



## **NGLCO Name Change Proposal**

### **Discussion of proposed change to Association Constitution**

October 1, 2007

#### **Proposal:**

Current Name: Nursery Growers of Lake County Ohio, Inc.

Proposed Name:

Lake County Nursery Association, Inc.

*An association of growers and suppliers from Ohio's northeastern lakeshore region*

#### **Background:**

Our organization was formed in 1927 with the following name: Lake County Nurserymen's Association (LCNA).

For 70 years we continued with the original name.

In 1997, in order to remove gender-bias, recognize our recent incorporation and eliminate confusion between our name and that of a member nursery, our name was changed to Nursery Growers of Lake County Ohio, Inc. (NGLCO).

This year it has been proposed that we change our name to conform with our first 70 years, while addressing the matters raised ten years before.

#### **Discussion –In Favor:**

To a great extent, your name is your identity. Despite the conscientious efforts of those involved in the name-change process ten years ago, I feel that we lost more than we gained. While we want to embrace our past without becoming a captive of it, we took a step away from our prestigious history and lost the positive name-recognition created over many years.

Specifically, we took one word out of the name and added three. It could be argued that the additional word 'growers' was redundant, since that is what nurseries do. In addition, adding 'Ohio' was unnecessary, since confusion with 'Lake Counties' in other states has never been an issue. To make this name work, we added 'of' and took out 'Association'.

The new name was longer than the original and, arguably, more difficult to say, as was the resulting acronym (NGLCO). Other associations faced similar challenges over the years but did not move as far from their original name: ONA changed to ONLA, ANA changed to ANLA. As a result, their acronyms remain intuitive and connected with the past.

Furthermore, it could be argued that addressing confusion between ourselves and a member nursery could have been accomplished in some manner other than changing our name of 70 years. And despite the change, inquiries are occasionally misdirected even today.

The proposed new name addresses all these issues. Through the name itself, which would be our legal name for business purposes, plus the appended description, we would clearly identify who we are, where we are, what we are, while maintaining our original identity. In addition, we would identify and promote our existing regional scope in a positive way, preparing ourselves for the future and aligning ourselves with the wine producers and other groups.

Costs associated with a name change are not substantial and would be mitigated by using up existing supplies.

## **Discussion—Against:**

We already had this debate...why have it again? There were seventy members present at a special meeting in 1997 and, despite spirited debate, the name-change passed.

This discussion will distract us from more important issues. At a time when we should be talking about Immigration and other critical matters, we would be spending time revisiting an old issue that was previously laid to rest.

Potential confusion between names still exists. If we change to LCNA again, we may invite increased confusion between our name and that of a member.

## **Summary**

I have discussed the potential name-change all year with our board members, a few past presidents (Advisory Committee) and other interested parties. This proposal carries with it considerable forethought and support. I think it deserves serious consideration and discussion. I would like to bring it to a vote by the end of 2007 in some forum that is open to all our active members.

For us to remain an 'ideas' group, able to find innovative solutions to sensitive issues, we must be able to disagree about things. We must find ways to argue passionately about things we believe in, while remembering at the end of the day that we are all in this together! I think this is a good debate and will ultimately bring us closer together, whatever the outcome.

Please let me know what you think!

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