

Part 1

Green Associations Water Conservation Council

Did you know that the economic impact of our nation's green industry is an estimated 39.6 billion dollars? What's more, its aesthetic and environmental impact on our communities cannot even be measured in dollars and cents. From greenhouse growers and landscape contractors, to turfgrass producers, seed retailers and irrigation contractors, we are all part of a vital industry that touches the lives of every single American.

Yet today, the future of our industry is at risk. That's because real and perceived water shortages are spurring legislators to write new laws and restrictions that will affect the use of water. Who will be there to speak on our behalf—and for Americans everywhere—when decisions are made that threaten the future of our businesses and the environment?

Introducing the Green Associations Water Conservation Council

Prompted by a mutual concern for our water supplies, four diverse green industry associations have joined together and formed the Green Associations Water Conservation Council:

Associated Landscape Contractors of America (ALCA)
American Nursery and Landscape Association (ANLA)
The Irrigation Association (IA)
Turfgrass Producers International (TPI)

This national coalition unites our combined memberships into one, strong, unified force that can effectively address both local and regional water-use issues.

A key goal of the coalition is to help industry professionals like you to form coalitions in your own communities. We are prepared to provide you with the grassroots guidance and information you need to effectively influence decisions or restrictions that will affect water use in your community—and your business.

Why YOU Need to Take Action

As the lack of precipitation, overdrawn aquifers and restricted pipeline capacities continue to plague areas of the United States, new legislation and restrictions are imminent. During such water crises, however, water boards and elected officials may respond with well-intended, knee-jerk restrictions, some of which may actually be harmful to both the environment and the economy. To ensure that this does not happen in your area, you need to educate your officials about water use before they cast their votes.

And who knows more about *your* industry than you do? By teaming up with other related businesses—as business owners, environmental advocates, employers, taxpayers and community

activists—you can deliver a stronger, more focused message that will be heard by the decision makers. Together, you will have a greater impact than any individual or single group could ever hope to achieve.

Start Here. Start Now.

Right now is the best time for you to get involved, and the coalition developed this Water Action Guide to help you get started. It provides step-by-step instructions on how to effectively:

- organize a strong voice in your community
- build a coalition
- engage and work with media
- lobby decision makers, or hire professionals to represent your interests.

Additionally, you will find that this guide provides relevant, easy-to-read information on current drought, water use, economic indicator and other related green industry issues. We have also included a variety of handouts, charts and directions to other resources to help you and your community partners navigate through potentially troubled waters—or the lack thereof!

The Coalition

The four association members of the national coalition encourage you to begin today to prepare for the water issues of tomorrow. Through our mutual concern for our nation's water supply, we can make a difference for our businesses, our communities and our country.

Associated Landscape Contractors of America (ALCA)

The Associated Landscape Contractors of America (ALCA) is a trade association that promotes business management skills and the profitability of its members' businesses. ALCA recognizes that the professional landscape contracting business is continually evolving and extremely competitive. ALCA provides its members with a good business foundation to help them evaluate, plan, and better manage their companies.

Member firms have direct access to marketing tools, industry specific business publications, and business experts who can assist companies in becoming more profitable. Call (800) 395-ALCA, or visit www.alca.org.

American Nursery and Landscape Association (ANLA)

The American Nursery & Landscape Association (ANLA) is the national trade association of the nursery and landscape industry. ANLA provides education, research, public relations, and representation services to members, enabling them to operate more effectively and to provide the public with quality plants, landscape design and installations, and related products and services.

ANLA membership is comprised of nearly 2,200 firms that grow and retail plants of all types, and design and install landscapes for residential and commercial customers. Headquarters for the association are in Washington, D.C. Call (202) 789-2900, or visit www.anla.org.

The Irrigation Association (IA)

The Irrigation Association is an international organization that works to improve the products and practices used to manage water resources and to help shape the worldwide business environment of the irrigation industry. The Irrigation Association's interest in water resources encompasses the responsible application, conservation, drainage, improvement and recovery of water for economic and environmental enhancement in agriculture, turfgrass, landscape and forestry.

The Irrigation Association's efforts focus on playing significant roles and providing leadership in such areas as the development of recognized industry standards, providing irrigation-related education and communication, conducting public awareness programs and interacting with governmental organizations and associations. Call (703) 536-7080, or visit www.irrigation.org.

Turfgrass Producers International (TPI)

Turfgrass Producers International is an international trade association that is dedicated to serving the turfgrass industry's special needs. It serves both individuals and firms that are engaged in the business of planting, growing and marketing sod.

Founded in 1967 as the American Sod Producers Association, TPI now seeks to both represent and advance the turfgrass sod industry worldwide through the promotion of improved practices and the professional development of members and the enhancement of the environment. Call TPI at (847) 705-9898 or visit www.TurfGrassSod.org.

One Coalition. One Goal. One Voice.