

QUESTIONS AND ANSWERS ON THE PLANET/TCIA UNIFICATION

Why are the two organizations talking about possible unification?

PLANET and TCIA have been working cooperatively on projects and programs for many years, such as its legislative events and safety programs. Since the two organizations share some members and both have targeted a growth initiative, discussions regarding a possible unification began dating back to 2004. In mid-December, The Boards of PLANET and the Tree Care Industry Association met in Baltimore in mid-December to continue examining the potential for new organizational relationships that would provide increased value to the green care industry.

What does unification mean?

Unification occurs when an entirely new organization is designed by two or more parties to be a successor to existing organizations. Interested parties together answer the question, “If we could create an association for the future in a world where none existed, what would it look like?” Answers to the question “How would our relevant world be different in a better way?” shape goals, objectives, and strategies. Business lines (such as advocacy, education, publications, conventions, etc.) are then developed to achieve declared outcomes and provide defined value to those served. Organizations created through unification tend to employ more open membership models.

What is the core purpose of this proposed organization?

To advance the professional green care industry.

What is the mission of this proposed organization?

The “New Organization” supports the success of green care businesses by:

- Serving as a unified voice for all specialties in our industry;
- Advocating for opportunity for every member;
- Developing and disseminating information, knowledge and insight that enhances the success of our members and grows a sustainable green industry; and
- Promoting community among diverse professionals with common interests and shared goals.

What is the approximate size of the new organization?

Approximately 5,000 members.

Where will the new organization be located? Who will be the CEO? Will the new organization combine staff?

A transition committee will be named to work through these details and provide recommendations to the respective board of directors. Both boards recognize the importance and impact of these key decisions.

What is the name of the organization?

The name of the new organization will be determined in the process.

What about the Green Industry Conference and TCI EXPO?

Both organizations have contracts through 2012. All future trade shows will be the subject of discussions as we move forward to create a new industry organization.

What about the respective certification and accreditation programs?

PLANET and TCIA will continue their existing accreditation, certification and certificate programs.

How will this impact my membership?

With more members, the green industry will realize a larger voice. Larger membership also means a larger voice on Capitol Hill and increased lobbying capabilities. Members will enjoy expanded benefits and services. The power of the larger organization also allows better negotiations for programs that will benefit our members. The new organization will also be able to offer larger and expanded educational programs and greater industry networking.

Are we abandoning PLANET's and TCIA's branding efforts?

Not at all, the branding exercises and strategic planning that each organization has worked will be considered and incorporated. The new organization will create a brand to expand opportunities to be *the* voice of the industry.

What's happening to the organization's structure?

The association you've been familiar is still the same friendly family. Committee structures and specialty group structures will continue to exist and be strengthened.

Bottom line, what's in it for me?

The new organization will offer greater benefits and services, involvement with an organization that is truly "The Voice of the Green Industry", involvement with an organization that can better represent the professionalism of the industry and lobby for the industry just through sheer numbers alone, better education, better networking, an all-round better organization.