

Benefits of Membership Continued

Education:

The INLA Annual Convention & Trade Show features nationally known speakers and vendors from all over the country. The INLA Roadshow provides a more direct and hands-on learning experience.

Professionalism:

The INLA certification program—*Pros to Grow With*—will be publicized to the gardening community and the industry through various media in an effort to promote the benefits of certification.

Local Contacts:

Through the INLA's web site, Iowa gardeners will be able to locate a Pro to Grow With in their area or pick an INLA retail garden center or landscaper to do their business with. The "industry" portion of the site features a complete member listing that INLA members can use to contact one another year round.



900 Des Moines Street
Des Moines, Iowa 50309

Phone: 515.262.8323

www.iowanla.org

INLA Membership Application

Membership is for Individual (not owner) Firm

Name _____

Firm (if firm membership) _____

Address _____

City, State, Zip _____

Phone _____

Fax _____

E-mail: _____

(Signature granting legal consent to use fax number and email) _____

Website: _____

Retail Wholesale Landscape Student/Instructor

If Student/Instructor, name of college _____

Date business established _____

Nursery Dealer's Certificate No. _____

Return Form and Payment to:

Iowa Nursery & Landscape Association
900 Des Moines Street
Des Moines, IA 50309

Phone: 515.262.8323
heath@agribiz.org

CREDIT CARD ORDERS:

MasterCard Visa Discover

Card No. _____

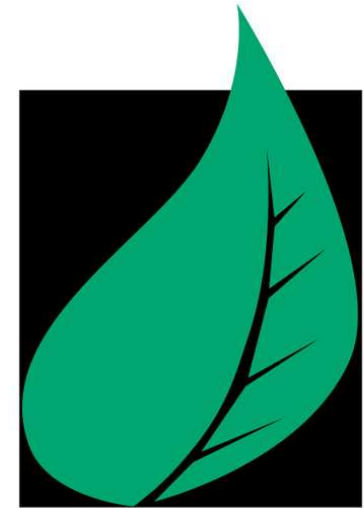
V-Code (last 3 digits of number printed in signature strip) _____

Exp. Date _____ Amount Charged \$ _____

Signature _____

CHECK ENCLOSED

Please provide two trade references:



INLA
IOWA NURSERY &
LANDSCAPE
ASSOCIATION

Membership Application

Iowa Nursery and Landscape Association

900 Des Moines St
Des Moines, IA 50309
Phone: 515-262-8323

Email: heath@agribiz.org

www.iowanla.org

Requirements of Membership

Persons or firms seeking active membership in the Iowa Nursery and Landscape Association, Inc. must:

- a. Meet the qualifications set forth above.
- b. Be recommended by an active member.
- c. Have been established in business for a period of one full year in the State of Iowa.
- d. Enjoy a reputation for integrity and ethical dealings within the community.
- e. Accept the principals set forth in the Constitution and By-laws of the Iowa Nursery and Landscape Association, Inc.
- f. Agree to accept and abide by the Code of Ethics of the Association.

Membership Dues

Membership Category/Annual Dues:

(Please Check One)

Annual dues of members shall be based on the gross volume of business done in Iowa by said member, with out exclusion of any part of said business.

Active

- Less than \$200,000 gross volume of sales\$275
- \$200,000 to \$1 million gross volume of sales\$275
- Over \$1 million gross volume of sales\$275

Associate

- Less than \$1 million gross volume of sales.....\$200
- Over \$1 million gross volume of sales\$200

Student/Instructor.....\$75

Multiple Outlet—All businesses with multi-outlets will have the following options:

1. Pay based on gross volume of sales for their first outlet, or home office in the state of Iowa, and then pay \$100 for each additional outlet in the state of Iowa. Number of outlets (not including home office) _____
2. Each outlet may pay membership individually per categories above without coordination of other outlets.

Categories of Membership

Active Members

The by-laws describe an active member as any wholesale or retail nursery, landscape firm, or garden center, established within the State of Iowa for a period of at least one full year, the majority of whose business shall be the production and/or distribution of horticultural products or the distribution of products closely allied to the growth or care of horticultural products. Included in this category shall be a business which has a separate division or department actively engaged in the wholesale or retail nursery business in Iowa which derives a majority of its revenues from the sale of agricultural and horticultural products and materials related thereto. Only members of this class shall be entitled to vote at meetings of the Association, and each member firm shall be entitled to only one vote regardless of the number of outlets it may have in the state of Iowa.

Associate Members

The by-laws describe an associate member as any established wholesale or retail nursery, landscape firm, or garden center, whose principle place of business is outside the State of Iowa; any person or firm engaged in manufacturing, vending or dealing in goods or supplies ordinarily used by nurserymen, landscape firms or garden centers; any person engaged/employed in the field of Horticulture education or Horticulture instruction in the State of Iowa, or any person engaged/employed in the pursuit of Horticulture by the State of Iowa or any of its subdivisions; or any past Iowa Certified Nursery person involved or associated with horticulture, such as whole sale or retail nurseries, landscape nurseries, designers, horticulture instructors, or those in production or distribution of horticulture products, whether in state or out of state. Members of this class shall not be entitled to vote.

Student/Instructors

The by-laws describe a student/instructor member as individuals who are studying or teaching at the college level or higher in fields related to horticulture. Members of this class shall not be entitled to vote. (Members of this class do not receive a membership plaque. Students owning their own business must apply as active members.)

Benefits of Membership

The Iowa Nursery & Landscape Association strives to promote the horticulture industry through its membership of growers, landscapers, brokers, and retail garden centers. With a thriving annual convention and trade show, in addition to a well promoted certification program, the INLA offers excellent marketing and promotional opportunities to its membership. Take a look at what the INLA has to offer.

Discounts:

The savings extend to our garden center members as well as to our valued exhibitors. INLA member garden centers receive discounts on plant catalogs as well as reduced rates on professional certification and registration for the INLA Roadshow and Convention. INLA member exhibitors receive reduced rates on booth space pricing. INLA has partnered with Farm Bureau Insurance to provide INLA members **lower health care coverage**.

Marketing:

The INLA provides plant catalogs for member garden centers to use in planning jobs with their clients and also features member retail nurseries and INLA Certified Professionals on the web site. Exhibitors at the INLA Annual Convention & Trade Show are able to advertise through the newsletter and the program booklet. INLA has partnered with Pella Graphics to offer members **reduced pricing on all members graphic arts needs**.

Communication:

Receive the latest information on INLA events and horticulture in Iowa in the INLA e-newsletter. The INLA is also communicating with the consumer as we never have before with the website. Iowa gardeners can search for member retailers and landscapers or can click on "Certified Professionals" to find an INLA Certified Professional in their area.

Promotion:

The INLA strives to promote our certified professionals—*Pros to Grow With*—to the public through the web site and other media.