

Wisconsin Nursery Association

Proudly serving Wisconsin growers, retailers, and consumers!



Become a Member of WNA today!

Representation, Leadership, and Service: WNA Proudly serves the Nursery Industry

The Wisconsin Nursery Association (WNA) has a history of more than half a century of serving the Green industry and its more than 200 members, which includes growers, retailers, and industry suppliers.

The association plays a vital role in meeting the educational, informational, and legislative advocacy demands of a more technologically advanced industry serving a more knowledgeable and discriminating consumer.

WNA is notably proud of its financial and moral support of research and scholarship. The association also works closely with the Horticultural Research Institute (HRI), the University of Wisconsin's Horticultural Department as well as other prominent institutions of higher learning. At the same time, WNA is regularly involved in various projects and informational exchanges with the American Nursery and Landscape Association (ANLA), the Great Lakes Nursery Association Leadership Council, and the Nursery and Landscape Association Executives of America.

WNA and its members are served by an executive director and a staff of six other people with skills in specific areas of association management from offices in Greenfield. Policies and program development originate with an elected nine member board of directors.

WNA is a proud member of the Wisconsin Green Industry Federation (WGIF) which is an "umbrella" organization representing seven separate and autonomous associations serving collectively about 800 firms in the Green industry.

Member Benefits and Opportunities



Author and perennial expert Paul Pilon, signing his book at the 2009 WNA Winter Workshop.

As a member of WNA, you will receive for no extra charge:

- A membership plaque to proudly display in your place of business
- The annual *Wholesale Source Book* featuring listings of various plant materials grown in Wisconsin, now distributed in an online format
- The annual *WGIF Directory* - a multitude of valuable industry contacts as well as other vital regulatory and legislative listings
- *Green Side Up*, Wisconsin's most popular monthly industry newsletter, and a weekly email update
- Important legislative and regulatory alerts to keep you compliant and knowledgeable of actions impacting your business
- Option to list your company in "Find A Pro" products and services directory on the WGIF website



WNA's annual Summer Field Day & Trade Show. Northwoods Nursery in Rhinelander will be the site of the next Field Day, set for Thursday, August 12, 2010.

Membership Application is included in this letter

Member benefits include important legislative and regulatory alerts so you are aware of the issues impacting your business, access to professional legislative counsel in Washington, D.C. and in Madison, the latest information on research and other issues facing the industry, plus *Green Side Up*, Wisconsin's most popular monthly industry newsletter, the annual WGIF Directory, and the Source book.

Wisconsin Nursery Association
12342 West Layton Avenue
Greenfield, WI 53228
Phone: (414) 529-4705
Fax: (414) 529-4722
membership@toriiphillips.com



Winter Workshop, WNA's annual educational seminar, brings together industry professionals and members for an exchange of the latest information and camaraderie.

Opportunities for WNA members abound:

- A chance to exhibit at or attend WNA Summer Field Day
- Invitation to the WNA Winter Workshop
- Exclusive promotional access to WNA's selected "Plants of the Year"
- Access to research directed by WNA and other industry sources
- *Wholesale Source Book* listing opportunities available only to members

Additional member benefits include:

- Access to discounted medical services program, WGIF sponsored insurance programs, and discounted printing services
- Representation on various public/private study committees and councils
- Access to professional legislative counsel (lobbying) in both Washington and Madison and before the state agencies that govern Green industry services
- Access to research directed by WNA and other industry sources

For support, service, representation and recognition as a Green industry professional, it pays to be an active, dues paying member of the Wisconsin Nursery Association. It's the least expensive investment you can make.

Green Industry Facts

- ❁ Of the \$51.5 billion in economic activity generated annually by Wisconsin agriculture, \$1.1 billion is generated by the "green" industry, a term that includes greenhouses, nurseries, tree farms, sod farms, and other horticultural businesses, according to Professor of Agricultural and Applied Economics Steve Deller of UW-Madison.
- ❁ Greenhouse and nursery production account for \$146 million in annual sales and provides 22,000 jobs, Prof. Deller wrote in his 2004 publication, "Wisconsin and the Agricultural Economy."
- ❁ A 2004 survey conducted by the Wisconsin Agricultural Statistics Service found that when other sectors of the green industry, such as landscaping services and garden center sales, are included in the accounting, the total is \$2.7 billion in economic activity and more than 43,000 jobs.



Wisconsin Nursery Association
12342 West Layton Avenue
Greenfield, WI 53228
Phone: (414) 529-4705
Fax: (414) 529-4722
membership@toriiphillips.com
www.wgif.net

Join the Wisconsin Nursery Association today by printing the Membership Application below, completing the form, and mailing or faxing it with your payment to the Wisconsin Nursery Association. Thank you!



*Wisconsin Nursery Association
Membership Application*

Company Name _____

Contact Name _____

Nursery License Number _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

E-Mail _____

Website _____

Nature of Business:

- | | |
|--|---|
| <input type="checkbox"/> Nursery Retail | <input type="checkbox"/> Nursery Wholesale |
| <input type="checkbox"/> Landscape Contractor | <input type="checkbox"/> Landscape Architect |
| <input type="checkbox"/> Landscape Maintenance | <input type="checkbox"/> Garden Center |
| <input type="checkbox"/> Sod Farm | <input type="checkbox"/> Supplier to industry |
| <input type="checkbox"/> Other _____ | |

Membership Fee: Regular Member \$185.00

Associate Member \$185.00

Total Amount Enclosed: \$ _____

Please return completed application to:

Wisconsin Nursery Association
12342 W. Layton Avenue * Greenfield, WI 53228
T: (414) 529-4705 * F: (414) 529-4722
membership@toriiphillips.com * www.wgif.net



***Thank you and welcome to the
Wisconsin Nursery Association!***