

# MNLA Membership Guide



**Membership**

**Learn**

**Network**

**Advocacy**

**Resources**

# Benefits of Membership

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## Endorsed Services

*Money-saving programs for your firm!*

- Workers' Compensation Insurance
  - Business Insurance Solutions
    - Credit Card Processing
- Discount Prescription Drug Card
  - Member Savings Program
- Blue Cross Blue Shield of Michigan

## Unemployment Work Search Relief

MNLA's online training program, *Project PLaNT: Green Industry Fundamentals*, is approved by the Unemployment Insurance Agency (UIA) as a valid work search activity.

If your employees are enrolled in our training program and complete one module per week that they are laid off, they do not have to go out and search for work.

There is NO CHARGE for MNLA members to enroll in *Project PLaNT: Green Industry Fundamentals*.

# MNLA members receive:



## **Consumer Website Listing**

Your listing will be included on our consumer website, PlantMichiganGreen.com, at NO CHARGE.



## **Directory Listing**

Your business listing is included in the MNLA Membership Directory.



## **Education & Certification Discounts**

All employees of member firms receive discounts on certification manuals and education events.



## **Discounted Business Insurances**

Significant discounts available to members for property, general liability, commercial auto, workers' compensation, cyber liability, commercial umbrella, and more.



## **Expo Discounts**

MNLA members and all employees receive significant discounts at the Great Lakes Trade Expo.

# Membership

# Spotlight on the Great Lakes Trade Expo

- **NETWORKING** the Green Industry's gathering place, with attendance of 3,000+.
- **EDUCATION** 3 days of seminars for all segments of the Green Industry.
- **TRADE SHOW** 400+ booths offering the latest products and services for your Green Industry business.

Michigan's oldest, largest,  
and most-respected event  
for the entire Green Industry  
– the GLTE!



- **CERTIFICATION CENTRAL** training and testing for both the MDARD Pesticide exams and the Certified Green Industry Professional (CGIP) Core exam.
- **CONTINUING EDUCATION CREDITS** for 10 industry accreditations, including pesticide recertification credits for MI, OH & IN.

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

## Etraining

- Green Industry Fundamentals – 18 modules available at NO CHARGE to MNLA members
- 3A (Turf Management) Pesticide Applicator Training

## Certification

- Certified Green Industry Professional (CGIP) – the recognized certification program of the MNLA
- 5 specialities:
  - Landscape Designer
  - Landscape Manager
  - Landscape Contractor
  - Garden Retailer
  - Nurseryman

## Classes & Workshops

- a diverse variety of continuing education seminars, workshops, and training for all Green Industry segments
- continuing education credits (CEUs), including pesticide credits

## Apprenticeship Program

- recognized by the U.S. Dept. of Labor
- 2 programs:
  - Nursery Technician
  - Landscape Management
- allows employers to develop and prepare their future workforce
- individuals obtain a nationally-recognized credential and paid work experience

# Learn



- **Golf Classic** – held annually at one of Michigan’s premier golf courses, with 100% of the net proceeds funding the MNLA Annual Scholarship
- **Awards Programs**
  - Industry Awards
  - Outstanding Student Awards
  - Community Landscape Beautification Awards
  - MNLA Annual Scholarship

● **Century Club** – inductions into our Quarter-Century, 40-Year, and Half-Century Clubs honor individuals that have worked 25, 40 and 50+ years. Recipients are noted for contributions to the professional development of the industry, and their dedication and commitment.



# Community & Events

- **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
- **MNLA Young Professionals Community** – established to engage and empower young professionals within our association who have a passion for horticulture, landscaping, and environmental sustainability
- **Legacy Club** – MNLA is proud to honor our member firms that have walked alongside us through the years



*Members of the MNLA Young Professionals steering committee*

## Network

# Legislative & Regulatory Priorities

- **Legislative Priority 1:** Support efforts that will alleviate the tight labor market and get more people in the workforce.
- **Legislative Priority 2:** Reform unemployment benefits for seasonal workers to promote employee retention from season to season.
- **Legislative Priority 3:** Embark on efforts to promote the positive impact our industry has on our environment, economy, and way of life.
- **Legislative Priority 4:** Protect state law that makes state Agencies the sole regulator of pesticides and promote uniform, statewide regulations over a patchwork of local ones.
- **Legislative Priority 5:** Oppose any effort put forward that would force our members to compete against state or non-profit funded entities.
- **Legislative Priority 6:** Support proper funding for the Department of Agriculture, Project GREEN, AgBioResearch Department at MSU, and MSU Extension.



## MNLA Research Program

- Horticulture Fund
- USDA Specialty Crop Block Grant Program
- Horticulture Research Institute Fund

## Legislative Action Center

- Green Industry Legislative Day
- Lighthouse Fund
- MNLA Lobby Team

## Compliance Center

- Business Practices
- Regulations
- Plant Health



*As the voice of Michigan's Green Industry, the Michigan Nursery & Landscape Association is the lead organization shaping public policy and regulatory policy to benefit and protect Michigan's Green Industry. Through professional staff, the MNLA Board of Directors and Legislative Committee, professional lobby firms, and our national partnerships, MNLA works hard to protect your interests before Legislators and Regulators at our State Capitol and in Washington, D.C.*

# Advocacy

*MNLA brings you these Resources that will help your Green Industry Business grow and thrive:*

— Publications

The Michigan Landscape™ Magazine, MNLA Membership Directory, Effective Landscaping Booklets, MNLA.org

— Green Industry Surveys

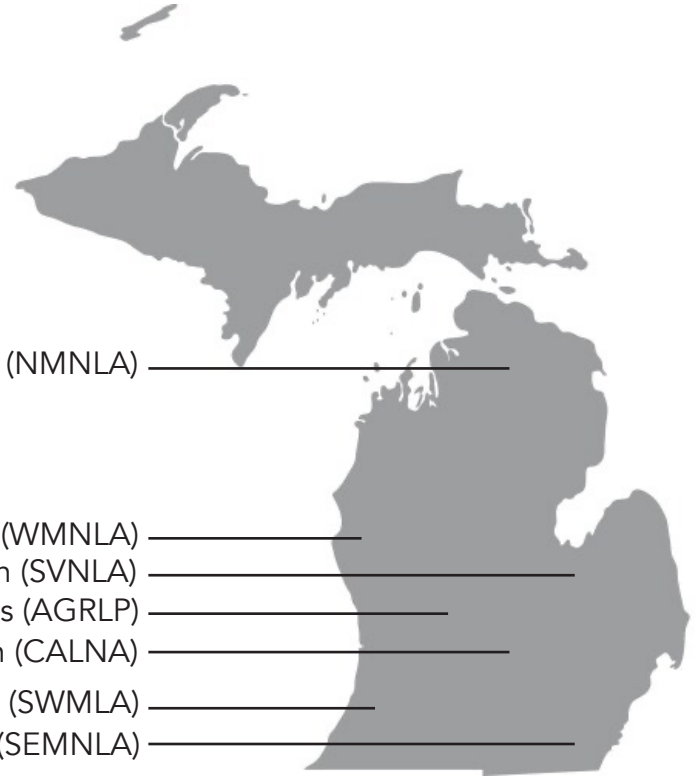
Wage & Benefit Survey, Software & Social Media Survey

— Committees & Segment Communities

— Health & Safety Resources

— Industry Shows & Events

# Regional Chapters



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)

## Resources

*Our Mission: United to advocate professionalism, integrity  
and growth for Michigan's Green Industry*

**Michigan Nursery & Landscape Association: Founded in 1922 ... 102 Years and Still Growing!**

The Michigan Nursery & Landscape Association (MNLA), established in 1922, is the largest and oldest statewide Green Industry trade association. MNLA Represents: A wide range of Michigan Green Industry businesses on legislative and regulatory issues, education and events, certification programs, marketing and promotion, and member-only money saving programs.

***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.

**4<sup>th</sup>**

Michigan is the 4th largest Nursery State 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 (Knudson & Peterson, 2012).



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