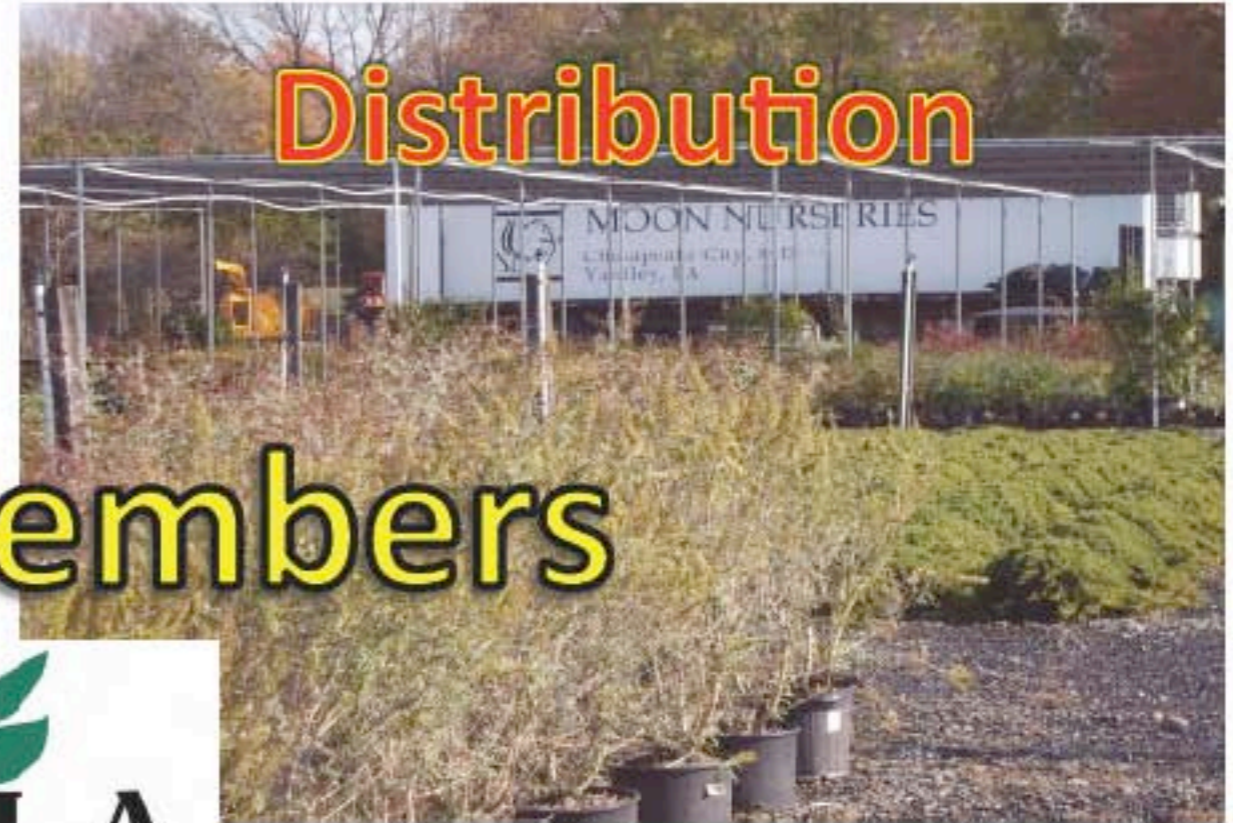


# Revitalization and Green Jobs



# ANLA at a Glance



**1,800 Members**



**20,000 Grassroots Network**

# The U.S. Green Industry



**Ag Ranking: Top 3 Top 5 Top 10**

# How We Got Here

**Business Practices**

**Products and Services**

**Legislative and Regulatory**



**Community Relations      Industry Collaboration**  
**February 2007: ANLA Board Establishes**  
**“Sustainability” as Strategic Focus Area**

# Our Industry's "Pitch"

The managed landscape, defined as trees and plants under continual care in public, commercial and residential settings, has significant economic and environmental value.

- "Investments in the managed landscape, or green infrastructure, offer an array of environmental and employment benefits."
- "Trees and landscape plants go beyond aesthetic contribution to provide ecosystems services."
- "The managed landscape is the only urban infrastructure component that increases in value over time."
- "Private sector associated with managed landscape is a significant source of employment and economic activity in small businesses nationwide."
- "Nursery & landscape industry capable of responding to immediate increased demand for federally-funded projects."
- "A federal investment in landscape infrastructure will yield quick, visible and high returns in the form of employment, economic and social value and environmental benefits that increase, rather than decrease, over time."

# Our Policy Priorities

## Arboreal Energy Efficiency Tax Credit

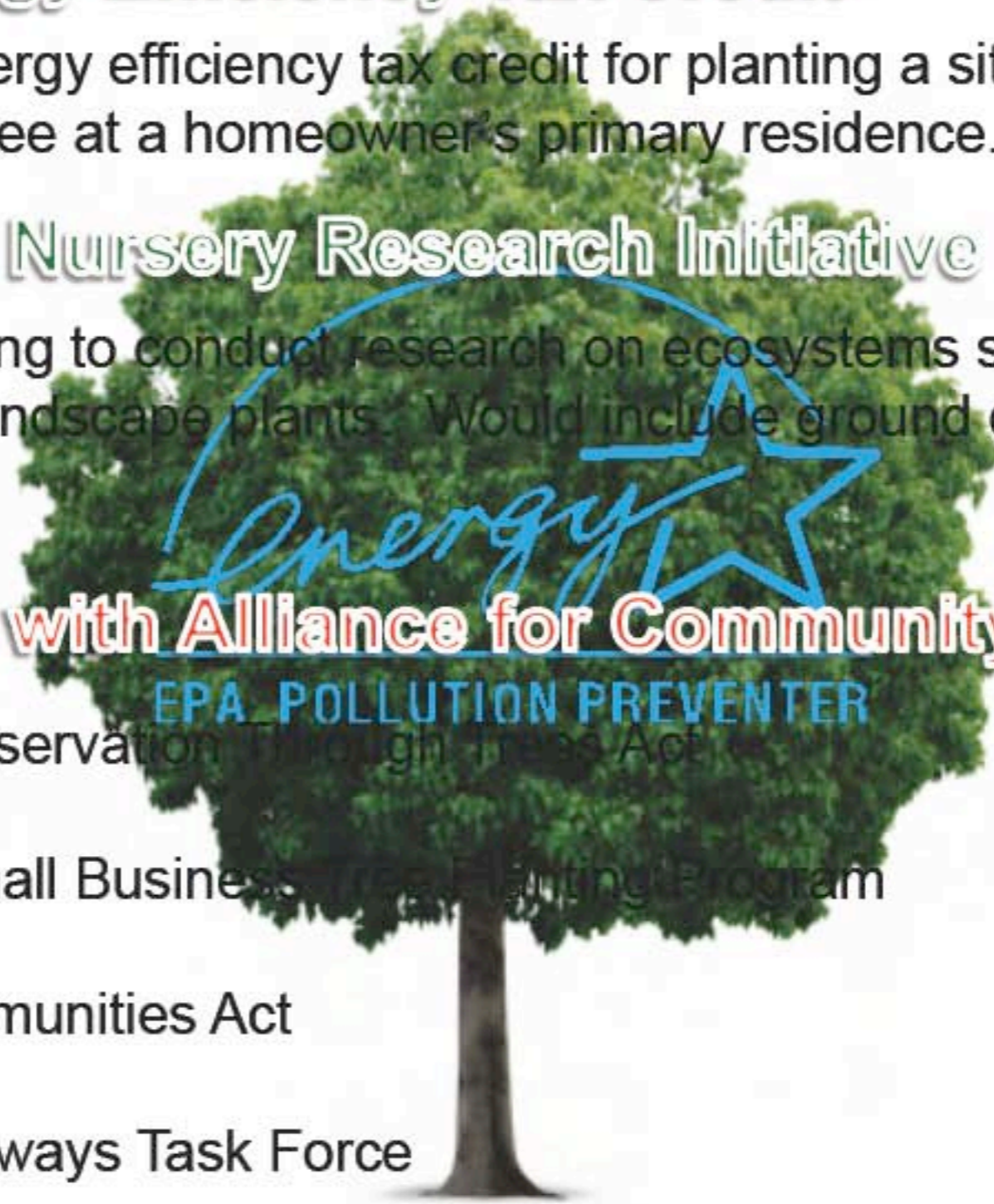
Provides an energy efficiency tax credit for planting a site-appropriate, properly sited tree at a homeowner's primary residence.

## Floriculture & Nursery Research Initiative

Additional funding to conduct research on ecosystems services performed by landscape plants. Would include ground cover, perennials, etc.

## Collaboration with Alliance for Community Trees / SUFC

- Energy Conservation Through Incentives Act
- National Small Business Investment Program
- Green Communities Act
- Living Roadways Task Force





**ANY QUESTIONS?**

