

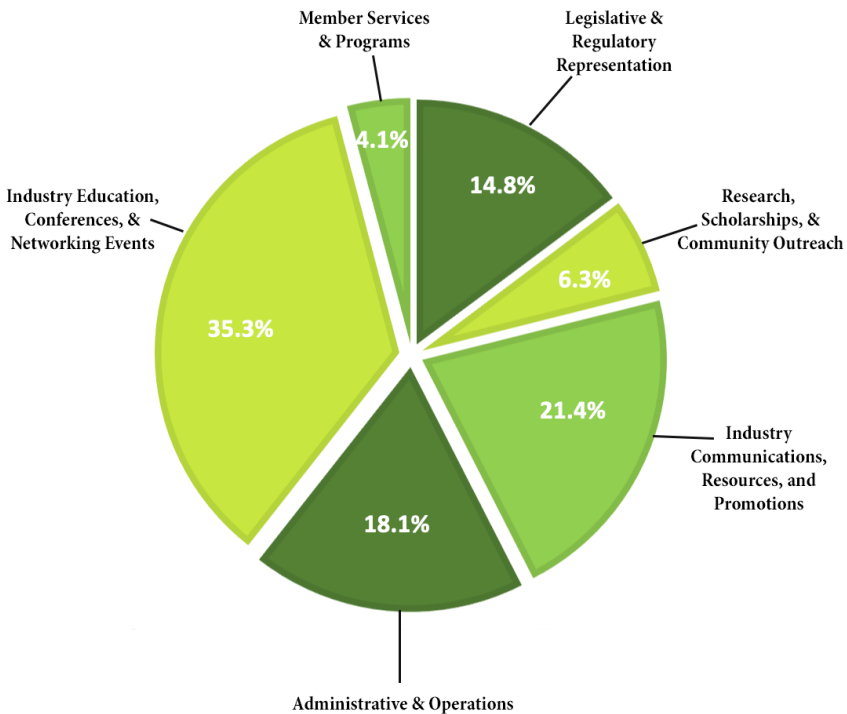


Michigan Nursery & Landscape Association
2026 Guide to Getting the
Most Out of Your Membership

Over a Century of Service

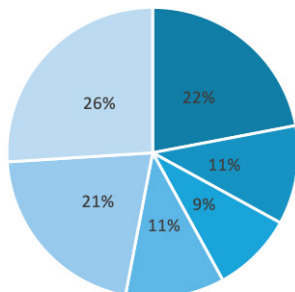
Where Do Your Membership Dollars Go?

Your Membership Dues are an investment in the collective strength and success of the Green Industry. We are dedicated to ensuring a meaningful return on your investment by directing funds toward initiatives that advance MNLA's mission, strategic goals, support our members, and enhance our professional community. Through your dues, we are able to provide valuable programs, advocacy, education, and resources that create lasting impact for all members. This chart illustrates how your Membership Dues are thoughtfully allocated to support Michigan's Green Industry.



State of the Association

Membership by Dues Level



Dues Level

2025 Members

Level 1: \$0 - \$149,999	22%
Level 2: \$150,000 - \$299,999.....	11%
Level 3: \$300,000 - \$499,999.....	9%
Level 4: \$500,000 - \$999,999.....	11%
Level 5: \$1 Million - \$2.9 Million.....	21%
Level 6: \$3 Million and Above.....	26%

Current MNLA Membership Breakdown

MI Business Members = 800
 Non-Resident Members = 41
 Student Members = 20
 Educator Members = 13
 Key Employee Members = 1154
 Retired Members = 19
 Municipalities/Institutions = 29
 Plant Michigan Allied Members = 15
 Chapter Memberships = 7
 Additional Outlets = 24
 Industry Affiliate = 8

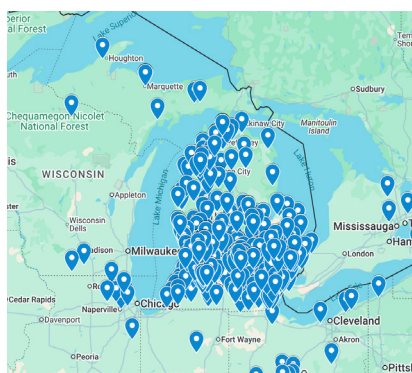
Total = 2,130

Industry Segments

(Number of members; Includes Key Employees)

Allied Trade = 49
 Arborist = 231
 Consulting/Diagnosis = 273
 Garden Center = 284
 Golf Course Maintenance = 64
 Green Roofs = 139
 Greenhouse Production = 214
 Grower-Retail = 115
 Grower/Nursery Production = 445
 Interiorscape = 60
 Irrigation = 638
 Landscape Contractor = 1011
 Landscape Design = 1009
 Landscape Management = 1015
 Licensed Landscape Architect = 102
 Mail Order = 24
 Manufacturer = 122
 Master Gardener = 58
 Pesticide Applicator = 294
 Public Gardens = 123
 Retail Landscape Supply Yard = 250
 Rewholesaler = 177
 Snow & Ice Management = 818
 Sod Grower = 19
 Supplier = 279
 Turf Management = 609
 Water Gardener = 287

Membership by Location



Legislative & Regulatory Representation

Advocacy – Legislative & Regulatory Representation and Green Industry Research

Michigan's Green Industry plays a vital role in our communities and our environment. We are the planners, suppliers, caretakers, nurturers, and technicians who design, grow, install, and maintain the healthy landscapes that Michiganders depend on every day. Made up largely of family-owned businesses of all sizes and specialties—and deeply reliant on weather and seasonal conditions—our industry faces unique operational and regulatory challenges.

As the unified voice of Michigan's Green Industry, the Michigan Nursery & Landscape Association (MNLA) leads the way in shaping public and regulatory policy to support, protect, and advance our member firms. Through the combined efforts of our professional staff, MNLA Board of Directors, Legislative Committee, dedicated Lobby team, and our State and Federal partners, we advocate for your interests in the Michigan Legislature, in Washington, D.C., and with agencies that influence our work.

MNLA also holds seats on numerous State and National Boards and Committees, ensuring that our industry's perspective is represented whenever environmental, economic, or regulatory decisions are made. We serve as a conduit for communication—sharing science-based insights, educating policymakers and consumers, and fostering balanced dialogue between industry and environmental stakeholders.

Our members have spoken!

Each legislative cycle, we survey and engage the full MNLA membership to set our policy priorities for the next two years. These priorities reflect the real-world challenges and opportunities you face every day—ensuring that the voices of Michigan's Green Industry businesses directly shape our advocacy agenda. Our 2025 – 2026 Legislative Priorities are:

- #1: Alleviate roadblocks to hiring and retaining a skilled workforce by reforming unemployment benefits for seasonal workers, expanding training and educational opportunities and partnerships, establishing a Green Industry Workforce Committee, and other workforce development initiatives.
- #2: Ensure that all state licensing procedures required of Green Industry professionals are fair, reasonable, timely, and accessible.
- #3: Protect state law that makes state Agencies the sole regulator of pesticides and promote uniform, statewide regulations over a patchwork of local ones.

#4: Support legal liability reforms that will protect our members from frivolous lawsuits.

#5: Oppose any effort put forward that would force our members to compete against state or non-profit funded entities.

#6: Support proper funding for the MDARD, Project GREEN, AgBioResearch Department at MSU, and MSU Extension.

Town Hall Meetings

Our Green Industry Town Hall Meetings were developed by MNLA's Legislative Committee to bring state Legislators directly to our members—giving them the opportunity to see firsthand the work we do and to learn more about Michigan's vibrant Green Industry.

These events are hosted in partnership with our regional Chapter organizations and have consistently drawn strong participation from Legislators across the state. By fostering open dialogue and on-site understanding, our Town Hall Meetings help strengthen relationships, elevate our industry's priorities, and ensure that policymakers are better informed about the challenges and opportunities facing Green Industry businesses.

Advocacy Resources available to MNLA members at www.MNLA.org:

- Advocacy Compliance Center - You'll find the latest regulations, laws, and compliance guidance that affect Michigan's Green Industry. Categories include:
 - Business Practices
 - Regulations
 - Plant Health
- Legislative Action Center - Stay informed and engaged with state and national advocacy initiatives. Explore:
 - Green Industry Legislative Day
 - Lighthouse Fund Membership
 - MNLA Lobby Team
 - Find Your Legislator Tool
- Research & Funding Resources - Advancing industry innovation through research and grant opportunities.
 - MNLA Research Program
 - Horticulture Fund
 - USDA Specialty Crop Block Grant Program
 - Horticulture Research Institute Fund

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 customized grassroots alerts when Congress or federal agencies need to hear from us.

Partnerships & Alliances

- National, Regional, and 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
Lobbied for and supported, provided funding of start-up packages for the Nematologist and Weed Scientist positions
- Public Relations and Donations

Member-Only Services & Programs

Insurances

Self-Insured Workers' Compensation Insurance

The Michigan Horticulture Industries Self-Insured Workers' Compensation Fund (MHI Fund) has announced a profit return of over \$6 million for the 2025 policy year, bringing total returns to \$72,600,109 since 1993. This represents an average return of 46% of a member's annual premium. The MHI Fund is a self-insured program aimed at reducing workers' compensation costs by prioritizing workplace safety.



MICHIGAN
HORTICULTURE
INDUSTRIES

SELF-INSURED
WORKERS'
COMPENSATION
FUND

a member owned program

administered by RPS Regency

If you are not currently a member of the Fund, it is worth considering the many benefits it has to offer.

To learn more about the Fund and its offerings, contact the Fund's Administrator, RPS Regency, at 800.686.6640 or visit mhifund.org.

Business Insurance

Customized Business Insurance

- Save up to 35% on business insurance for property, general liability, commercial auto, workers' compensation, cyber liability, commercial umbrella, and more.

Business Insurance Solutions, Life & Health Insurance
Solutions, Safety & Loss Control Tools & Resources,
HR Tools & Resources, Disaster & Continuity Planning Resources.



Gallagher

Affinity

Health Insurance - Blue Cross Blue Shield of Michigan

Michigan Nursery & Landscape Association members could be realizing significant savings versus their current premium spend with the exclusive Association Health Plans from BCBS, BCN and the Salus Group.

For a free, immediate review of the options that could be saving your company money please contact:

Rod Welsh 248-390-3903 / rwelsh@thesalusgroup.com



Blue Cross
Blue Shield
Blue Care Network
of Michigan



SALUS GROUP

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.



Discount Programs

NEW

Auto Advantage Program

Through our exclusive partnership with Stellantis (Chrysler, Dodge, Jeep, RAM), MNLA can offer ALL of our Business Members special fleet pricing, regardless of fleet or firm size, on all eligible Stellantis Fleet vehicles offered in their 2026 model year lineup.



Discounted Credit Card Processing

- Save up to 36% on Credit Card Processing Fees.



Gallagher Affinity Perks & Discounts

Scan the QR Code to save on the services below and more through Gallagher Affinity!



- 40% discount on top of waiving the account setup up fees with no monthly or annual minimums.



- Up to 20% Discount on Pet Insurance.
- Customize your coverage to fit your needs and budget.

- Free Annual Hearing Consultations.
- Free One-Year supply of batteries.
- One Year of Free Office Visits.
- Financing Plans Available.



- Long Term Care Insurance.
- Premium Discounts based on eligibility.

Windfall Program Benefits

Access Group Savings on the suppliers listed below and more.



- Up to 75% off Best Value Products.
- Free Shipping on orders over \$30.



- Constant Contact is built to simplify the complex and confusing task of marketing your idea, even if you're a beginner.
- Free Trial.
- 30% off your first 3 months.

- Volume pricing on qualifying purchases of \$1,500 or more.
- Special member-only offers on products and services.



AVIS®



- Save up to 30% off rental vehicles.

Batteries + Bulbs

- Save up to 71% on batteries, bulbs and more.

- Save up to 20% off on new payroll services.



- Save up to 60% off movies, theme parks, shows and more.

- Save up to 25% off SMS and text marketing service.

SimpleTexting



- Save 12% on all of your hardware needs.

- Save 10% off promotional products.



simply CHOCOLATE



- Save 15 - 20% on flowers, gifts and more.

Harry & David



PERSONALIZATION MALL



- Save up to 22% on 9,000 hotels worldwide.



- Save 10% on self-moving services.

Member Service Programs & Tools

Unemployment Work Search Relief

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 for 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!



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.

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 are promoted through our Green Industry Marketing Campaign and directly to students/parents through our involvement with high schools and at Home & Garden Shows.

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.

NEW

Elite Leadership Training

Our exclusive Elite Leadership Training Program is designed to strengthen every level of your organization. Members gain access to two tailored training tracks that build confidence, capability, and long-term success.

For Crew Members & Field Technicians:

Hands-on leadership development that empowers your team with practical communication skills, safety leadership, problem-solving strategies, and the confidence to take initiative in the field.

For Owners & Managers:

Advanced workshops focused on strategic decision-making, team development, operational leadership, and navigating the challenges of running a modern, people-focused organization.

Together, these two tracks create a powerful pipeline of leaders—equipping your workforce today while preparing your organization for tomorrow. This is one of the many benefits reserved exclusively for our members, and a key way we invest back into the people who drive our mission forward.

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.

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.

Vocational Village

This is a vocational trade training program within Michigan's Women's and Men's Correctional Facilities that now includes landscape & nursery as one of the trades as well as others that fit within the industry. 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.

Industry Education, Conferences & Networking 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!



Held in January, 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** - 10 industry accreditations, including pesticide recertification credits for Michigan, Indiana, and Ohio.
- **Certification Central** - Training and testing location for the Certified Green Industry Professional Core Exam.
- **Trade Show** - Over 400 booth spaces offering the latest products and services with everything you need to advance your business.

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.

Golf Classic

- Held annually in August 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



Regional Chapters

We are committed to developing and fostering partnerships to provide unparalleled resources for our Green Industry.

Regional MNLA Chapters include:

Northern Michigan Nursery & Landscape Association (NMNLA)

West Michigan Nursery & Landscape Association (WMNLA)

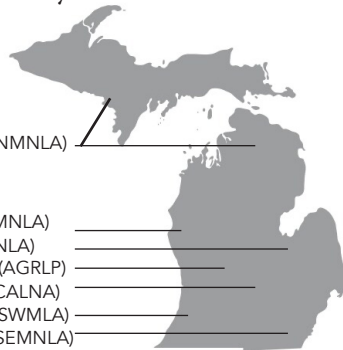
Saginaw Valley Nursery & Landscape Association (SVNLA)

Association of Grand Rapids Landscape Professionals (AGRLP)

Capital Area Landscape & Nurseryman's Association (CALNA)

Southwest Michigan Landscape Association (SWMLA)

Southeast Michigan Nursery & Landscape Association (SEMNLA)



Visit the Chapters at:

NMNLA: www.NMNLA.org

WMNLA: www.WMNLA.org

SVNLA: www.SVNLA.org

AGRLP: www.AGRLP.org

CALNA: www.CALNA.org

SEMNLA: www.SEMNLA.org

Green Industry Shows & Events

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

Research, Scholarships, & Community Outreach

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.

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 600 students have participated and 80 have received a Certificate of Completion of the CGIP Core Curriculum.

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, and Novi Home & Garden Shows. We've incorporated a very successful "Kid's in the Garden" program to get our youth interested in gardening and the Green Industry.

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!

Community Landscape Beautification Awards

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

Industry Communications, Resources, and Promotion

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 our consumer website, PlantMichiganGreen.com.



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.

Publications and Industry Websites

***The Michigan Landscape™* magazine | Membership Directory | Print & 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

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.

45,000

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.



For more info, contact:

2149 Commons Parkway
Okemos, Michigan 48864
517.381.0437

mnla.org