



Growing the Green Industry—Educators, Students, and PLANET, Together!

About PLANET

FOUNDED IN 2005 through the merger of two long-standing industry associations, the Associated Landscape Contractors of America (ALCA) and the Professional Lawn Care Association of America (PLCAA), the Professional Landcare Network, or PLANET, has grown to become the foremost green industry association in the United States, serving nearly 4,000 member companies. These companies represent more than 100,000 green industry professionals from all 50 states and globally.

In addition, we represent nearly 100 colleges and universities, 150 faculty members, and a growing body of 600 students.



PLANET's membership is currently composed of the following categories:

- Green Industry Landscape Professionals — *landscape management, lawn care, design/build/installation, and interior plantscaping companies*
- Suppliers
- Dealers
- State Associations
- Affiliates (architects, developers, grounds managers, etc.)

Student Chapters (educational institutions) THIS IS WHERE YOU FIT IN ...

- Any school with a two-year or four-year program in the horticulture field may form a student chapter. Each chapter includes an unlimited number of faculty advisers as well as free memberships for students enrolled in the program.

Students (FREE with Student Chapter membership) THIS IS WHERE YOUR STUDENTS FIT IN ...

- Any full-time student currently enrolled in a two-year or four-year program and majoring in a related field of study.



Student Chapter Benefits At-a-Glance:

- FREE PLANET student membership for students in the program.
- Significant discounts on registration fees to all meetings and events.
- FREE registration to the Green Industry Conference.
- Participation in Student Career Days.
- Discounts on over 100 resources sold in the PLANET Bookstore.
- Students in the programs are eligible to participate in PLANET's Academic Excellence Foundation (AEF) scholarship program.
- Complimentary copy of *PLANET Campus* e-newsletter.
- Copies of all membership mailings, newsletters, and brochures.

Student Membership Benefits At-a-Glance:

- Electronic delivery of PLANET's *Front Page News*, which includes links to *PLANET News* and *Safety Sense*.
- Electronic delivery of *PLANET Campus* e-newsletter.
- FREE registration to the Green Industry Conference.
- Participation at Student Career Days.
- Discounts on over 100 resources sold in the PLANET Bookstore.
- FREE posting of résumés on *PLANETcareers.org*.
- Eligible for participation in PLANET's Academic Excellence Foundation (AEF) scholarship program.*
- Eligible for participation in the Student Ambassador program.
- Electronic delivery of membership mailings and brochures.

* Student must be enrolled in a Student Chapter member school.



PLANET Campus – Providing for Its Higher Education Institution Members

Being involved in PLANET allows you, your school's program, and your students access to and the opportunity to network with industry professionals. It also allows you to interact with fellow educators, who can help to mentor you in overcoming any obstacles you may face with your administration, retention, and recruitment into your program as well as with maintaining good alumni relations. With this in mind, we created a section of the PLANET web site called PLANET Campus. The goal of PLANET Campus is to provide information to you, the educators of the future leaders of the landscape profession, about the best industry programs available to achieve success.



- Events and Networking
 - Student Career Days — The ultimate employee recruiting event of the year; a must for all students enrolled in horticulture programs.
 - Green Industry Conference — Combined with GIE+EXPO, this is the green industry's premier annual education and networking event.
 - Legislative Day/Renewal & Remembrance — An opportunity for members to learn about and engage in proactive advocacy on Capitol Hill, as well as to volunteer their services at one of our nation's treasures, Arlington National Cemetery.
 - Day of Service — A day dedicated to giving back to local communities.
- Accreditation
 - Accreditation is PLANET's endorsement of colleges and universities with outstanding landscape contracting or horticulture degrees.
- Programs
 - PLANET Academic Excellence Foundation (PLANET AEF)
 - Certification
 - Educator *Trailblazers* (mentoring program)
 - Awards
 - STARS Safety Program
- Publications
- Green Industry Outreach Tools

Student Career Days — March/April

StudentCareerDays.org

Student Career Days is an annual three-day competition and networking event for students enrolled in interior and exterior horticulture programs at two- and four-year colleges and universities from across the country. Each year, a different host location is selected, which gives the participants a chance to see different parts of the country and also increases the level of difficulty for some of the outdoor competitions. Close to 900 green industry students demonstrate their skills in real-world, competitive events coupled with an outstanding Career Fair. Student Career Days provides green industry companies with unparalleled opportunities to meet and recruit next-generation green industry superstars.



- ✦ Faculty Highlights:
 - ◆ Complimentary registration to Student Career Days (for faculty attending event for the first time)
 - ◆ Faculty workshops
 - ◆ Faculty forum
 - ◆ Access to preparation materials and mentor program to prepare to bring a team to Student Career Days
- ✦ Student Highlights:
 - ◆ Career Fair
 - ◆ Competitive events
 - ◆ Workshops
 - ◆ PLANET Career Development Series
 - ◆ Endless networking opportunities with potential employers

“We met several sharp future green industry leaders and look forward to speaking with them about possible internships and full-time employment. The economy has certainly created added budget pressures, but the students we met at Student Career Days will be in critical roles within our industry by the time the economy picks back up. This is a great time to train them and give them real-world experience. Austin Outdoor and YLG aren't as big as the “big boys,” but we are honored and excited to participate in PLANET events such as Student Career Days, Day of Service, and the annual PLANET awards.”

Brian K. Martin, VP Business Development, Austin Outdoor

Green Industry Conference — October (Louisville, KY)

Combined with GIE+EXPO, this is the green industry's premier annual education and networking event. A speaker lineup composed of the industry's leaders and most successful entrepreneurs; an exposition floor, hosting nearly 500 exhibits; and unparalleled networking opportunities make this an event you cannot miss.

- ✦ Complimentary registration for student and faculty members of PLANET
- ✦ Student Ambassador program
 - ◆ Experience the Green Industry Conference with a behind-the-scenes point of view. Student Ambassadors assist PLANET staff with registration, material distribution, introducing speakers at educational sessions, and providing assistance to our members and attendees; and they have the opportunity to witness the GIE+EXPO trade show and outdoor demonstrations. The Ambassadors' participation will also provide them with direct contact with top company representatives and leaders within the green industry.
- ✦ Student/Employer Roundtable Recruiting Session
- ✦ Faculty forum
- ✦ Faculty presentations during Breakfast With Champions
- ✦ Faculty clinic on Saturday



“I found the Student/Employer Roundtable Recruiting Session very helpful as it allowed me to meet directly with some of the industry leaders and obtain a greater understanding of what they are looking for in potential employees. I also enjoyed all that the Green Industry Conference offered, especially the Green Roofs, Green Walls & Rain Gardens and Sustainable Practices in Landscape Design classes.”

Elizabeth Etim, first-year student at Michigan State University, Landscape and Nursery Program

Legislative Day/Renewal & Remembrance — July (Washington, DC/Arlington, VA)

During this three-day event, green industry professionals have the opportunity to visit the offices of their representatives and senators to discuss issues that are vital to the future of the industry and to make sure the industry's voice is heard on the Hill.

Legislative Day kicks off with the annual Renewal & Remembrance beautification project at Arlington National Cemetery. Green industry companies from across the country spend the day mulching, pruning, planting, and aerating the soil; more than 400 volunteers usually participate in this event.



Day of Service — April

planetdayofservice.org

The PLANET Day of Service is a program designed to unite the green industry for a day dedicated to giving back to local communities. By participating, our members demonstrate the goodwill and environmental stewardship that is characteristic of the green industry nationwide.

Year-Round Educational Webinars

PLANET hosts a schedule of FREE educational webinars for its members. Topics range from branding and marketing, to how to handle legal matters and how to build a solid public relations campaign — all taught by industry experts.

Online Networking

PLANET provides several venues for our members to interact online and network virtually through the PLANET Campus Facebook page, Twitter, the PLANET blog (voiceofthegreenindustry.org), and online discussion forums.

Leadership Opportunities

Want to become more involved in charting the course for the future of the green industry and, at the same time, collaborate with green industry service providers and fellow educators? Get involved in one of the dozens of PLANET committees or with the board of directors.



“As an educator who cares deeply about the success of students and the future of the green industry, associating with PLANET is among the greatest experiences of my life! The relationships that arise and are strengthened through the entire Student Career Days experience (including, for students, the relationships fostered during months of preparation and fund raising) are priceless! The value of being able to network with the giants of our industry, to converse with them, to learn from them, and to laugh with them, cannot be overstated.”

Phil Allen, Ph.D., Landscape Industry Certified Manager, Brigham Young University–Provo

“I was generously awarded the Glowacki Family Scholarship. I am confident that I would not have been able to pursue a college education without farsighted contributors like you who have allowed me to build life skills and use them to make a difference in my field. I strongly believe in horticulture and the landscape industry, and I am excited to be a part, hoping that I will one day be able to contribute back what I have learned. Again, thank you for believing in the next generation and taking steps to invest in our futures.”

Laureanne Bond, Auburn University



PLANET AEF

PLANET's Academic Excellence Foundation (AEF), funded by the generosity of our member companies, was formed to provide academic assistance to promising students, hoping to pursue an education and future in the green industry. Since its inception in 1998, the PLANET AEF has given away more than \$500,000 in scholarships to more than 500 students.

The Foundation rewards green industry students who attend schools that are affiliated with PLANET in one of the following ways:

- /// PLANET-accredited curriculum
- /// PLANET Student Chapter Member
- /// Participating Student Career Days school

The Foundation rewards educators as well. The Educator of the Year Award was created to recognize educators in the industry who have been passionate supporters and tireless ambassadors of the landscape industry. Recipients of the award are described as going above and beyond the call of duty; contributing time, energy, and enthusiasm to their programs; and being dedicated to the education of the future leaders of the industry.



“As I am a non-traditional student, returning to school and solely responsible for my expenses, I greatly appreciate this scholarship ... Finding my passion in the industry has been a wonderful journey ... I hope in the future, I am able to assist others who share the same passion in the same way you have helped many others and me.”

Christopher Power, State University of New York – Cobleskill



PLANET Certification Programs

Becoming Landscape Industry Certified through PLANET provides a sense of accomplishment, increased respect, and recognition from industry peers and, perhaps most important, provides a way to demonstrate your skills and knowledge to your customers. Now, with more than 7,000 certifications awarded and hundreds of testing sites across the nation, the program is increasing in prestige, popularity, and accessibility every year.



“The Landscape Industry Certified Manager exam continues to be a great tool in preparing our students for entrance into the industry. It prepares BYU students to be successful in their career. There is no doubt that the educational background of all the sections is critical in whether or not a student struggles. PLANET and our involvement in all of its programs and conferences continue to drive our program forward. The relationship between student and faculty is enhanced because of this association.”

Greg Jolley, Brigham Young University - Provo

Trailblazers

Educator Trailblazers

PLANET's Educator *Trailblazers* represent an elite group of dedicated educators who were nominated by their peers for making significant and long-term contributions to the green industry. These individuals, with direct influences in the green industry, are committed to helping their peers grow their horticulture programs, as well as to helping the green industry flourish. Each *Trailblazer* sets aside a full day each year to provide on-site mentoring to another PLANET green industry educator. This in-depth, personalized networking and mentoring program is a unique way for emerging and established educational institutions to gain insight and advice on developing and growing their horticulture programs.



Awards

PLANET awards are an opportunity for our members and partners to be recognized on a national level for their superior work and contribution to the green industry.

STARS Safety Program

A commitment to business excellence always includes safety at the highest level. A powerful safety program starts at the top and is championed with resources, recognition, and rewards.



MEMBERSHIP APPLICATION • Student Chapters and Students

Educational Institution E-mail WWW. Web site
 Address
 City State ZIP Country
 Phone Fax Toll Free

How did you find out about PLANET?

PLANET direct mail PLANET e-mail Trade press Web browsing
 Personal referral by: Person's name _____ Company name _____
By joining PLANET, you agree to abide by the Code of Ethics as detailed at LandcareNetwork.org

OFFICIAL COMPANY REPRESENTATIVE TO PLANET

Name Title
 Phone Fax E-mail

ANNUAL MEMBERSHIP DUES

- Student Chapter \$140
Any institution of higher education with an accredited two-year or four-year program in the horticulture field may form a student chapter. Each chapter membership includes FREE membership for students and additional faculty.
- Student Members **FREE**
Any student enrolled in a PLANET Student Chapter Member Educational Institution is eligible for a free PLANET membership. To begin the process of enrolling your students, please provide their name and email address below. PLANET will send them an email with a link to the online application. For additional student memberships, please attach a separate listing.
List student names and e-mail addresses below:

PLEASE SEND COMPLETED FORM AND PAYMENT TO:

CREDIT CARDS **Online** at LandcareNetwork.org ✦ CHECKS **Mail to** PLANET, P.O. Box 822945, Philadelphia, PA 19182-2945
 FAX (703) 736-9668 ✦ CALL (800) 395-2522

PAYMENT INFORMATION

Membership payment amount \$ _____

By check in U.S. dollars, payable to PLANET ✦ By credit card

Card # Cardholder Name
 Expiration date: (mm) ____ / (yy) ____ CVV code (3 digits on back or 4 on front of Amex) _____

Signature

Card Billing Address (if different from company address)

PLANET dues are not deductible as charitable contributions for U.S. Federal income tax purposes, but may be deductible as a business expense. PLANET estimates that 13% of your dues are attributed to lobbying activities and are not deductible.

Thank you for joining PLANET! The association of members who create and maintain the QUALITY OF LIFE in communities across America.

membership@landcarenetwork.org ✦ LandcareNetwork.org

AppNG03.10

“PLANET Accreditation has helped our program by making upper administration aware of the importance of management training and the overall economic impact of the green industry.”
Timothy J. Schauwecker, Mississippi State University



PLANET Accreditation is the only nationally recognized endorsement offered to colleges with landscape/horticulture curricula. It is designed to recognize schools with landscape contracting curricula that meet or exceed the industry standards model curriculum. The Accreditation program can serve as a guide to create and/or improve program curricula. Graduates of accredited programs are highly sought after by every facet of the landscape profession. Companies know any student from an accredited school has the training and skills to enter the workforce and make an impact right away.

✦ Benefits of PLANET Accreditation
 ◆ National recognition as a quality landscape contracting/horticulture program.

- ◆ Use of accreditation for recruitment, program promotion, and marketing.
- ◆ Access to PLANET members for internship or full-time employment opportunities.
- ◆ Discounted participation in PLANET's nationally-recognized Student Career Days event.
- ◆ Access to the latest industry technology through PLANET publications.
- ◆ Outstanding networking opportunities for faculty and students.



- ✦ Accreditation is offered for two types of programs
 - ◆ TWO-YEAR DEGREE PROGRAM
This curriculum is designed to lead to an associate's degree in landscape contracting or related specialty such as landscape maintenance, erosion control, or interior landscaping. The program should be called landscape contracting or landscape technology.
 - ◆ FOUR-YEAR DEGREE PROGRAM
A college curriculum that leads to a bachelor's degree in landscape contracting. The program should be called landscape contracting, landscape management, or landscape horticulture.

“PLANET Accreditation provides our program with the legitimacy that other programs that are accredited have. This translates to funding for the program and student organization, which in turn allows us to attend GIC and SCD, and allows faculty to attend PLANET-related functions. The college administration uses the accreditation to promote our program to the board of trustees and the community. Lastly, accreditation supports student engagement, which is a big deal at the community college.”
Randey Wall, Illinois Central College