



# Landscape Industry Certified & You

*PLANET Certification—Newly Branded for Success*





The association of members who  
create and maintain the  
**QUALITY OF LIFE**  
in communities across America.



# About PLANET

PLANET, the Professional Landcare Network, is an international association serving lawn care professionals, exterior maintenance contractors, installation/design/build professionals, and interiorscapers.

With more than 3,600 member companies and affiliates, these firms and their employees represent more than 100,000 green industry professionals. Some of these professionals have taken the extra step of becoming certified through PLANET and bear the distinction of being known as Landscape Industry Certified.



# PLANET's Certification Program

Becoming Landscape Industry Certified through PLANET provides a sense of accomplishment, increased respect and recognition from industry peers, and a way to demonstrate your skills and knowledge to your customers.

With more than 4,000 active certified individuals and hundreds of testing sites across the nation, the program is increasing in prestige, popularity, and accessibility every year.



# Be Proud, Stand Tall

- If you are Landscape Industry Certified – congratulations! If you are interested in raising the bar by becoming certified – excellent.
- Landscape Industry Certified is a broad but powerful distinction for individuals who have taken their experience, skills and desire for excellence to the next level by studying, testing and becoming certified. They stay on top of their game by maintaining their certification every two years through recertification.

# About the Program

## Purpose

*The landscape industry certification program is an international program whose objectives are:*

- **To raise the standards of the profession.**
- **To encourage self-assessment by offering guidelines for achievement.**
- **To identify persons with acceptable knowledge of principles and practices of the profession.**
- **To award recognition to those who have demonstrated a high level of competence in the profession.**
- **To improve performance within the profession by encouraging participation in a continuing program of professional development.**

# Role of the ICC

## International Certification Council

The Vision Statement for PLANET's Certification program is:

***"driven by market demand, every professional landscape firm aspires to have PLANET-certified employees on staff."***

The International Certification Council (ICC) is the group that seeks to make that vision a reality by establishing certification programs, administering exams, and enforcing ethical compliance of all certification programs on behalf of PLANET.

# 2011 ICC Members

**Michael Becker, Chair**

*Landscape Industry Certified Manager*  
Estate Gardeners, Inc.

**Dave Hupman, Chair-Elect**

*Landscape Industry Certified Manager*  
& Technician  
Brickman – Ohio Division

**Diane Andrews**

**Exterior Licensee Chair**  
Michigan Green Industry Assn. (MGIA)

**Jim Stanhouse, Test Revision Chair**

*Landscape Industry Certified Manager*  
Signature Landscapes, LLC

**Martha Hill, Exam Development**  
Hinds Community College

**Skip Thompson**

**Program Expansion Chair**  
*Landscape Industry Certified Manager*  
& Technician  
Tidewater Landscape Management

**Clifford D. Ruth, Authorization Panel Chair**

*Landscape Industry Certified Manager*  
& Technician  
NCCES – Henderson County

**Jeannette French, CNLA Liaison**

*Landscape Industry Certified Manager*  
Daisy Design

# Available Certifications

## Diverse and Universal

With different areas of specialization, you choose the specialty endorsement that best suits your needs.

- Under the **Landscape Industry Certified Manager certification**, you may specialize in exterior, interior or lawn care.
- Under the **Landscape Industry Certified Technician certification**, you may specialize in irrigation, softscape installation, hardscape installation, turf maintenance, ornamental maintenance, interior or lawn care.

# Available Certifications



The Landscape Industry Certified Manager (formerly CLP) program is designed for owners, managers and individuals interested in rising up the management ranks. It focuses on the core business skills required to run a successful operation, and candidates earn their certification by successfully completing a series of written evaluations covering human resources; risk, law, and contracts; strategic planning; corporate financial management; leadership and corporate citizenship; marketing and sales management; production/operations and horticulture.

Landscape Industry Certified Manager also encompasses the lawn care manager (formerly CTP) program through the University of Georgia.

# Available Certifications



The Landscape Industry Certified Technician-Exterior (formerly CLT-E) program is designed for employees who are involved in the technical application of skill and knowledge. Candidates must pass a written exam in addition to a hands-on, skills demonstration test performed at a test site that approximates real-life scenarios. The candidate selects a specialty area and is judged on work methods, adherence to best practices, and safety ideals. The exams are administered by state/regional/provincial association licensees and are offered once or twice a year.

Landscape Industry Certified Technician also encompasses the interior, lawn care and horticultural (formerly CLT-I, CTP-CSL and COLP) programs (written exam only).

# Benefit to You



## **Certification enhances your professionalism!**

Benefits to you may include:

- A sense of personal achievement.
- Increased respect and recognition in the industry or profession.
- Increased professional credibility among customers and prospects.
- Increased marketing advantages for your firm by having certified individuals on staff.

# Landscape Industry Certified

## Brand Benefits

- **Landscape Industry Certified speaks very clearly to the end-user.**  
No longer will you have to go into lengthy explanations about what the acronyms (CLP, COLP, CLT, etc.) behind your signature mean. The simple recognition of Landscape Industry Certified will speak volumes to your clients and prospects.
- **Landscape Industry Certified has international appeal.**  
Both the Canadian Nursery Landscape Association (CNLA) and PLANET have adopted the new brand name and logo for their professional development programs. This will pave the way for broader recognition of our industry certification.
- **Landscape Industry Certified offers credibility, which equals value.**  
As part of the Certification Strategic Plan approved by the PLANET Board in July 2007, “all certifications should be referred to under a single, brand-able title, designed to communicate to the world outside the industry that the certified individual or company has met a rigorous national standard.”

# Landscape Industry Certified

- **Landscape Industry Certified shows a commitment to best practices.**

The PLANET certification program continuously seeks to align itself with the certification industry's best practices as defined by the National Commission for Certifying Agencies (NCCA) standards. NCCA is the accrediting body of the Institute for Credentialing Excellence (ICE - formerly National Organization for Competency Assurance), and PLANET is a proud member of ICE.

- **Landscape Industry Certified leaves a lasting impression.**

With a single, identifiable brand name to proudly display your hard-earned green industry certification, you have enhanced your staying power and your competitive edge with customers. More than ever in these tough times, we need to stand out in every way possible ... Landscape Industry Certified showcases your expertise and education.



# CEUs & Recertification

## What's Required?

- Recertification is a major component of a strong certification program and is considered a best practice across the certification industry.
- PLANET follows a two-year RECERTIFICATION cycle. The continuing education and industry service needed to maintain the active status of your PLANET certification is measured in Continuing Education Units (CEUs). **Certificants are required to report 24 CEUs earned during the two-year cycle to maintain the active status of their certification.**



# CEUs & Recertification

## All About CEUs...

- The PLANET Web site *LandcareNetwork.org* offers frequently updated information on certification in general and recertification in particular. Visit the Recertification Center often as a resource and for updates.
- In the Recertification Center are Frequently Asked Questions that should be used as a key resource for CEU information. Questions such as these are found there:
  - ▶ **Question: Do I have to send all of my documentation with my Continuing Education Units (CEU) Submission Form to PLANET?**  
**Answer:** Unless otherwise noted ... No, PLANET only requires that the completed Continuing Education Units (CEU) Submission Form be submitted for recertification, along with the Recertification fee. However, certified individuals must keep a file of their CEU attendance documentation in case selected as part of a random audit process.

# Marketing Your Certification

## Toolkit

- PLANET offers an online Landscape Industry Certified Toolkit for certified individuals – if you are certified and in good standing and don't have the link to this toolkit, let PLANET know and they will provide you with a link to this toolkit.
- The toolkit offers access to the Landscape Industry Certified logos, a template press release and more.

# Marketing Your Certification

## Leveraging Your Credential

**As a Landscape Industry Certified Manager or Technician, you set the standard for professionalism in the industry. Using simple strategies, you can promote your certification, impress and assure customers, enhance your career and gain recognition from your colleagues and supervisors.**

- Use Landscape Industry Certified after your name on all correspondence to designate your status.
- Add Landscape Industry Certified to your business card and include the logo, and use your card when meeting with customers and potential business partners.
- Use Landscape Industry Certified and logo as part of your email signature.

# Marketing Your Certification

## Leveraging Your Credential

- Hang your Landscape Industry Certified certificate in a visible place of honor in your office.
- Send a press release (template provided in the toolkit) to your customers and media announcing this achievement. Don't forget your alma mater!
- Seek or accept speaking engagements that will promote you as Landscape Industry Certified, and give you and your company more exposure.
- Volunteer a testimonial to PLANET to use in its promotional material and Web site for the program.

*Note: The Landscape Industry Certified designation is an individual achievement; therefore, we encourage its use on an individual basis only and may not be used explicitly or implicitly as a company accreditation.*

# Marketing Your Certification

## Leveraging Your Credential

### **How Your Company Can Promote Landscape Industry Certified...**

- Add individual's name with the Landscape Industry Certified designation and the logo next to that person's name on your company's Web site.
- Add individual's name with the Landscape Industry Certified designation and the logo next to that person's name on company's promotional literature.
- Advertise employee achievement in company newsletter.
- Do a press release or other media format about your Landscape Industry Certified staff.
- Advertise to clients that employees hold this designation showing commitment to excellence.
- Put the Landscape Industry Certified logo on your company vehicles.

# For More Information

## **Contact PLANET's Certification Team**

*Program Management, Online Certification Center , Inside Certification, and CEU Pre-Approval Questions/Requests*

**Certification Director Karen Barnett**

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*Test Administration , Test Revision and Authorization Panel Liaison*

**Certification Manager Zane Castle**

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*Customer Service, Exam Processing and Database Reports/Updates*

**Certification Coordinator Kristen Nolton**

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