

## Supplier Pledge

**As a supplier member of the National Association of Landscape Professionals (NALP), I will:**

- **Support the association's mission and strategic goals**
  - ◆ NALP Mission: The National Association of Landscape Professionals advocates for landscape industry growth and the benefits we provide to our communities.
  - ◆ NALP Pillars:
    - Advocate Relentlessly
    - Educate Industry Professionals
    - Set the Highest Standards
    - Expand the Workforce
    - Promote the Industry
  
- **Follow the NALP suppliers' guiding principles**
  - ◆ Adhere to the NALP Code of Ethics — [http://www.landscapeprofessionals.org/nalp/Membership/Code\\_of\\_Ethics/nalp/membership/Code\\_of\\_Ethics.aspx](http://www.landscapeprofessionals.org/nalp/Membership/Code_of_Ethics/nalp/membership/Code_of_Ethics.aspx)
  - ◆ Act in the best interest of NALP's members
  - ◆ Act with integrity and professionalism at NALP events and in the marketplace and positively represent both my own company and NALP, as both brands are at stake
  
- **Act as a business partner to NALP's members**
  - ◆ Network regularly, build a strong rapport with NALP's members, and offer business solutions and thought leadership
  - ◆ Use speaking engagements and networking opportunities to educate NALP's members on best practices and to show support for the members and the industry
  - ◆ Build my company's brand by being a credible resource — an “expert” — for NALP's members
  
- **Follow the guidelines for sponsorships as detailed in NALP's sponsorship agreements**
  - ◆ Share ideas and work with NALP prior to executing my company's marketing plan within the association
  - ◆ Recognize that NALP is open to innovation in an effort to advance the industry and maximize the return on investment for NALP's partners