

New York State Nursery & Landscape Association



come *GROW* with us




you'll flourish by

- Becoming part of a **stronger, collective voice** in the New York State green industry
- Having access to the **most up-to-date industry information** through electronic communications and our quarterly magazine, *Nursery Lines*
- Having access to exclusive **educational** program and seminars
- Log in access to the **member only** section of the website, www.nysnla.com
- Your **company and business specialty listed** on our website
- And, so much more!

NYSNLA
119 Washington Ave., Suite 300
Albany, NY 12210
www.NYSNLA.com

Voice 877.210.4518 Email info@nysnla.com



The New York State Nursery and Landscape Association (NYSNLA) is a statewide professional trade association that is dedicated to advancing the interests of New York State's nursery and landscape businesses and professionals by promoting sound business practices, expanding state and local markets, and exerting leadership in the development of sustainable communities.



Dear Green Industry Professional,

Thank you for your interest in the New York State Nursery and Landscape Association (NYSNLA), a statewide professional trade association that is dedicated to advancing the interests of New York State's nursery and landscape businesses and professionals by promoting sound business practices, expanding state and local markets, and exerting leadership in the development of sustainable communities.

NYSNLA started in the early 20th century, representing fruit growers and mail-order nurseries in Western New York. As similar organizations were created and their influence grew throughout the state, the regions merged in an effort to discuss and fight for mutual issues. Today, the Association represents over 700 green industry professionals.

By joining NYSNLA, you'll become a part of a stronger, collective voice in the New York State green industry. Membership also provides you with the most up-to-date educational opportunities through our Educational Programs and Seminars; access to the entire membership via e-mail, fax, or mail; our quarterly magazine, *Nursery Lines*; and member-only access to the website, www.nysnla.com, placing you in our consumer search module allowing potential customers to find you and what you specialize in. As a member, your business is also listed in the annual Membership Directory circulation.

Enclosed you'll find our New Member Application. Please fill it out and return it along with your dues payment (both state and regional dues) to our Albany office. I urge you to visit our website for additional information about the Association, as always, feel free to contact me at (877) 210-4518.

Again, thank you for your interest and I look forward to working with you in strengthening NYSNLA.

Best regards,

Kim Tiberia
NYS Nursery and Landscape Association
Executive Director



NYSNLA BENEFITS: WHAT YOUR MEMBERSHIP PROVIDES YOU

As a member of the New York State Nursery and Landscape Association, you are a part of a statewide professional trade association that is dedicated to advancing the interests of New York State's nursery and landscape businesses and professionals by promoting sound business practices, expanding state and local markets, and exerting leadership in the development of sustainable communities.

Professionalism & Networking

- Professional distinction within the industry
- Access to a network of fellow professionals
- Regional membership providing opportunities to collaborate
- Listed in the annual Membership Directory
- Listed on our website, www.nysnla.com, searchable by region and specialty
- Special individual listing as Certified Nursery and Landscape Professional (CNLP)
- Access to the member-only section of the website, www.nysnla.com
- Full-time energetic, professional, and friendly staff to assist members
- Leadership development
- Collective support of industry's future talent through national career awareness website, TheLandLovers.org

Business Benefits

- Access to comprehensive insurance services through The Flanders Group
- Available discounts on credit card processing through Payment Processing Consultants
- Access to many benefits through NYSNLA's **Powerful Partnership Program** with Milton CAT
- Discounted payroll and human resource services through USA Payroll
- Savings on business and residential electricity supply charges through Energy Plus

Education & Training

- Reduced exam and recertification fees for CNLP Program
- Statewide educational programs and seminars
- Membership to the Nurserymen's Foundation*

Knowledge & Awareness

- Subscription to our enhanced, comprehensive quarterly magazine, *Nursery Lines*
- Invitation to great events such as the spring garden and flower shows
- NYSNLA booth and garden at the New York State Fair
- NYSNLA's participation on the New York State Arbor Day Planning Committee

Legislative Advocacy

- Membership to the ANLA Lighthouse Program, a political education and grassroots network
- Lobbying efforts through partnership with New York Alliance for Environmental Concerns, Empire State Council of Agricultural Organizations and other groups with similar key legislative issues
- Strong working relationship with legislators, NYS Department of Environmental Conservation, NYS Department of Agriculture & Markets, New York Farm Bureau, and the like
- Representation on key groups addressing horticultural issues, including invasive species management

Promotion of your Business

- Sponsorship and advertising opportunities
- Eligible to enter NYSNLA's Environmental Beautification Awards Program, highlighting landscape talent
- Promotional materials, such as brochures and magnets, to purchase as a resource for clients

*a 501c(3) registered charitable organization that supports education and encourages young people to follow careers in horticulture



NYSNLA

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info@nysnla.com
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New York State Nursery and Landscape Association 2010 New Membership Application

Thank you for your interest in the New York State Nursery and Landscape Association (NYSNLA), a statewide professional trade association that is dedicated to advancing the interests of New York State's nursery and landscape businesses and professionals by promoting sound business practices, expanding state and local markets, and exerting leadership in the development of sustainable communities.



By joining NYSNLA, you'll become a part of a stronger, collective voice in the New York State green industry. Membership also provides you with the most up-to-date educational opportunities through our Educational Programs and Seminars; access to the entire membership; our quarterly magazine, Nursery Lines; and member-only access to the website, www.nysnla.com, placing you in our consumer search module allowing potential customers to find you and what you specialize in. As a member, your business is also listed in the annual Directory circulation.

1. 2010 State Dues

\$ 120

2. 2010 Regional Membership

Select **one or more regions** for your membership; refer to above map

Region 1 (\$100)

Region 5 (\$75)

Region 2 (\$75)

Region 6 (\$100)

Region 3 (\$75)

Region 7 (\$35)

Region 4 (\$75)

Region 8 (\$75)

➤ *Total Regional Membership Dues Amount*

\$ _____

3. NYSNLA Supporter Please consider becoming a NYSNLA Supporter

By accepting, you would join a group of our members that share a continuous enthusiasm for this Association and its commitment to the green industry.

This recognition has some tangible rewards. Your name will appear in four issues of Nursery Lines, in the annual Membership Directory and on our newly redesigned website. At NYSNLA events, your nametag will identify you as a NYSNLA Supporter. Your membership certificate will clearly identify your company as a Supporter and we will also send you a gift expressing our gratitude.

You can make an important difference for a modest contribution. To accept your NYSNLA Supporter status, please check an amount below and add this amount to your total amount due.

\$500 **Platinum Supporter**

\$375 **Gold Supporter**

\$250 **Silver Supporter**

➤ *NYSNLA Supporter Amount*

\$ _____

4. Nurserymen's Foundation To support the future of our industry through education and research

Please consider making a financial contribution to the Nurserymen's Foundation. Through donations to the Nurserymen's Foundation, young people have been encouraged to follow careers in horticulture, and today are productive industry and Association members. The Nurserymen's Foundation is a 501c(3) registered charitable organization and your contribution may be tax deductible. Your company will be recognized in Nursery Lines and in the annual Membership Directory as a Foundation contributor.

➤ *Yes, I want to advance our industry. Please accept my contribution of*

\$ _____

Total Amount Due*: \$ _____

***Be sure to include items 1, 2, 3 and 4.**

Continue on back...

New York State Nursery and Landscape Association | 2010 New Membership Application

Company Name _____
Contact Person _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____ Website _____
No. of years in Business _____ From M/Y _____ To M/Y _____
No. of Employees _____
Sponsoring Company _____
Signature _____

Tell Us the Services you Offer (check as many as apply):

- | | |
|---|---|
| <input type="checkbox"/> Garden Center | <input type="checkbox"/> Mail Order |
| <input type="checkbox"/> Landscape Design/Build | <input type="checkbox"/> Government Agency |
| <input type="checkbox"/> Landscape Architect | <input type="checkbox"/> Research/Institutional |
| <input type="checkbox"/> Landscape Contractor | <input type="checkbox"/> Grower |
| <input type="checkbox"/> Landscape Maintenance | <input type="checkbox"/> Business Service |
| <input type="checkbox"/> Snow Plowing | <input type="checkbox"/> Retailer/Independent |
| <input type="checkbox"/> Hardscape Design/Build | <input type="checkbox"/> Retailer/Mass Merchandiser |
| <input type="checkbox"/> Wholesale _____ | <input type="checkbox"/> Student |
| <input type="checkbox"/> Distributor _____ | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Manufacturer _____ | |

Please complete this application in its entirety and return it to NYSNLA along with your payment. NYSNLA will review your application with the selected region(s) and advise of board approval.

New York State Nursery & Landscape Association, Inc.
119 Washington Ave., Suite 300, Albany, NY 12210
P: (877) 210-4518 / F: (518) 694-4431 / E: info@nysnla.com

If paying by VISA or MasterCard:

Name on Credit Card _____
Credit Card # _____ Exp. Date: _____
V-Code: _____ Billing zip code on credit card: _____
Signature _____ Date: _____

***On behalf of the entire New York State Nursery & Landscape Association,
thank you for your contribution and dedication to the Association!***



Since 1988, The Flanders Group has made insurance easier for members of the New York State Nursery & Landscape Association - that's our responsibility. Here are some of the reasons why our *Risk Reduction Approach* is different:

ONE STOP SHOPPING: You can have all your insurance with one agent. We have several "A" rated carriers ready to work with us on your NYS Statutory Disability, Property, Liability and Auto insurance. We'll do the research and help you choose the option that best suits you.

EASE OF DOING BUSINESS:

- We offer a dedicated Injury Management Department with 2 nurse case managers who will medically manage your most challenging cases..
- We provide a 6 month coverage and payroll review to avoid any audit "surprises".
- We have on-line certificate requests available.

WORKERS' COMPENSATION:

- Our safety group program currently offers a 25% maximum discount and over the last 5 years returned an average combined discount and dividend of 37.8% .
- We offer an annual experience modification audit where we identify and correct any errors.
- You will have the security and purchasing power realized by 375 members.

For more information on how we can ease the burden of insurance, call Mike Pollack at 800-462-6435 or email at mpollack@flandersgroup.com. You can also visit our website www.flandersgroup.com to see what others in your industry think of The Flanders Group experience.



Enjoy These Great Benefits with Energy Plus™

- **Earn 3% Cash Back** on your annual electricity supply bill*
- **Save up to 9.75%** on your electricity bill**
- **Enjoy the same service** without risk, fees, or long-term commitment
- **Receive a \$50 activation bonus** just for signing up*

Save money every month.

Skip the sales tax with Energy Plus. You'll save up to 9.75% off the delivery portion of your bill every month because you'll qualify for a sales tax waiver.

For your business AND home.

Energy Plus provides electricity to both homes and businesses throughout New York so you save on all your accounts. Members with residential accounts are eligible to receive a \$25 activation bonus and 2% cash back on annual electricity supply charges.* Sign up both your business and home and start saving today!

No service changes—service remains with your local utility.

The best part is that nothing about your service will change. Your local utility will continue to deliver your electricity, read your meter, handle service emergencies, and send your monthly statement. You'll be earning cash back and saving money, while still enjoying the safety and reliability of your current service.

Join over one million New Yorkers who have already switched!

Selecting Energy Plus to be your electricity supply company is easy. You simply need to have an electricity service address in New York in the Energy Plus service area. There is no cost to enroll, no monthly fees associated with your account, and no cancellation charges.

Act Now!

Call 877-320-0356 and mention Offer Code "0156" or visit www.EnergyPlusRewards.com/NYSNLA156 to learn more.

*Members will receive a cash back rebate check after every 12 billing cycles of service. The cash back rebate will be 3% of the annual electricity supply charges per business account and 2% per residential account. A \$50 activation bonus check for business accounts or a \$25 activation bonus check for residential accounts will be mailed at the close of your second billing cycle with Energy Plus. Energy Plus reserves the right to modify or discontinue the program. This offer cannot be combined with other offers. Offer valid for all service areas in New York, excluding LIPA.

**Members signing up for service with Energy Plus will save by qualifying to earn a cash back rebate check every 12 billing cycles of service and qualifying to have the sales tax waived off of the delivery portion of their electric bill. Sales tax savings can be up to 9.75% of the delivery portion of the bill, depending upon your service area.

INVEST IN THE FUTURE OF HORTICULTURE



New York State Nurserymen's Foundation

Your tax deductible* contribution supports scholarships, research and other projects that assure the future of New York Horticulture.

Send your contribution to the

"Nurserymen's Foundation"
119 Washinton Avenue, Suite 300, Albany, NY 12210

For more information call **877-210-4518**

*The Nurserymen's Foundation is a 501(c)(3) registered charitable organization. For more information on the tax deductibility of your contribution, please consult your tax advisor.