



# Inside Certification

*"Experience You Can Trust"*

AUGUST 2006

VOLUME 5, ISSUE 3

## Insurance Agent Gains Certification, Trust



**Jeff Graham, CLP**

When independent insurance agent Jeff Graham, CLP, says, "When I do something, I do it all the way," he's not just talking. Earlier this year, Graham, who works for LaPorte & Associates in Portland, Oregon, earned the right to have the CLP (Certified Landscape Professional) designation after his name.

"I wanted to become certified for many of the same reasons that landscape contractors seek certification," says Graham. "I wanted to achieve a higher level of professionalism and set myself apart from the competition. Now, when I sell insurance to my landscape contracting customers, I know their industry inside and out."

Graham has been selling insurance for 15 years, eight of which have been with LaPorte & Associates. "It has been a difficult few years for landscape contractors who have faced rising insurance premiums, exclusions, and a dwindling number of insurance companies willing or able to fulfill all their needs," Graham emphasizes. "My being more knowledgeable about the green industry and what its members do gives customers additional confidence in the services I offer and helps me gain a higher level of trust from insurance underwriters."

"In turn, I not only expect to provide more value to customers, but I also look to help educate the insurance industry. For example, PLANET certification and membership in its STARS program have a positive impact on a company's safety record, and I am working to get that message across to underwriters."

Graham is on the board of directors for the Oregon

Landscape Contractors Association and chaired its safety committee. He has been a PLANET member for two years and serves on its safety committee, as well.

"When I started selling insurance, I wanted to have a sharp focus on one industry," Graham recalls. "The choice was obvious since I truly love the green industry and would likely be working in it if I weren't selling insurance. Ideally, I would like to become certified as a landscape technician, too. After passing the CLP exam, I have a good idea of an owner's or manager's role. Taking and passing the CLT would give me a more hands-on perspective of the industry."

### Walk the Talk

Willamette Landscape Services, Inc., located in Tualatin, Oregon, has been one of Graham's customers for nearly five years. "We wanted an insurance agent

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## Graham

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who understood our business and who could take us to the next level,” says company owner, Matt Triplett, CLP, CLT, CLIA, who is chairperson for PLANET’s International Certification Council. “Jeff’s knowledge and expertise has helped us save money in several areas, including our workers’ compensation policy. As a member of PLANET’s safety committee, he also has helped develop a new truck and trailer safety video. I’ve known Jeff for years, and the energy and knowledge that he brings to our industry are a win-win for everyone. In addition to being an amazing advocate for our industry, Jeff is a really great guy.”

When asked if he helped prep his agent for the CLP exam, Triplett laughs and says, “Absolutely not. He was entirely on his own.” Graham agrees, noting that he purchased all the study material and passed the exam after two tries. He successfully completed five of seven sections last fall and passed the other two this year.

“I’m going to work hard for the industry to find ways for insurance underwriters to better serve its needs,” says Graham, who adds that it all starts with gaining knowledge and understanding — something he has achieved from becoming a certified landscape professional.

# PLANET Survey Validates Role- Delineation Study

Candidates interested in acquiring certification designations want to be certain that the certification exam they are taking correctly measures their knowledge and skills. To make that happen, the development of a certification exam must follow logically sound and legally defensible procedures. These principles are outlined in federal regulation (*Uniform Guidelines on Employee Selection Procedures*) and manuals, such as *Standards for Educational and Psychological Testing* (published by the American Educational Research Association, 1999).

The knowledge and skills needed for competent practice in the profession are determined before an examination is developed and then updated periodically. The process for identifying these competency areas is a “role delineation,” or job analysis, which serves as a blueprint for developing the exam. The role delineation also helps determine the type of exam, such as written or practical, to be developed in order to assess competence.

In December 2005, PLANET assembled a panel of nine industry experts who met with Drs. James P. Henderson and Winnie Reid from CASTLE Worldwide, Inc., to delineate the field of the exterior landscape technician. Founded in 1987, CASTLE is one of the nation’s leading certification and licensure testing companies. It offers psychometric consulting, test development, and other certification services. CASTLE adheres to the appropriate standards in developing exams for credentialing programs.

The panel’s output was developed into a survey/questionnaire that was distributed electronically to 1,250 practitioners in the landscape profession. Drs. Henderson and Reid concluded that the survey respondents validated the panel’s findings on role delineation and that PLANET continues to offer an accurate definition of the work of a Certified Landcare Technician-Exterior (CLT-E). The current CLT-E test will be compared to this information and appropriate changes will be made if needed to ensure that the exam continues to test candidates on current industry standards.

For more information about the role-delineation study performed by CASTLE Worldwide, Inc., please contact Eddie Woods, Certification Manager at [eddiewoods@landcarenetwork.org](mailto:eddiewoods@landcarenetwork.org) or call (800) 395-2522.



**Formerly ALCA and PLCAA**

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Ariens Co. for its generous support of  
*Inside Certification*.**

# Using Logos to Promote Certification



**Kathy J. Fediw, CLP, CLT**  
*JfaConsultingBiz.com*

So you've earned your certification from PLANET, or perhaps several of your staff members recently passed their certification exam. Now what? How can certification help you build your business?

The International Certification Council's Marketing and Promotions Committee is working hard with PLANET's marketing staff to develop materials you can use to promote certification to your customers and specifiers. We

want to equip you to be a "certification ambassador" and give you the tools you need to market your certification.

One important point to remember is that *people* are certified, not *businesses*. When marketing to and speaking with your customers, use phrases like "internationally certified landscape technicians on staff," "internationally certified staff members on board," or "owned by an internationally Certified \_\_\_\_\_ Professional."

## Speaking with Customers

How do your customers benefit from your certification? When speaking with your customers, use these key words to point out the benefits they gain from your certification:

- **Proven professionalism.** Nationally recognized and tested professionals are serving your customers.
- **Trust and confidence.** Your customers can have complete confidence and trust in the products and services you provide.
- **Lower risk.** Certification greatly decreases the level of risk your customers take when they sign a contract with you because you've proven that you know what you're doing and that you keep up to date on new developments.

## Logos as Tools

You can now log on to the "Certification" page of PLANET's Web site ([landcarenetwork.org](http://landcarenetwork.org)) and request your certification logos free of charge. They are available

in both a horizontal and circular format. Here's how you can use your logos:

- Include your logo on your business letterhead, envelopes, billing statements, invoices, receipts, sales proposals, contracts, blueprints, designs, flyers, and virtually every piece of paper generated by your office. Just add a statement with the logo, such as "Certified \_\_\_\_\_ on staff."
- Have the logo embroidered on your duffel bags, tool belts, pruner holsters, work aprons, and other job materials.
- Attach certification patches (available at [landcarenetwork.org](http://landcarenetwork.org) for just \$1 each) to the uniforms of those staff members who are certified.
- Imprint the certification logo on the name and photo identification badges of your certified staff members.
- Use the logo on the business cards of your certified employees.
- Paint the certification logo onto your building's signs or add it to billboards.
- Include your logo as part of your e-mail signature.
- Use the logo on your Web site's home page and any pages that introduce your certified staff members.
- Use the logo on your direct-mail print advertising, newspaper ads, and telephone directory listings.
- Have decals made ("Certified staff members on board at XYZ Landscaping Co.") and stick them on plant pots, decorative containers, watering cans, hoses, ladders, clipboards, watering machines, and anything else that your customers are likely to see.

Soon we'll have decals you can use on your trucks, vans, and other vehicles — and watch this newsletter for more ideas and tools for marketing your certification.

Remember, certification sets you apart from all of your competitors — *use it!*

*Kathy Johnson Fediw, CLP, CLT, is chair of PLANET's International Certification Council's Marketing and Promotions Committee. She is also president of Johnson Fediw Associates Training & Consulting. She consults on marketing strategy, operations, and customer service issues for the green industry and can be reached at [Kathy@JfaConsultingBiz.com](mailto:Kathy@JfaConsultingBiz.com).*

# Congratulations to Newly Certified Candidates

April 1, 2006 - June 30, 2006

## Certified Landscape Professional (CLP)

**Scott Burk, CLP**, Scott's Landscaping, Inc., Centre Hall, PA  
**John Cross, CLP**, Castle Management, Plantation, FL  
**Maurice Dowell, CLP**, Dowco Enterprises, Chesterfield, MO  
**Joseph Judge, CLP**, Joseph Judge Landscaping, Inc., Floral Park, NY  
**Dyle A. MacGregor, CLP**, Keep It Green Landscaping, Fair Lawn, NJ  
**Dan Palmer, CLP**, American Civil Constructors, Inc., Benicia, CA  
**Lyle Turner, CLP**, Lawrence Landscape, Inc., Lawrence, KS

## Certified Landscape Technician-Exterior (CLT-E)

**Josh Almeida, CLT** (Installation), Glen Gate Co., Wilton, CT  
**Candido Avila, CLT** (Maintenance), Executive Landscape, Inc., Fallbrook, CA  
**Tim Ayers, CLT** (Installation), Town of Matthews, Matthews, NC  
**David Bailey, CLT** (Installation), All Seasons Landscaping, Inc., Newington, CT  
**Matthew Bellantoni, CLT** (Maintenance), Michael Bellantoni, Inc., White Plains, NY  
**John Biggs, CLT** (Maintenance), BRICKMAN/California Region, San Diego, CA  
**Nick Bulfamante, CLT** (Maintenance), Dominick Bulfamante, Inc., New Rochelle, NY  
**Ricardo Cantero, CLT** (Installation), Columbine Design, Inc., Englewood, CO  
**Santos Cruz, CLT** (Maintenance), Green Horizons Landscape & Maintenance, Inc., Escondido, CA  
**Manuel Curiel, CLT** (Maintenance), Green Horizons Landscape & Maintenance, Inc., Escondido, CA  
**Dominique D'Alessio, CLT** (Maintenance), YardApes, Inc., New Milford, CT  
**Kristofer DeBerry, CLT** (Maintenance), AllScape, Inc., Pineville, NC  
**Michael Donovan, CLT** (Maintenance), GroundMasters, Inc., Lebanon, OH  
**Macario Duran, CLT** (Maintenance), Tropical Creations, Northridge, CA  
**Sotero Estrada, CLT** (Installation), Clark & Co. Landscape Services, Fletcher, NC  
**Sergio Fuentes, CLT** (Irrigation), Signature Landscape, Inc., Olathe, KS  
**Victor Gonzalez, CLT** (Maintenance), TruGreen LandCare/San Diego Arbor Care, San Diego, CA  
**Kris Halverson, CLT** (Installation), Wade Landscape, Inc., Laguna Beach, CA  
**Mike Haskins, CLT** (Maintenance), S & M, Inc., Waikoloa, HI  
**Leslie Herndon, CLT** (Maintenance), Greenscape, Inc., Cary, NC  
**Jason P. Herz, CLT** (Maintenance), Pacific Landscapes, Inc., Sebastopol, CA  
**Scott Holloman, CLT** (Installation), Greenscape, Inc., Holly Springs, NC  
**Kenny Householder, CLT** (Irrigation), Punchbowl National Cemetery of the Pacific, Ewa Beach, HI  
**Rodrigo Jimenez, CLT** (Installation), Bertog Landscape Co., Northbrook, IL  
**Rogelio Jimenez, CLT** (Maintenance), Tierra Verde Resources, Cardiff By The Sea, CA  
**Alan Kennedy, CLT** (Irrigation), North Hawaii Community Hospital, Kamuela, HI  
**Brad Kenton, CLT** (Irrigation), Hermes Landscaping, Inc., Lenexa, KS  
**Brittany Kerley, CLT** (Installation), Hiddenite, NC

**Dennis Lucente, CLT** (Maintenance), Lucente Landscaping, Tuckahoe, NY  
**Jesus Chuy Luna, CLT** (Installation), Richdell Construction, Denver, CO  
**Aaron Manezes, CLT** (Maintenance), Jensen Landscape Services, San Jose, CA  
**Juan Martinez, CLT** (Maintenance), Green Horizons Landscape & Maintenance, Inc., Escondido, CA  
**Rogers Naihe, CLT** (Maintenance), Maikai Landscaping, LLC, Kailua Kona, HI  
**Joel Nelson, CLT** (Maintenance), Resort Management Group, Kailua Kona, HI  
**Scott Newkirk, CLT** (Maintenance), Bland Landscaping Co., Inc., Raleigh, NC  
**Mark Nye, CLT** (Irrigation), Signature Landscapes, LLC, Reno, NV  
**Matt O'Dell, CLT** (Installation), Shamrock Landscaping, Inc., Fort Mill, SC  
**Joel Owen, CLT** (Installation), The Landsman, Banner Elk, NC  
**Reed Pacheco Jr., CLT** (Irrigation), Signature Landscapes, LLC, Reno, NV  
**Salvador Perez, CLT** (Irrigation), Signature Landscapes, LLC, Reno, NV  
**Alvino Ramirez, CLT** (Maintenance), Signature Landscape, Inc., Olathe, KS  
**Brian Richardson, CLT** (Installation), Hermes Landscaping, Inc., Lenexa, KS  
**German Roman, CLT** (Irrigation), Reno Lawn & Landscape, Reno, NV  
**Adam Rushing, CLT** (Installation), Southern Pride Nursery & Landscaping, Monroe, NC  
**Rigoberto Sandoval, CLT** (Maintenance), Landscape Projects, Inc., Bethesda, MD  
**Jason Shepard, CLT** (Maintenance), TruGreen LandCare, Windsor, CA  
**Matt Slowik, CLT** (Installation), Perco, Inc., New Haven, CT  
**Eric Soriano, CLT** (Irrigation), Hermes Landscaping, Inc., Lenexa, KS  
**David Squier, CLT** (Irrigation), Signature Landscapes, LLC, Sparks, NV  
**Michael V. Swinburn, CLT** (Installation), Urban Farmer, Inc., Denver, CO  
**Eduardo Valencia, CLT** (Maintenance), Signature Landscape, Inc., Olathe, KS  
**David Vazquez, CLT** (Installation), West Orange, NJ

## Certified Landscape Technician-Interior (CLT-I)

**Lauren M. Andrews, CLT**, Morinda, Inc., Provo, UT  
**Darryl Barbadillo, CLT**, Landscape Hawaii, Inc., Honolulu, HI  
**Jody Ellis, CLT**, Cactus & Tropicals, Salt Lake City, UT  
**Carly Gillespie, CLT**, Cactus & Tropicals, Salt Lake City, UT  
**Tottie Hatfield, CLT**, Cactus & Tropicals, Salt Lake City, UT  
**Emily Hayes, CLT**, Wilkes Community College, Wilkesboro, NC  
**Kimberly Henwood, CLT**, Cactus & Tropicals, Salt Lake City, UT  
**Alissa Kurth, CLT**, Morinda, Inc., Provo, UT  
**Tina Landreth, CLT**, Wilkes Community College, Wilkesboro, NC  
**Evelyn Munteer, CLT**, Morinda, Inc., Orem, UT  
**Jennifer R. Nisonger, CLT**, Cactus & Tropicals, Salt Lake City, UT  
**David P. Ohai, CLT**, Landscape Hawaii, Inc., Honolulu, HI  
**Gilbert J. Pestana, CLT**, Landscape Hawaii, Inc., Honolulu, HI  
**Shane Taylor, CLT**, Cactus & Tropicals, Salt Lake City, UT  
**Kristen Walton, CLT**, Cactus & Tropicals, Salt Lake City, UT

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## Newly Certified Candidates

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### Certified Ornamental Landscape Professional (COLP)

**Terry Pesek, COLP**, Envirosapes, Inc., Louisville, OH  
**Robert White, COLP**, Nitro-Green, Helena, MT  
**Eddie Williams, COLP**, Eddie's Landscaping, Inc., Lawrenceville, GA

### Certified Turfgrass Professional-Cool Season Lawns (CTP-CSL)

**Cory Borgen, CTP-CSL**, Southeast Technical Institute, Sioux Falls, SD  
**Brad Culver, CTP-CSL**, Nitro Green, Helena, MT  
**George Henderson, CTP-CSL**, ServiceMaster LawnCare, Rock Island, IL  
**Mike Kravitsky IV, CTP-CSL**, Grasshopper Lawns, Inc., Larksville, PA

### Certified Turfgrass Professional (CTP)

**Brent A. Barker, CTP**, Bar Harbor, ME  
**Bret Beardslee, COLP, CTP, CTP-CSL**, Lacey, WA  
**Rodney Beck, CTP**, Suwanee, GA  
**Ronnie Browning, CTP**, Tuscaloosa, AL  
**Donalyn Burks, CTP**, Marshfield, MO  
**Mike Caprio, CTP**, Marlboro, NJ  
**Jon Carrier, CTP**, Atlanta, GA  
**Terry Cook, CTP**, Tuscaloosa, AL  
**Brad Donaldson, CTP**, Gainesville, GA  
**Hyun DuLee, CTP**, Seoul, Korea  
**Mike Faber, CTP**, Beaverdale, IA  
**Christopher Ford, CTP**, Worcester, MA  
**Paul Fraynd, CTP**, Springfield, NE  
**Edward Hall, CTP**, Bowie, MD  
**Sonia Hidalgo, CTP**, Merrillville, IN  
**Christopher Hildreth, CTP**, Tuscaloosa, AL  
**Patrick Hurt, CTP**, Beaverdale, IA  
**Egambaram Ilamaran, CTP**, Bahrain  
**Jimmy Jones, CTP**, Reidsville, NC  
**Jorge Jordan, CTP**, Miami, FL  
**Dustin Legrande, CTP**, Lafayette, GA  
**James Martin, CTP**, Hartselle, AL  
**Robert Meier, CTP**, Mount Airy, MD  
**Heidi Meyers, CTP**, Everton, MO  
**Kristian E. Milobar, CTP**, Surprise, AZ  
**Paula Momtahan, CTP**, Whitesburg, GA  
**Adam Monroy, CTP**, Richmond, VA  
**Jeffery P. Mumpower, CTP**, Gainesville, GA  
**Jose Nava, CTP**, Lake Worth, FL  
**Tim Nix, CTP**, Tuscaloosa, AL  
**William Nowell, CTP**, Tuscaloosa, AL  
**Daniel Owens, CTP**, Cumming, GA  
**Byron Poole, CTP**, Spartan, NC  
**Curtis Rich, CTP**, Cumming, GA  
**Thomas Shotzbarger, CLP, CLT, COLP, CTP, CTP-CSL**, Lancaster, PA  
**Jimmy Stanford, CTP**, Centralia, WA  
**Timothy Stone, CTP**, Oklahoma City, OK  
**Donald Taylor, CTP**, Jupiter, FL  
**James Thompson, CTP**, Watkinsville, GA  
**Troy Trimm, CTP**, Tuscaloosa, AL  
**Tim Trimpe, CTP**, Willamina, OR  
**Kathleen Turley, CTP**, Destin, FL  
**Thom White, CTP**, Bozeman, MT  
**Jon Worms, CTP**, Kennesaw, GA  
**John Yang, CTP**, Hong Kong, CHINA

## Eddie Woods Joins Certification Team



**Eddie Woods**

PLANET welcomes Eddie Woods to the certification team. He comes to PLANET with more than nine years of association and certification experience. As certification manager, Woods will oversee development of PLANET's certification program. He is also the liaison to the International Certification Council and subcommittees.

"PLANET's certification programs were designed with the needs of professionals in the green industry in mind," says Woods. "When industry professionals and consumers see that you are PLANET-certified, they will know that you meet standards of proficiency recognized in the green industry and that you are committed to the profession. The certification programs that PLANET offers can help you meet today's challenges and those down the road."

## Earn Renewal Points at Green School

Green School is a comprehensive certification-training program for green industry professionals taught by UMass Extension educators and faculty. This course is designed for landscape, turf, and other horticulture practitioners wishing to gain an understanding of horticulture fundamentals and strategies and their relationship to environmental quality. Green School attendees learn about sustainable approaches to turf and landscape management in managed environments.

Participants choose either the landscape management or turf management section. Green School begins on October 31, 2006, and runs for 12 sessions until December 12, 2006. Classes will be held at the Radisson Hotel in Milford, Massachusetts (exit 19 off Rt. 495).

For more information and a registration form, visit [UMassGreenInfo.org](http://UMassGreenInfo.org) or call (413) 545-0895.

## Recruiting CLT-E Candidates in Michigan

In its first four years of offering the Certified Landscape Technician-Exterior (CLT-E) test, the Michigan Green Industry Association (MGIA) has tested more than 100 candidates and added 25 CLTs to the roster. MGIA's fifth field exam will be held on Saturday, September 23, 2006.

The association promotes the CLT program every month in its full-color magazine, *The Landsculptor*. Additionally, MGIA sends direct mail to its member companies and others in the association's database; the MGIA Web site links to PLANET's Web site; and the association promotes certification at its Career Day, trade show, and educational events. MGIA also honors the candidates who pass the CLT exam at its awards banquet. But these efforts have resulted in only 20–30 candidates each year, and “those numbers are not where we want them,” states Test Administrator Tiffany Carey of MGIA.

Not one to leave the work to others, Carey has begun a campaign to introduce the CLT program to MGIA members ... one company at a time. She reached this decision after identifying two areas that needed immediate attention: (1) educating business owners about the value of having CLTs on staff and (2) educating employees about what the CLT program is and why they should attain the designation.

Carey schedules one meeting per week with individual member companies, which then add her to the weekly meeting agenda. She arrives early (sometimes as early as 6:30 a.m.) with donuts for everyone. She shows the 15-minute PLANET-produced CLT-E video, answers questions, and brings copies of the installation, maintenance, and irrigation training manuals with her for

purchase. The visit takes about 30 to 45 minutes.

Comments from business owners and prospective candidates have been favorable. The beauty of this outreach is that Carey simultaneously educates the industry on the CLT designation's value and builds a positive relationship with MGIA's members. Most associations invite their members to attend events. It is rare for an association staff member to get to be with a member company's employees at the company's site. Each employee in Carey's meetings feels positively toward MGIA because she came and spent time with them.

The CLT-licensee state associations are always looking for new ways to attract candidates and sponsorship. If you have an idea for an innovative marketing program or can report on one that is working well, please let me know about it (just e-mail me at [marciahiggins@landcarenetwork.org](mailto:marciahiggins@landcarenetwork.org)) so I can share it with other state associations.

If I was a betting person, I'd be willing to wager that Michigan will see a substantial increase in candidate registrations this year as a result of Tiffany's efforts. Keep up the good work!

*Marcia Higgins*

### Why Continue Your Certification?

The process of acquiring education and service points to continue your certification can enhance you personally and professionally. The requirement to complete continuing education provides you the opportunity to attend training, where you can research a new service offering and learn how to expand your business as well as your knowledge.

The renewal form also enables PLANET to keep your contact information up to date so you can continue to receive this newsletter and other certification benefits without interruption. The form is due by December 31 of each year and is always available on [landcarenetwork.org](http://landcarenetwork.org). Call Zane Castle or Marcia Higgins at (800) 395-2522 with any questions.





# CERTIFICATION RENEWAL

For Office Use Only	
ID	_____
Earned	_____
Due	_____
Designation	_____
	_____
	_____
	_____

**If you fax this form, no other cover sheet is needed. Fax to (703) 736-9668.**  
 Documentation does not have to be sent in, but points noted on renewal forms are subject to verification.

Name \_\_\_\_\_ Company name \_\_\_\_\_

Work address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ Work phone \_\_\_\_\_

Home address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ Home phone \_\_\_\_\_

Preferred mailing address  Work  Home E-mail address \_\_\_\_\_

Charge my \$25.00 renewal fee to:  VISA  MasterCard  AMEX  Discover  \$25 reactivation fee (if required)

Card # \_\_\_\_\_ CVV code \_\_\_\_\_ Exp. Date \_\_\_\_\_  
(last 3 digits on back of card or 4 digits on front of AMEX)

Name on card (please print) \_\_\_\_\_ Signature \_\_\_\_\_

Credit card billing address \_\_\_\_\_

**During the calendar year your certification is earned, no renewal is required.**  
**During the following two calendar years, no points are required. Complete top of form only and return with payment by 12/31 each year.**  
**Every year after, education points are required with payment by 12/31.**

**Indicate Education/Service Points earned this year and mail or fax to PLANET.**  
**CLP – Report 3 Points. All Education or 2 Education and 1 Service Point**  
**CLT, COLP, CTP, CTP-CSL – Report 2 Points. All Education or 1 Education + 1 Service Point**

## EDUCATION

**PLANET or state landscape association conference** (must attend education sessions) 2 points   
**Other industry related association conference** 2 points   
 Association Name/Event Date/Event Name \_\_\_\_\_

**College course work** 2 points   
 School Name/Course Title/Date Completed \_\_\_\_\_

**Another industry-related certification earned** (including another CLT module) 2 points   
 Certification Earned/Sponsor Association/Date \_\_\_\_\_

**Other organized training** (ongoing, regular sessions covering a variety of topics) 2 points   
 Date/Description \_\_\_\_\_

**Pesticide license or similar training completed** 1 point   
 State where Licensed/License or Certificate Held \_\_\_\_\_

**Presenting/Instructing** 1 point   
 Date/Subject/Audience \_\_\_\_\_

**Other approved continuing education** (one-time event covering a single topic) 1 point   
 Date/Description \_\_\_\_\_

## SERVICE

**CLT-Exterior Exam Judge or ILTC Observer** 1 point   
 Test Date/Location \_\_\_\_\_

**Other industry service** 1 point   
 Association/Activity \_\_\_\_\_



Formerly **ALCA** and **PLCAA**

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**INSIDE CERTIFICATION**  
Newsletter

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## New Gravely XDZ

- Cooler hydraulic temperatures resulting in longer pump and motor life
- Longer belt life.
- Increased durability to the deck in high-wear conditions.
- Electrical systems designed to eliminate downtime and corrosion.
- Available in the 144, 148, 152 and 160 models of the Gravely 100 series and 252, 260, and 272 models of the Gravely 200 series.



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