





Agenda

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- TNLA Foundation Scholarships
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- Why Should I Teach This Curriculum To My Students?
- How Are TCLA and TCNP Different?
- Sharing Content with My Students
- Industry Numbers

Presentation title

About Texas Nursery and Landscape Association



About TNLA

For over **80 years**, TNLA Strives to Be the Foremost Resource Providing the Framework, Essential Tools and Foresight for Members' Success

TNLA's Mission

Our Mission is to serve businesses in the Green Industry through legislative/regulatory advocacy, education, networking, and promotion of professionalism

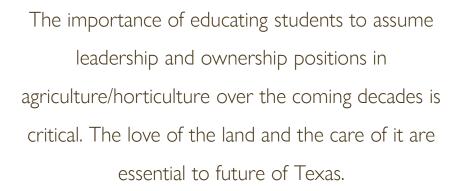
Who Are TNLA Members?

Landscape
Professionals (Design and Installation),
Grounds Maintenance,
Growers, Rewholesalers, Retail
Garden Centers,
Irrigation Professionals,
Hardgoods Suppliers,
and more.



TNLA Foundation Scholarships





- TNLA has awarded 750 scholarships totaling
 \$1,090,050
- In 2023, the TNLA Foundation was able to provide
 \$18,250 in scholarship awards
- To learn more about TNLA Foundation Scholarships, click <u>HERE</u>.





Logging Into BlueSky



 An account is needed to purchase exams, manuals, webinars, etc.



TNLA Members will need to log in with their individual Member ID number HERE. It is common for many people to not know this number, so please have them reach out to Aliza Smith at 512.579.3853 or Aliza@tnlaonline.org

Non-members will need to create a FREE profile

HERE

For more info, visit our website <u>HERE</u>.



Forgot My Password?





• If you have forgotten your password, go to the link to sign in: https://www.pathlms.com/tnla

Click on forgot password and reset

 If you're having tech issues, please contact one of our staff members at <u>certification@tnlaonline.org</u>



How Do I Find Them?



Curriculum: How Do I Find Them?



- Once logged in, click on COURSES at the top left
- In the browse drop down, scroll to the bottom until you see TNLA Curriculum Packages to purchase:

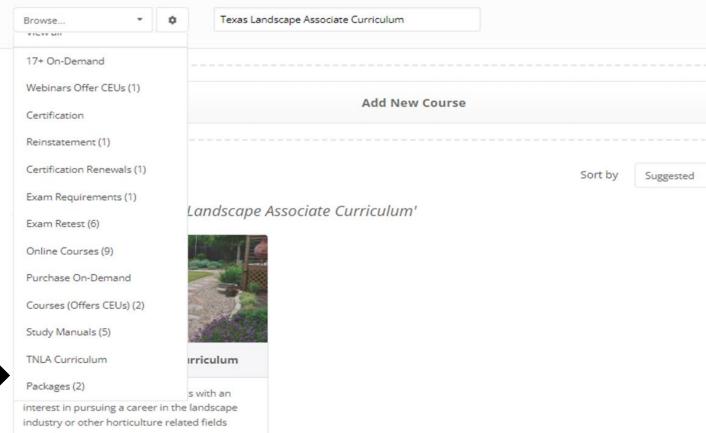
Explore Courses

If you have questions, contact Certification@tnlaonline.org.

An account is needed in order to purchase exams, manuals and take part in TNLA's Webinars. Members sign in by clicking member, click here.

Members you will need to use your individual member ID as your user name and type in your password. if you need help respassword or locating your individual member ID contact certification@tnlaonline.org or call 512-579-3854.

Edit Description





What Is The Cost For Each?



Curriculum: What Is The Cost For Each?



 Both TCLA (Texas Certified Landscape Associate) and TCNP (Texas Certified Nursery Professional) curriculum packages are \$150 each using Promo Code TEACH23

• They are \$200 without the promo code

\$150.00 - \$200.00

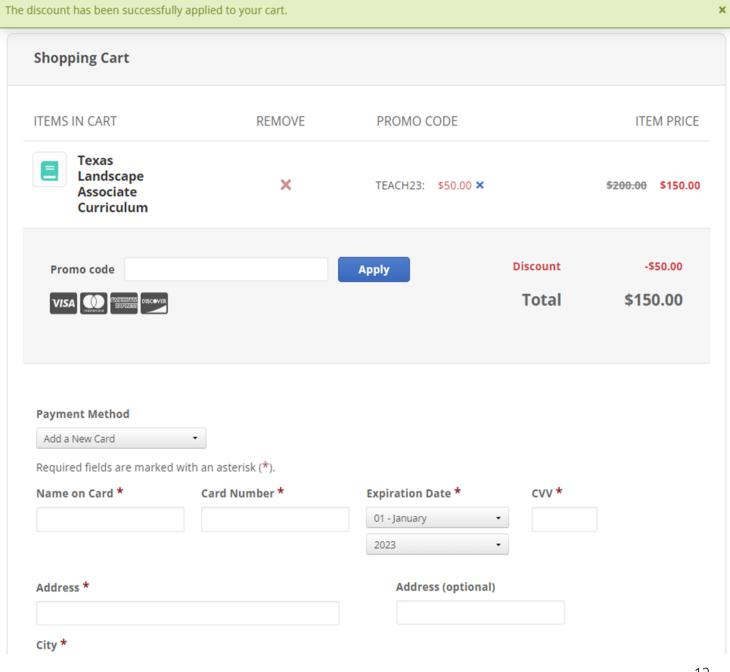


How Do I Purchase The TNLA Curriculum?



Curriculum: How Do I Purchase?

- Once you are ready to purchase, select Add to Cart
- Visit your cart at the Top Right of your screen
- Be sure to apply the Promo Code: TEACH23 to receive TNLA member rate discounts
- Fill out credit card information and make the payment
- If you have issues with your purchase, be sure to contact Sarah Riggins at 512.579.3854





When Will I Be Able To Download the Lesson Plans and Class Activities?



As soon as you purchase the curriculum package, you will have access to all the materials sections and can begin downloading everything





What Is Included In The Curriculum Packages?





When purchasing a TNLA Curriculum Package, you will have access to the (downloadable) following:

Syllabus

Lesson Plans

Study Manual

PowerPoints

Best of Texas Landscape Guide

Quizzes

Class Activities

Assessments: Quizlets and Kahoots

Pre-Exam



Presentation title

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Why Should I Teach This Curriculum to My Students?



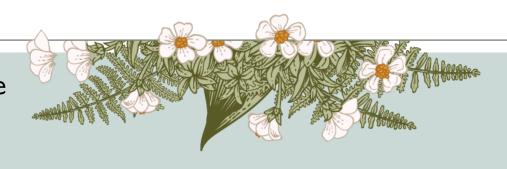
- It is easy and affordable
- Each of the curriculum packages are TEA-IBC approved, meaning if your student decides to take the TNLA Certification Exam, your school will be eligible for government reimbursements ????
- If your student decides to take one of our exams and become a TNLA Certified Professional, this helps them get a head start building a pathway to a profitable career in the Texas Green Industry
- TNLA will help students and teachers continue their professionalism by offering them the chance to become TNLA members and the ability to participate in TNLA activities and events such as region meetings, the Nursery/Landscape EXPO in August and the TNLA Lone Star Hort Forum in January.

Presentation title

How Are **TCLA** and **TCNP** Different?

Texas Certified Landscape Associate (TCLA)

- For students with an interest in Landscape Design and Development
- Designed to educate students on the landscaping industry and prepare them to become TCLA certified
 - The curriculum package provides a 12-week syllabus
 - Examples: Landscape Foreman, landscape installation worker, landscape project manager, landscape estimator



Texas Certified Nursery Professional (TCNP)

- Students gain insight used in horticulture that are essential to success in the nursery/landscape industry
- Students will examine major concepts such as culture, merchandising, landscape design.
- This curriculum package provides a 6-week syllabus
- Examples: Greenhouse worker, growing operation, retail garden center, sales positions with growers



How Do I Share Class Activities and Quizzes with My Students?

All curriculum package materials are *downloadable* so it can first be downloaded, then printed or emailed.





Number Facts About The Industry





	Total Green Industry Gross Sales in 2021:	30,301,574,159
	Total Employment in 2021:	320,391
	Total Green Industry Sales by Metropolitan Statistical Area (MSA) in 2021:	30,301,574,159



Number Facts About The Industry: Notes



Sector (NAICS code)	Sales	Establishments
Production/Manufacturing	3,817,227,241	4,341
Nursery & Greenhouse (1114) ^	2,923,129,848	3,856
Lawn & Garden Equipment Manufacturing (333112) ^	854,098,278	377
Prefabricated metal buildings (332311) (Greenhouses) ^*	39,999,115	108
Horticultural Services	9,978,545,810	54,147
Landscaping Services (561730)	9,292,561,555	51,770
Landscape Architectural Services (541320)	685,984,255	2,377
Wholesale & Retail Trade Horticulture Products (Gross)	16,505,801,108	86,369
Flower, Nursery Stock and Florist Supplies Wholesalers (424930)	1,113,907,858	2,088
Lawn & Garden Equipment & Supplies Stores (4442)	7,954,692,574	9,788
Florists (4531)	641,527,926	12,552
Building Material & Supplies Dealers (4441)*	3,036,621,903	7,273
Food & Beverage Stores (445)*	572,742,951	12,140
General Merchandise Stores (452)*	1,748,894,760	41,367
Farm & Garden Equipment Wholesalers (423820)*	1,437,413,135	1,161
Total All Sectors	30,301,574,159	144,857

		GROWER	LANDSCAPE	RETAIL (Gross)	RETAIL (Net)	TOTAL
	2021	\$3,817,227,241	\$9,978,545,810	\$16,505,801,108	\$4,998,399,907	\$18,794,172,958
	2020	\$2,914,164,066	\$6,315,987,354	\$13,590,413,633	\$4,115,542,275	\$13,345,693,694
	2019	\$2,565,827,249	\$6,806,861,414	\$12,974,096,595	\$3,928,904,922	\$13,301,593,584
	2018	\$1,961,639,032	\$5,732,757,842	\$11,813,581,638	\$3,577,469,822	\$11,271,866,696
	2017	\$2,140,097,172	\$5,651,181,407	\$12,008,101,380	\$3,636,375,625	\$11,427,654,204
	2016	\$1,752,759,937	\$5,293,733,325	\$11,181,899,614	\$3,386,179,539	\$10,432,672,801
	2015	\$1,987,750,169	\$4,763,827,857	\$12,141,826,310	\$3,676,871,125	\$10,428,449,152

MSA	GROWER	LANDSCAPE	RETAIL(Gross)	TOTAL	% OF TOTAL
Austin	219,648,846	1,177,935,852	991,947,737	2,389,532,436	7.89%
Dallas	376,334,624	2,655,291,805	2,472,544,418	5,504,170,847	18.16%
Ft Worth	155,096,103	725,043,970	1,330,731,088	2,210,871,161	7.30%
Houston	412,983,531	2,585,045,609	2,695,751,779	5,693,780,919	18.79%
San Antonio	328,210,753	693,464,433	1,258,570,873	2,280,246,059	7.53%
Other	2,324,953,383	2,141,764,141	7,756,255,214	12,222,972,737	40.34%
Total	3 817 227 241	9 978 545 810	16 505 801 108	30.301.574.159	100.00%