

TRAILBLAZER PROGRAM



What is the Trailblazer Peer Mentor program?

Have you ever wished you could sit down for a full day of mentoring with a seasoned industry leader who has experienced the ups and downs of running a business just like yours? Now you can!

Our Trailblazer program matches you with an expert that has a proven record of success, and who will guide you through solutions to your business dilemmas. You'll gain new knowledge that has been tried and tested, helping you to build your business and achieve long-term success.

You and your Trailblazer will take a deep dive into your business, digging into things like where you are or are not making money, strategic planning, people planning, succession planning, and SWOT analysis. You'll learn years worth of material in just days!

Who are the Trailblazers?

Trailblazers are an elite group of landscape industry leaders who were nominated by their peers for making significant, long-term contributions to the industry. They've worked hard and learned from their experiences, and now they want to give back by sharing their knowledge and helping companies like yours achieve similar success. Choose from experts in design/build/installation, interior plantscaping, irrigation and water management, landscape management, and lawn care.

How does the Trailblazer program work?

Review the bios of our Trailblazers at bit.ly/nalptrailblazers and select five that match your needs. Complete the Trailblazer application by December 31, and we'll match* you with one of your preferences by mid-January (notifications are sent shortly thereafter). You have one year to arrange your Trailblazer visit.

Contact between you and the Trailblazer should be initiated immediately by phone and/or email to determine the date and place of the face-to-face visit. If the Trailblazer travels to your facility, you agree to reimburse the Trailblazers for their travel expenses. During your initial discussions, the Trailblazer will assess your needs and will likely request documents to prepare for your meeting.

**There is no guarantee that you will be matched as the demand often exceeds the number of Trailblazers available, but in the event that you are not matched, we will keep you in the applicant pool for the next year.*

TRAILBLAZER APPLICATION



Sign-up to experience this unique and coveted benefit, available only to members of the National Association of Landscape Professionals.

“Our trailblazer provided knowledge, experience and direction. His ability to bring everyone into the process enabled all of us to take ownership of the goals and become an active participant. A great deal was accomplished in a short period of time and a direction for further development was created. This program is an opportunity all members of our organization should take advantage of. Thank you again for organizing this program and we look forward to our continued relationship with our Trailblazer and NALP.”

—Al Falzone, Owner, TPS Landscaping, Mills River, NC

Yes, my company is a member of the National Association of Landscape Professionals and we want a Trailblazer to spend a day mentoring us. My company will be responsible for travel fees to meet with this Trailblazer. To be respectful of the Trailblazer’s time and the integrity of this program, **I am committed to completing the program/visit or I may be subject to a cancellation fee.**

Signature (must sign to apply): _____

My five choices are*: (For a complete list of Trailblazers, visit bit.ly/nalptrailblazers)

(1) _____ (2) _____ (3) _____
(4) _____ (5) _____

My top three to five issues/concerns are:

(1) _____ (2) _____ (3) _____
(4) _____ (5) _____

I prefer to travel to the Trailblazer’s facility I prefer the Trailblazer to travel to my facility

Name _____ Company _____

Address _____ City _____ State _____ ZIP _____

Office Phone _____ Cell Phone _____

Email _____ Preferred method of contact _____

Fax to 703-322-2066 or to email trailblazers@landscapeprofessionals.org

*Trailblazer match not guaranteed.

SEE REVERSE TO LEARN MORE