would you like to apply for the board of directors, a committee, or both? Board members must serve a minimum of one (1) two-year term on a GPGB committee.