

Outreach by Leadership to Former Members TALKING POINTS

As a former member of PLANET, you are probably familiar with some of the services this professional association offers. And although you're not currently a member, I'd like to invite you to rejoin and refresh your memory about our benefits and services.

1 Let me tell you about my experience with PLANET and why it has been so good for me personally and professionally. (Share your PLANET experience)

2 Let me update you on the latest and greatest from PLANET:
When you join PLANET, you are part of a growing network—your membership makes an impact in the success of the industry and in the success of your company and its employees. Over 3,500 green industry companies consider PLANET their professional home. They help to further our mission to cultivate and safeguard opportunities for the green industry and to create and maintain the quality of life in communities across America. The best way to get value from this association is to participate.

PLANET can help you to:

Grow your business by assisting you with business development.

Expand your industry knowledge with professional certification programs, educational events, and publications

Stay abreast of the latest industry trends with industry studies and reports.

Have a voice that is heard through our advocacy efforts.

3 In these tough economic times, PLANET is more important than ever. You can network with fellow members about how to best survive and thrive. Just this year, PLANET hosted a Web conference geared toward the effects of the economy on lawn care and landscape professionals. You can download this session and the many other informational Webinars, articles and publications PLANET offers to its members to excel in the good times and the tough times.

4 PLANET has also added new publications to our catalog, new educational sessions for the 2009 Green Industry Conference, new programs such as the PLANET Day of Service, a new computer-based certification testing option, new online tool kits, new Trailblazers, new safety resources, and new money-saving affinity and discount programs such as a fleet fuel program, discounted office supplies and credit card processing, and payroll and debt collection services. Not to mention access to HR, legal, PR and safety consultants.

5 Come and explore the many ways PLANET membership pays for itself over and over again.

6 PLANET now offers a quarterly payment option for your annual membership dues. Now you can take advantage of the networking, educational, and legislative benefits of belonging to PLANET with just four manageable payments. This is just another one of the ways PLANET is helping professionals like you and me get through this tough economic time.

7 Join PLANET today. I can put you in touch with our member service team at (800) 395-2522 today or you can go online at www.landcarenetwork.org to take advantage of your membership benefits and services immediately.

8 Thank you.