



Supporting the Green Industry & Our Associations

Over the past couple months, a lot has changed in our businesses and our day-to-day lives. As business owners, we've faced extraordinary challenges. We've had to be nimble to be able to quickly respond to the ever-changing situation around COVID-19. We eagerly hope that with some of the positive changes we have started to see, that the worst is behind us.

At Central, during this time we've focused on four areas of importance to address the needs of our employees, customers, and industry. These areas include strict safety procedures to minimize risk and keep our employees and customers safe, a strong partnership and dedication to support our customers and their businesses, a focus on mitigating any negative financial impacts to our business, and finally the protection of the Green Industry, its rich community and associations.

The Green Industry is a vibrant and vital industry, and we want to do whatever we can to ensure its continued success today, and in the future. During a time when many industries were shutdown to mitigate the spread of the virus, the Green Industry was able to be declared essential in many areas of the country and remained operational—even while other construction was shutdown. This is in great part to our dedicated trade associations, both local and national, that appealed on our behalf with the local, state, and federal government.

In the early days of shutdowns, these associations quickly jumped into action and petitioned government officials for our industry's essential status, they clarified regulations and policies, and helped to keep us up-to-date on changes as they came in. They worked tirelessly to ensure we were all supported during this difficult time.

Outside of the situation surrounding coronavirus, these associations help to create a valuable community for the Green Industry. They support our industry's growth with education, certifications, tradeshow, and they go toe-to-toe with local legislatures to ensure our industry has a voice when it comes to new laws and regulations.

In times like these, more than ever, **it is critical to support our industry associations to ensure they remain healthy and influential.** That is why I am humbly asking, if you have the means to do so, please financially support your local and national associations. If you are already member, renew your membership. If you are not currently a member of a green industry organization, find one and join. You will find that the education, the community and industry support, and the camaraderie will be well worth the investment.

Thank you for your dedication to our industry and continued support of Central, particularly during these challenging times. Together, I know we will weather this storm and come out stronger.

Sincerely yours,

A handwritten signature in black ink that reads "Anthony Luciano". The signature is written in a cursive, slightly slanted style.

Anthony Luciano
Vice President, Sales & Marketing
Central Turf & Irrigation Supply