



**Michigan Nursery & Landscape Association
2023 Guide to Getting the
Most Out of Your Membership**

*A Century of Service
1922-2022*

Member-Only Programs & Services

Unemployment Work Search Relief

Great News! Changes were made to the unemployment rules, expanding the activities that qualify for work search. The Unemployment Insurance Agency (UIA) has approved our online training program, "Project PLaNT: Green Industry Fundamentals", as a valid work search activity!

What does this mean for you? This means that if you/your employees are enrolled in our training program and complete one module per each week that they are laid off, they do not have to go out and search for work!

In addition, there is **NO CHARGE** for enrollment in "Project PLaNT: Green Industry Fundamentals" for all MNLA members and their employees—courtesy of the MNLA Board of Directors!



Grow Green Careers



GrowGreenCareers.com

Grow Green Careers exists to bring awareness to the Green Industry and help fill your open positions. This website lets MNLA members post open positions at NO CHARGE!

Get "growing" with us today! Log in and post your open jobs, apprenticeships & internships.

Scan the codes below

to get started and take full advantage of this new member benefit!



**SCAN TO SET UP
YOUR PASSWORD**

or visit the link below

www.growgreencareers.com/manager/index.php?forgotpassword=1



**SCAN TO
POST YOUR
CAREERS**

or visit the link below

www.growgreencareers.com/manager/

Self-Insured Workers' Compensation



MICHIGAN
HORTICULTURE
INDUSTRIES SELF-INSURED
WORKERS'
COMPENSATION
FUND

- A pool owned by members - over half of MNLA membership purchases their workers' compensation coverage through the Fund!
- Average profit return: 46% of premium with competitive and stable rates including industry-specific loss control & training

Discounted Credit Card Processing

- No monthly minimums
- No charge back fees
- Low per-transaction and statements fees
- No long-term contracts



 Michigan[®]
Retailers
Association

Gallagher Affinity Tools & Resources

<https://www.franinsurance.com/mnla/perks-discounts/>

- Business Insurance Solutions
- Life & Health Insurance Solutions
- Safety & Loss Control Tools & Resources
- HR Tools & Resources
- Disaster & Continuity Planning Resources
- Buy a Bond Online



Gallagher

| Affinity

Customized Business Insurance

- Save up to 35% on business insurance for property, general liability, commercial auto, workers' compensation, cyber liability, commercial umbrella, and more.
- 40% discount on top of waiving the account setup up fees with no monthly or annual minimums.


BACKGROUND SCREENING



- Get 30 days Free and 10% off your first year of LifeLock identity Theft Protection
*terms apply

- Life Line Screening's services are designed for early detection of potential health problems leading to stroke, aortic aneurysms, arterial disease and osteoporosis.



- An average savings of 26% off public rates at 150,000+ hotels globally
- No contracts, annual fees or spending minimums
- 24/7, U.S.-Based Customer Support

- Free Annual Hearing Consultations
- Free One-Year supply of batteries
- One-Year of Free Office Visits
- Free Deluxe Warranty Plan, Including Loss and Damage
- 60-Day Trial Period
- Financing Plans Available



- ASPCA Pet Health Insurance reimburses up to 90% of covered costs.*
- Customize your coverage to fit your needs and budget.

- Constant Contact is built to simplify the complex and confusing task of marketing your idea, even if you're a beginner.
- Receive an additional 10% off the standard prepay discounts.



Office Depot Program



- Free shipping on orders over \$50, additional 15% off 1st time online orders.
- Up to 80% off preferred products with 93,000 products.

Michigan Rx Card

- Free Statewide Prescription Discount Drug Program
- Accepted at 68,000+ pharmacies with savings as high as 80% off generic & brand name medications



Education & Events

Great Lakes Trade Expo (GLTE)

GLTE Mission: Promoting a healthy economic future through ideas, interaction and inspiration for all segments of Michigan's Green Industry!



Michigan's oldest, largest, and most respected event for the entire Green Industry - THE Great Lakes Trade Exposition!

- **Networking** – With expected attendance of over 3,000 Green Industry professionals this is the Green Industry's gathering place.
- **Education** – Unparalleled educational programming in tracks for all segments of the Green Industry.
- **Recertification Credits/Continuing Education Units/Hours Available** – For all of your industry accreditations - from Michigan, Indiana, Ohio, and National organizations.
- **Certification Central** – Training and testing location for both the MDARD Pesticide Exams and the Certified Green Industry Professional Core Exam.
- **Trade Show** – Over 300 booth spaces offering the latest products and services with everything you need to advance your business.

Golf Classic

- Held annually at one of Michigan's premier golf courses with 100% of the Net Proceeds funding the MNLA Scholarship Fund.



Continuing Education

- MNLA is proud to offer a diverse variety of Continuing Education seminars, workshops, and trainings designed to improve the general well-being of our members in the Green Industry.
- Classes are provided throughout the year and around the state for all segments of the Green Industry, with opportunities to receive various continuing education units (CEUs) as well as MDARD Pesticide Recertification credits.
- Project PLaNT is MNLA's online training platform, offering access to education from the comfort of one's own couch.

Topics include:

- Turfgrass Pest Management
- Advancing With Drones
- Green Industry Fundamentals



Green Industry Auction

- MNLA's Annual Auction raises funds for research that benefits the entire Green Industry. GLTE Exhibitors donate items, Attendees bid on plants and products, and 100% of the proceeds are contributed to the Research Fund.

Certified Green Industry Professional Program (CGIP)

- Certified Green Industry Professional (CGIP) is the recognized Certification Program of the MNLA.
- Identifies dedicated individuals who are knowledgeable and experienced in their chosen field of work within the Green Industry
- Founded in 1980 as "Michigan Certified Nurseryman", CGIP is a well-established and trusted program that certifies professionals who maintain the highest degree of integrity, and has been Michigan's Green Industry standard of excellence for over 30 years.



Green Industry Skilled Labor Shortage Initiatives

The MNLA Board of Directors and Team are working on a multifaceted plan that includes short-term and long-term initiatives to find solutions to the Green Industry shortage of skilled labor.

Registered Apprenticeship Programs

Landscape Management Technician and Nursery Technician

Approved by the U.S. Dept of Labor, these two apprenticeship programs were designed as one-year programs featuring 2,000 hours of on-the-job training and 144 hours related instruction (classroom, video, online training). The goal with these apprenticeships is to raise the professionalism of those already working in the industry and to attract people into the Green Industry through this career path. Both apprenticeships will be promoted through our Green Industry Marketing Campaign and directly to students/parents through our involvement with high schools and at Home & Garden Shows.

FFA Program

We continue to work with the MI Agriscience Teachers and the Michigan FFA Program as a sponsor of the FFA Nursery & Landscape Contest. The contest is based on our Certified Green Industry Professional (CGIP) Certification Program, with the CGIP Core portion being taught to the students as part of their curriculum and the Core Exam being given as the actual contest. Since 2014 over 475 students have participated and 59 have received a Certificate of Completion of the CGIP Core Curriculum.

Green Industry Marketing Campaign

MNLA is funding a multi-year rebranding and marketing campaign to promote the Green Industry as a professional trade made up of educated, experienced, knowledgeable, and skilled tradespeople and will focus on attracting people into the Green Industry as a valid career path. This campaign will also emphasize the essential nature and sustainability practices of our member firms to the consumer. A marketing firm is the lead on developing this campaign and advertising our great, Green Industry through various social and other media outlets.

High School Landscape & Horticulture Olympics

High Schools from across the State of Michigan are invited to participate in this annual event that features a fun and educational competition that tests students' skills through hands-on, competitive events designed by industry professionals.

Home & Garden Shows

We continue to promote the Green Industry and career opportunities by having a booth and by hosting the Plant Michigan Green Gardening Stage at the Grand Rapids, Lansing, Saginaw Valley, and Novi Home & Garden Shows. We've incorporated a very successful "Kids in the Garden" program to get our youth interested in gardening and the Green Industry.

MiCareerQuest

We are partnering with regional Michigan Works! offices across the State to participate in their innovative, hands-on career exploration events for high school students, their teachers, and counselors called MiCareerQuest. Thousands of students will be introduced to the Green Industry as we participate in the Agribusiness and Construction Focus Areas with interactive activities designed by the industry.

Science Olympiad

To raise awareness of our products and services and to promote the Green Industry as a valid career path, we are the sponsor of Science Olympiad's Botany Contest at the Regional and State levels. We attend the competitions around the State and administer the Botany Contest.

Veterans Horticulture Bootcamp

We have partnered with MSU Extension on a program developed for veterans to provide appropriate skills to begin entry to mid-level employment in the nursery and ornamental horticulture industry. The classroom training is based on our Apprenticeship Program curriculum and once their training is complete, veterans are encouraged to enroll as an Apprentice.

Vocational Village

This is a vocational trade training program within Michigan's Women's Huron Valley correctional facility that now includes landscape & nursery as one of the trades. Their program is based on our CGIP Core and Specialty curriculums and offenders learn in the classroom and through hands-on training 5 days/week.

Qualifying students receive a Certificate of Employability, complete an employment readiness course, and they participate in facility job fairs and can be interviewed by employers prior to release. As release dates approach we send information on the individuals out to members for their consideration.

Additional Programs

Industry Awards Program



- Increases awareness of quality landscape design and its role in the improvement of the environment, while recognizing and honoring outstanding landscapers, designers, installers, and owners

Century Club Awards Program

- Honors those who have worked in the industry for 25, 40, and 50 years or more for contributions to the professional development and growth of the industry, as well as their dedication and commitment

Green Industry Research Program

- Funding of research projects that benefit the entire Green Industry, with over \$1 million in research funds awarded to MI research in the past 10 years!

Michigan Certified Natural Shoreline Professional Program

- Michigan Certified Natural Shoreline Professional identifies you, upon completion of the program, as professionally trained in the use of “Green” landscaping technologies and bioengineered erosion control for the protection of Michigan inland lakes. MCNSP is approved by the Michigan Natural Shoreline Partnership and recognized by the Michigan Department of Environment, Great Lakes, and Energy.



Plant Michigan Green



- Statewide consumer marketing campaign to promote our Green Industry members and their products and services
- Promotes members through media outlets, Home & Garden Shows, legislative events and consumer website, PlantMichiganGreen.com

Community Landscape Beautification Awards

- Plant Michigan Green recognizes communities for landscape projects that enhance the visual image of their neighborhoods, improve livability, build civic pride and promote community spirit.

Partnerships & Alliances

- National, Regional, & State Partnerships with allied organizations
- Representation with seats on national, regional, and state committees
- Great Lakes Nursery & Landscape Association Leadership Council Annual Conference
- Regional Chapter Management
- Positions at Michigan State University
 - ↳ Lobbying for and funding of start-up packages for the Nematologist and Weed Scientist positions
- Public Relations and Donations

Resources

Lighthouse Program

- As the designated State Partner with AmericanHort, MNLA enrolls and pays a participation fee for each active member of MNLA to be in the national Lighthouse Program. Members receive access to the Voter Voice online grassroots mobilization website and timely, customized grassroots alerts when Congress or federal agencies need to hear from us.

Landscaping & Horticultural Safety Manual

- The Michigan Horticulture Industries Self-Insured Workers' Compensation Fund provides this customizable manual to assist members in developing their own safety, health and accident prevention program.

Publications and Industry Websites

**The Michigan Landscape™ magazine | Membership Directory | e-newsletters
Effective Landscaping Booklets (Woody Ornamentals & Perennials)**

- Print and electronic publications packed with information and business solutions, including up-to-date industry articles from every segment of the Green Industry, legislative/regulatory information, industry news, education, certification, events, and more.
- Your up-to-date online resources designed to help you, your business, and your employees grow.

www.MNLA.org | www.PlantMichiganGreen.com | www.GLTE.org

Green Industry Surveys

- Wage and Benefit Survey - Designed to provide an understanding of the wage, benefit, and labor compensation and practices being utilized in the Green Industry, and segment-specific views about Michigan's business environment.
- Software & Social Media Survey - A compilation of the names and types of software and social media that are currently being used in nine different segments of our Green Industry businesses.

Committees & Segment Communities

- Groups of like-minded individuals collaborating to improve the relevancy and professionalism of the Green Industry and to promote the environmental benefits and value of Outdoor Living.

Legislative & Regulatory Representation

- We are the voice of Michigan's Green Industry and the lead organization shaping public policies that benefit Michigan's Green Industry.
- Our Legislative Compliance Center keeps you informed and current on State and National legislation and regulations.

Green Industry Shows & Events

- Support of the Green Industry and members at contractor expos, training sessions, networking events and exhibiting opportunities across the state.

Our great, Green Industry!

\$5.715 billion

The combined economic impact of Michigan's nursery, perennial plant production, Christmas tree, sod producers, landscaping and lawn care industries.

#1

The economic impact of our Nursery & Perennial plant producers is \$1.2 billion, making us the #1 Speciality Crop in Michigan.

4th

Michigan is the 4th largest Nursery Industry in the Nation.

36,162

Number of individuals employed in Michigan's Green Industry. According to U.S. Census Data, this equates to 1 out of every 170 Michigan citizens between the ages of 18-65 (Knudson & Peterson, 2012).



For more info, contact:

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