

PLANTS. PASSION. PEOPLE.

*Working together to protect, promote
& educate our horticulture community!*



WSNLA

Washington State Nursery & Landscape Association

The WSNLA Community Represents

850 businesses and individuals working in or serving the horticulture field:

- **Greenhouse Growers & Production Nurseries**
- **Garden Centers**
- **Landscape Businesses: Design, Installation, Maintenance**
- **Suppliers**
- **Academia (Tech schools, Universities)**
- **State Agencies (WSDA, WSDOT, etc.)**
- **Certified Professional Horticulturists**
- **ecoPRO Certified Sustainable Landscape Professionals**

Serving the Washington Green Industry Since 1937.

Annual Meeting

Growing the Success of Our Members

*Working together to protect, promote
& educate the horticulture community.*



- 1 Protecting & Advocating for Member Businesses & the Washington Nursery & Landscape Industry
- 2 Cultivating Professionalism & Developing Future Professionals
- 3 Increasing Awareness of the Benefits of Plants, Trees & the Value of Landscapes

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310 Certified Professional Horticulturists

1. Basic Horticulture Principles
2. Extensive Plant Identification
3. Continuing Education Required

Coming in 2020

1. Online Prep Classes
 - a) Preview Exam
 - b) Plant Identification
2. Updated Plant List

126 ecoPRO Certified Sustainable Landscape Professionals

1. Developed in collaboration with local municipalities, environmental groups, academia and industry
2. 2.5 training + exam
3. 200+ best management practices

Coming in 2020

1. Online Training Modules
2. Consumer Marketing

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Cultivating Professionalism



2011 – Advisory Committee Met

- Industry, Municipalities, Academia, Environmental Groups.
 - Review organic & sustainable certification geared at the professional industry in WA, OR, BC.
 - Examples: Bay Friendly Landscapes, Oregon LandCare, Coalition of Organic Landscape Professionals)

Initial Funders



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Cultivating Professionalism



Advisory Committee established overarching goals for developing a program that:

1. Serves landscape professionals in WA State
2. Addresses WA State habitat, water quality conservation, and toxics reduction issues;
3. Holistically addresses the landscape
4. Builds on existing programs

Initial Funders



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Cultivating Professionalism



200+ ecoPRO Best Management Practices in the areas of:

- Protect and Conserve Soils
- Conserve Water
- Protect Water and Air Quality
- Protect and Create Wildlife Habitat
- Conserve Energy
- Sustain Healthy Plants
- Use Sustainable Methods and Materials
- Protect & Enhance Human Health & Well-being

DOWNLOAD BMPS @ ecoPROcertified.org

Current Program Partners!



WSU Puyallup
Research & Extension Center

WASHINGTON STATE UNIVERSITY
EXTENSION



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Cultivating Professionalism

2014 – first ‘test’ training held.

2015 – WSNLA & WALP become co-administrators

2015 – 2019 – two trainings per year offered.
Training size limited to 30

Program Partners!



WSU Puyallup
Research & Extension Center

WASHINGTON STATE UNIVERSITY
EXTENSION

Governance Structure

- Steering Committee: oversees overall program governance
- Technical Committee: oversees best management practices and exam review and management.

2020 – WSNLA is sole administrator

2020 – Online Training Modules being developed

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Solution based education!

Workshops, Learning Labs, & Tours

New in 2020 Focus: Distance Learning



learn, work & play with purpose
WSNLA DAY OF PROFESSIONALISM

November 5, 2019 | Brightwater Education Center, Woodinville

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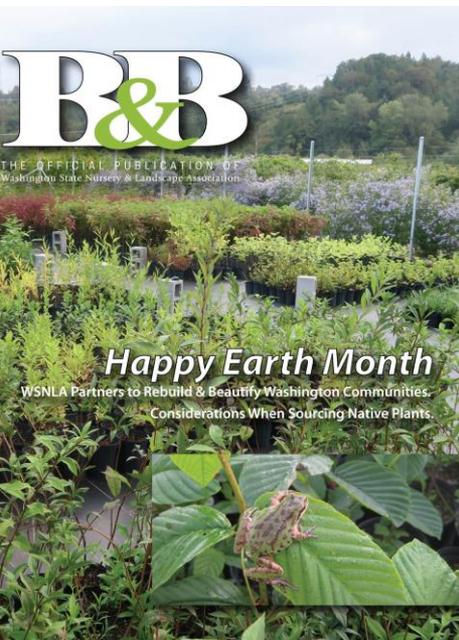
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B&B

Inside the B&B Magazine:

Research | Trends | Member-centric News & Information Sharing | Industry Issues & Solutions



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The Perks of Plants

- 
Greener is Cleaner
 One tree can remove 26 pounds of carbon dioxide from the atmosphere annually.
- 
Shady Deal
 Just 3 properly placed trees can save an average household between \$100-\$150.
- 
Growth Investments
 Adding a beautiful landscape to a home can increase its value by up to 15%.
- 
Local Color
 Better landscaping in common areas of a neighborhood, the more use they receive.

DON'T JUST SIT THERE

PLANT SOMETHING.

GardenWashington.com



Washington State Nursery & Landscape Association
 Sponsored · 🌐

Protect pollinators by creating wildlife habitat in your landscape. An ecoPRO Certified Sustainable Landscape Professional can help.



Protect Pollinators & Your Environment

ECOPROCERTIFIED.ORG
 Find an ecoPRO today!



JOIN OUR CAUSE

PLANT SOMETHING.



Washington State Nursery & Landscape Association
 GARDENWASHINGTON.COM





Continue To Tell Our Industry Stories

WSNLA developed 3 Videos that work to educate consumers about our industry:

- Bringing A Plant to Market

WATCH NOW: <https://youtu.be/eh1yWuZYU2k>

- Propagation Source Impacts Cost of the Plant

WATCH NOW: <https://youtu.be/cSw12Vq3OUk>

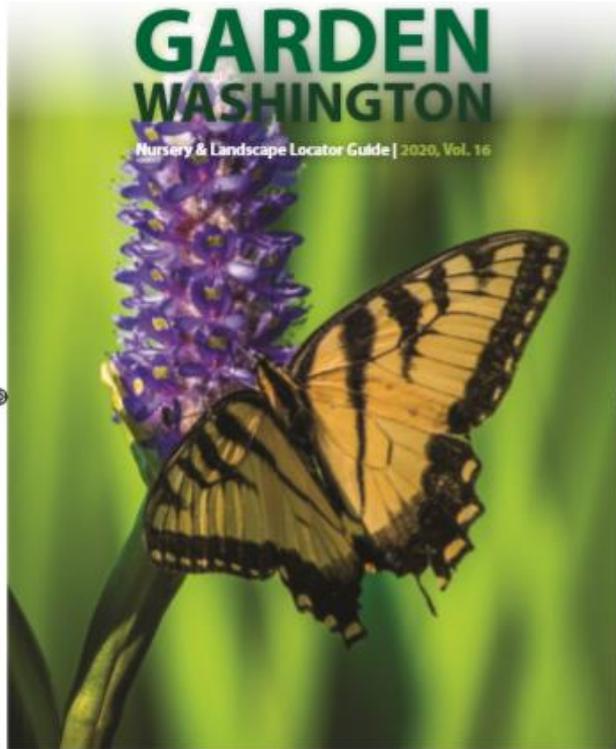
- Environmental Growing Techniques

WATCH NOW: <https://youtu.be/l8Mp8TOck54>



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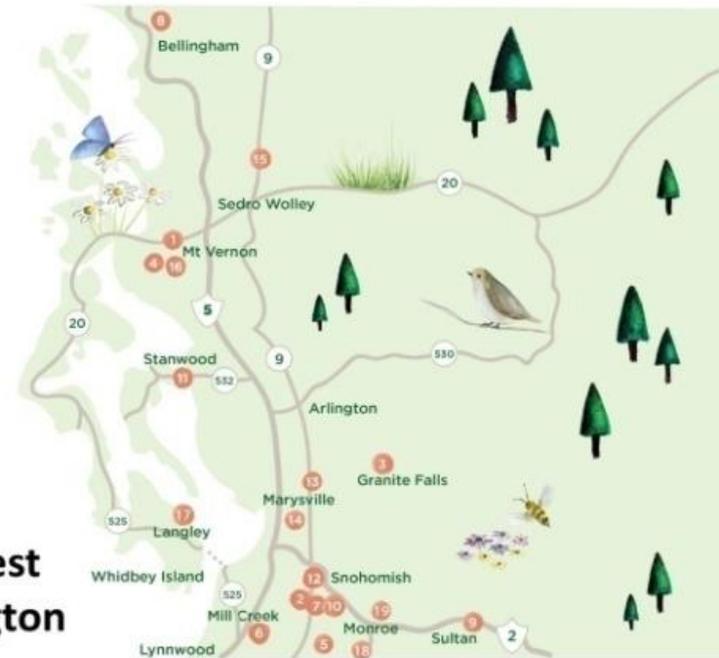
Nursery & Landscape Locator Guide | 2020, Vol. 16

Nursery Maps
& Coupons Inside!



GardenWashington Guide & Maps

16,000 – 18,000 distributed annually



Northwest
Washington

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Plant Something WA!

Welcome to GardenWashington! Your trusted resource for plants, supplies, services, and gardening knowledge in Washington State.



- Nurseries & Garden Centers
- Landscape Services & Supplies

Select a city

Select an Option

Include nurseries within radius

Progress bar showing a small portion filled with green.

50 MILES

search



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HOME ABOUT US GARDEN RESOURCES BLOGS QUESTIONS?



Plant Something!

Wondering how to improve your life? What are the perks of plants, anyway? Discover all of the reasons why you should plant something — and learn how plants make your living space come alive, improve the environment and benefit you!

learn more

Get inspired
Garden & Landscape Blogs

Type here to search

8:00 AM 4/27/2020

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SUNNYSIDE NURSERY, INC. • MON, 20 APR 2020

Earth Day Reflections

The date was April 22, 1970 and this gardener was one month away from graduating from the University of California, Davis with a degree in Environmental Horticulture (yes, I graduated from college 50 years ago)...

READ MORE



LE JARDINET • TUE, 14 APR 2020

Easy, Budget-Conscious Containers

When it comes to gardening, I'm nothing if not tenacious (although my husband calls it "stubborn..."), and right now that quality is coming in especially handy. Usually at this time of year I'd be anticipating leisurely visits to my favorite nurseries to carefully select an exciting array of shrubs, perennials, annuals, tropicals, and edibles to...

Type here to search

8:01 AM 4/27/2020

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gardenwashington.com

Select an option

50 MILES

Find plants & explore
Featured Nurseries



MOUNT VERNON
Azusa Farm and Gardens LLC



SEQUIM
New Dungeness Nursery



BAINBRIDGE ISLAND
Bainbridge Gardens



EVERETT
Gray Barn Nursery at Pacific Topsoils

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HOME ABOUT US GARDEN RESOURCES BLOGS QUESTIONS?

Find what you need
Resources for Your Garden & Landscape

We are nursery and landscape professionals wanting to help you improve your quality of life through beautifying your space with plants and trees... because we, and our environment, can all benefit.

LEARN MORE





https://gardenwashington.com/video/



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Scholarship & Research Charitable Fund

The [WSNLA Scholarship & Research Charitable Fund](#), a separate 501(c) 3 and managing Board of Directors, awards scholarships and grants on an annual basis.

WSNLA Scholarship Board

Jerry Rosso, CPH

Dan Marshall, CPH

Jan Bahr, CPH

Jeffrey Leonard, CPH, EPC

As of January 2020, total fund: \$813,642

- ✓ *Includes \$179,016 of WAFLORA Scholarship Funds transferred to WSNLA Fund in 2018*
- ✓ Over \$22,000 awarded in student scholarship & program grants.
- ✓ Over \$550,000 has been given since 1978 students engaged in horticulture education.
- ✓ \$5000 awarded to WSNLA to promote Careers in Horticulture

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