

136 Everett Road • Albany, NY 12205



Phone: (877) 210-4518 • Fax: (518) 694-4431
info@nysnla.com

October 3, 2011

Dear Green Industry Professional:

There are a lot of ingredients to running a successful nursery or landscaping business in New York State, but three of the most important are staying up to date on the latest regulations and best practices, controlling costs, and projecting an image of professionalism and trustworthiness. One way to accomplish all three is to become a member of the New York State Nursery and Landscape Association.

Not only does a NYSNLA membership provide you with a professional distinction that builds trust and credibility, but you also gain access to money-saving discount programs, essential training and education opportunities, and a stream of vital information that keeps you up-to-speed on regulations, industry best practices, and networking events and information.

Our affordable membership fees provide you with dozens of specific business advantages including discounts on payroll services and credit card processing, savings on electricity charges, and reduced exam and re-certification fees for the CNLP Program. You also get a subscription to our informative quarterly magazine, as well as email **updates and access to the 'members only'** section of our website.

No nursery or landscaping business can thrive without the proper marketing efforts -- **and that's another way in** which NYSNLA supports its members. Two marketing benefits that accompany your membership are a listing in our annual membership directory, plus a searchable online listing (by region & specialty) on our website.

Take the first step, today, to not only strengthen your own business, but to help fortify the collective voice of our **entire industry in New York. Visit NYSNLA's website (www.nysnla.com)** for more information -- or better yet, fill out and return the attached application to begin receiving member benefits. Join with over 700 other green industry professionals in saving money, enhancing knowledge and expertise, and forging new professional relationships and business connections!

Please note our new mailing address: NYSNLA 136 Everett Road Albany, NY 12205

Feel free to send me an email at info@nysnla.com or call if you have any questions. My number is (877) 210-4518.

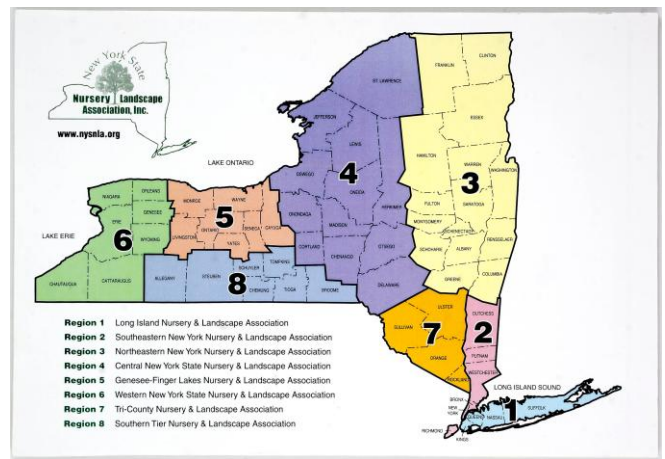
Best Regards,

Donna Stelling-Gurnett

Donna Stelling-Gurnett
Executive Director

New York State Nursery and Landscape Association 2012 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. 2012 State Dues

\$ 120

2. 2012 Regional Membership

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

Region 1 (\$100)

Region 2 (\$75)

Region 3 (\$75)

Region 4 (\$75)

Region 5 (\$75)

Region 6 (\$100)

Region 7 (\$35)

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**

\$100 **Bronze 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*: \$ _____

Continue on back...

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

New York State Nursery and Landscape Association | 2012 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.

136 Everett Road, Albany, NY 12205

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!***



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



[Please note the address
of our new Albany office!]

NYSNLA

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With e-communication emerging as the wave of the future, NYSNLA has launched our **online membership directory**. The member database is directly connected to our website, www.nysnla.com, allowing you to search for colleagues throughout the state with immediate results! In addition, with this enhanced member search feature the general public will be able to find NYSNLA members in good standing by name, business name, region, and business

HOW DO YOU SEARCH?

- Visit www.nysnla.com
- Click on the “**Member Search**” button within the “**Main Menu**” on the left-hand side. This will allow you to search for individual members of the Association.
- **Enter your search criteria.** You can search by first and/or last name, company, city, state, region, and/or business classification
- Once you’ve entered your search criteria, hit the “**Search**” button and your up-to-date list will appear!
Once you have a list, you can view details for each individual or organization by clicking “view” to the right of their name.



NEED TO UPDATE YOUR CONTACT INFO?

This is simple now thanks to our online directory!
Here’s how:

- Visit www.nysnla.com
- Log in your Username and Password in the “**Member Log In**” section at the top left-hand corner of the homepage
- Click on the “**Member Profile**” button within the “**Members Menu**” on the left-hand side
- Select “**Click Here**” to edit your contact details
- Select “**Save**” to instantly secure your updates!

NEED ASSISTANCE?

If you’ve forgotten your username or password, contact Association headquarters and we’ll help you reset your password. Or, if you’d like a guide as you navigate the online directory, contact us!

[PLEASE NOTE THE ADDRESS OF OUR NEW ALBANY OFFICE!]

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Why Certify?



Top Five Reasons to Become a CNLP

1. Improve your horticultural skills and knowledge
2. Demonstrate your commitment to your profession
3. Keep up-to-date and informed on new industry research and trends
4. Be recognized as a certified professional among the gardening public and within the industry
5. Achieve increased recognition, which leads to more business!

To find out more about the CNLP Program, contact **Meg Thompson** at (877) 210-4518 or info@nysnla.com

