



Montana Nursery & Landscape Association  
PO Box 1366 • Bigfork, MT 59911-1366  
Toll Free: 888.220.1569 • Tel: 406.755.3079 • Fax 406.755.3072  
www.plantingmontana.com



Lori Curtis

**FOR IMMEDIATE RELEASE**

Contact: Lori Curtis, Executive Director  
888.220.1569 or 406.755.3079

## **MONTANA NURSERY & LANDSCAPE ASSOCIATION HIRES NEW EXECUTIVE DIRECTOR**

MISSOULA, MT, April 18, 2008 —The Montana Nursery and Landscape Association (MNLA) is pleased to announce the hiring of Lori Curtis as the association's new executive director. Lori is replacing Robin Childers who has, after 13 years of excellent service, made a decision to relinquish the title.

Of leaving her position with MNLA, Childers said, "Lately I've found that I've just got too many balls in the air. I need to juggle at least one less, so I am reducing my workload."

"I think anyone who has served with an organization for as long as I've been with MNLA feels some trepidation about handing the reins over to someone new, but the Association has found skilled leadership in Lori Curtis. I feel confident that MNLA can continue to exceed members' expectations and grow under her capable management. She's someone who can pick up where I've left off, as well as identify new opportunities for the organization."

Lori brings to her position over thirty years of experience in all facets of association and business management. Her expertise spans a wide range of industries including healthcare, building, renewable energy, information security, integrated circuits, semiconductor equipment, multimedia software, collaborative knowledge management, networking, executive management services, consumer products, and personal services. She has supported nonprofit organizations, venture capital backed start-ups, and large public companies. Lori will conduct the business of the association from her office in the Flathead Valley of Montana.

"Robin has done an incredible job of growing and improving the organization in her long-standing role as executive director. It will be challenging to fill her shoes," says Lori. "The Montana Nursery and Landscape Association plays an important role in the horticulture industry, and I look forward to helping the association to achieve their goals."

Lori holds a bachelor's degree in business management and has served as a director on the boards of the Grand County Builders Association and Sinapu.

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The Montana Nursery and Landscape Association is a trade association of approximately 350 members from the United States and Canada. Its goal is to provide education, information, and opportunities for professional development to its members.