



Public Affairs Advisory Council First Quarter 2018 Report of Accomplishments

Toward our Goal to Grow the Industry and Its Workforce

Workforce Promotion Completed

- Launched Landscape Career Day with 21-page tool kit and dozens of resources including: customizable fliers and digital ads, banners, activity guide, invitation letters, social media posts, fliers for different target populations, etc.
- Completed advertising blitz (Dec 20-March 10). Earned 96,000 clicks to the job board
- Debuted three new videos (Swipe Right for a Career Match) to interest millennials in industry careers
- Held two Facebook Live chats at NCLC to promote what students studying industry careers do. Earned more than 214,000 views

Workforce Promotion In-Process

- Create 5 more videos targeted at millennials to interest them in industry careers: 3 Confessions of the Profession, 3 Day in the Life Of...
 - Create YouTube Ads promoting the profession
 - Launch Influencer campaign, working with bloggers to write about industry careers targeting students, parents, and educators
 - Conduct research to better understand career decision making with high school students and their parents and test messages designed to attract students to the industry
 - Launch WhyILandscape social channels
 - Launch SEO Campaign to drive traffic to job board and career site
 - Conduct national research with states to gather comprehensive industry compensation data
 - Manage advertising program to drive traffic to career site and job board
 - Begin media relations activity to promote industry careers
 - Create resources and structure to help industry companies expand industry curriculum in high schools
 - Expand career site content with photos and videos that bring the industry to life (with photo contest and technology showcase video)
 - Expand reach with key stakeholders including FFA and NAAE
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Industry Promotion Completed

- Published 2018 Landscape Trends Release (covered in outlets including Bob Vila.com, Traditional Home, DIYNetwork, REALTOR.com, Midwest Living, Cleaning Maintenance and Management, Building Design and Construction, and others)
- Also earned coverage big media coverage includes HGTV.com (water features), AP (interiorscaping and linking landscapes and wellness), USA Today (backyard health) and countless others
- Launched LoveYourLandscape Backyard Sweepstakes to build base of followers on LoveYourLandscape properties
- Conducted research with NAR on residential and commercial landscape enhancements (similar to 2016 survey on residential investments). Results expected April 2018

Industry Promotion In-Process

- For National Lawn Care Month - publishing weed forecast, placing stories through national outlets promoting value of healthy lawns, releasing lawn mowing video, conducting media blitz, etc. (April)
- Publish industry stories through Outbrain and Brandpoint
- Conduct regional media relations push
- Create 7-9 videos for social media content use
- Continue aggressive media relations activity
- Place articles in magazines targeted at business owners in various vertical markets (ongoing).

Toward our Goal to Advocate Relentlessly for the Industry

Resource Development Completed

- Launched *The Advocate*, a weekly advocacy focused news brief, currently received by several hundred industry professionals
- Developed new H-2B related social media content
- Produced new podcasts to update members on H-2B advocacy efforts. The podcasts have been viewed more than 75,000 times.
- Updated all federal issue briefs
- The NALP Member Advocacy Center significantly increased opportunities for member engagement in advocacy – in 2018, landscape professionals have already used the Center to send over 5,000 emails, tweets and Facebook posts to members of Congress.

Progress on Legislative and Regulatory Advocacy

NOTE: Efforts on legislative and regulatory priorities have been done in collaboration with others, where appropriate. NALP is proud to be an active participant on teams that have enabled progress, successes and achievements for the industry and has noted these industry-impacted wins below.

Legislative/Regulatory Wins and Notable Progress for the Industry

Federal

- Secured language in the 2018 Omnibus Budget Act that authorizes the Department of Homeland Security to issue additional H-2B visas
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- Convened a meeting between NALP leadership and senior Department of Homeland Security staff to discuss specific issues caused by the current H-2B cap and examine possible options for program reform
- Working with other industry associations to advocate for the inclusion of federal pesticide preemption language in the next Farm Bill
- Working in broad coalition efforts with other industry stakeholders in favor of federal regulatory reform that provides decisions that are based on sound science

State

- Maine legislation to exempt professional applicators from local pesticide ordinances defeated in committee
 - New Hampshire bill that would preempt fertilizer regulation at the state level was approved in committee, however fertilizer use was not part of the language.
 - Massachusetts bill that would all but eliminate the use of neonicotinoids moved on to the Ways and Means committee unamended.
 - In Rhode Island, NALP represented as an appointed member of legislatively formed pesticide study commission looking at the current approach to regulation and charged with making recommendations for changes.
 - In Missouri, a bill that would establish state preemption for seeds, fertilizer and soil conditioners passed the House of Representative and has moved onto the Senate. NALP will be working with local groups to rally stakeholders to support this legislation.
 - In Pennsylvania, a “workable” bill that would regulate fertilizer use and bring state preemption to fertilizer regulation passed in the Senate and was introduced into the House. NALP joins state industry groups and member companies in supporting this bill and will be watching for a scheduled hearing date expected soon.
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