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.
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

Annual Meeting
Growing the Success of Our Members
Working together to protect, promote & educate the horticulture community.
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
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

ecoPRO

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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
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
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

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
WSNLA PROseries

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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Inside the B&B Magazine:
Research  |  Trends  |  Member-centric News & Information Sharing  |  Industry Issues & Solutions

Happy Earth Month
WSNLA Partners to REDUCE & Reinvigorate Washington Communities
Celebrating 75 Years

BUGS!
From Beneficial to the Pests
This Issue is at Height!

Cultivating An Industry
Student Scholarships & Development
Innovative Research Working to Protect & Advance

Bee Health
- An Update on Local Research
- State Pollinator Protection Plan
- And, Resources & Ideas For You & Your Business

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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 by WSNLA

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
GARDEN WASHINGTON
GardenWashington.com | Printed Map & Guide | Mobile App
Help Us Plant
One Million Gardens

Plant Something for Pollinators and Register Your Garden at
MillionPollinatorGardens.org

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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
GardenWashington Guide & Maps
16,000 – 18,000 distributed annually

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Plant Something WA!

Welcome to GardenWashington! Your trusted resource for plants, supplies, services, and gardening knowledge in Washington State.
Get inspired
Garden & Landscape Blogs

Plant Something!
Wondrous 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.

Get inspired
Garden & Landscape Blogs

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).

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'll be anticipating season visits to my favorite nurseries to carefully select an exciting array of shrubs, perennials, annuals, trees, and edible to.

Find plants & explore
Featured Nurseries

Find what you need
Resources for Your Garden & Landscape

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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

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
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