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Industry website:  
MNLA.biz

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GardenMinnesota.com

## The mission of the Minnesota Nursery & Landscape Association is to help nursery and landscape related companies in Minnesota and the surrounding region operate their businesses more successfully.

To achieve this mission, the association provides continuing technical and business education; promotes nursery and landscape products and services; provides representation in Minnesota state government affairs; encourages networking and the exchange of ideas among members; provides group purchasing and other member services; and secures the future by supporting and funding research.

MNLA members are **environmental stewards** trained in improving the urban and rural landscape. Whether you want new permeable pavement technology designed and installed to help control stormwater runoff, need advice on plants, a specialist in lakeshore landscaping, earth-friendly lawn care, garden installation and maintenance; or a water-saving landscape irrigation system, members of the MNLA can help you. For homeowners, yards and gardens improved with plants or professional landscaping can help a home bring a 5 to 10 percent higher price when sold.

Many MNLA members are **trained plant professionals**. They know what plants will be hardy enough to survive and thrive in Minnesota's harsh climate. MNLA members keep up to date on what plants may potentially threaten native habitats and work with authorities to take invasive plants off the market.

Approximately 1,500 companies are members of MNLA, making it one of the five largest state green industry associations in the U.S. The vast majority of members are small, family-owned companies that have 10 or fewer full-time, year-round employees. The following types of companies are members:

Nursery growers	Commercial flower growers	Retail garden centers, nurseries, and greenhouses
Landscape contractors	Hardscape contractors	Landscape designers
Irrigation professionals	Landscape management services	Professional gardening services
Tree care services	Hardscape suppliers	Landscape, nursery, or greenhouse suppliers
Related suppliers of equipment and business services		

Collectively, nursery and landscape companies in Minnesota generate approximately \$2.1 billion in annual sales.

A nine-member Board of Directors governs the association. MNLA has approximately 150 member-volunteers actively involved on 20 committees that participate in implementing education, public relations and government affairs programming. The association has four full-time and three part-time staff people. If you have questions about MNLA programs and activities, please contact Executive Director Bob Fitch at bob@mnla.biz. Organizations interested in advertising or sponsorship opportunities should contact Advertising Manager Betsy Pierre at betsy@pierreproductions.com.

In addition to its in-house staff, MNLA has the firm of Boland & Associates on retainer as its legislative and regulatory consultant. MNLA is involved in a number of government affairs concerns, including property and sales taxes, pesticides, tree planting initiatives, invasive pests and plants, water management, green infrastructure, permeable pavement acceptance as a stormwater BMP, and comprehensive immigration reform.

MNLA's subsidiary organization, the MNLA Foundation, seeks to improve the environment through investments in horticultural and landscape research and education.

MNLA partners with the Minnesota Turf & Grounds Foundation to present the Minnesota Green Expo, a 190,000-square foot trade show and educational conference held annually in January at the Minneapolis Convention Center. More than 7,000 industry professionals from five states attend, making the Expo the largest event of its kind in the north central region. To learn more about this event, see [www.minnesotagreenexpo.com](http://www.minnesotagreenexpo.com).

MNLA is engaged nationally through partnerships with the American Nursery & Landscape Association (ANLA), the Irrigation Association (IA), the Professional Landcare Network (PLANET), and the Tree Care Industry Association (TCIA).