



Do you want to stand out among the competition?

*Enhance your personal credentials and professionalism by
earning certification!*

In the increasingly competitive marketplace, every marketing edge is valuable. One of the most important marketing tools for landscape contractors is certification. INLA will promote certification programs to the public so that potential clients will value certification qualifications.

Administered by the INLA are all the national Landscape Industry Certified exams. Many of the exams are written only and required just a classroom setting. The Technical exterior exam has a written component to it but the main portion of the testing is done as "hands-on". This test is a full-day event. The applicant selects a specialty area in Softscape Installation, Hardscape Installation, Turf Maintenance, Ornamental Maintenance, or Irrigation. To learn more about the technician exam - there is a video and testimonials - visit the INLA website at <http://www.inlagrow.org/cltp.htm>.

National certifications are designed to elevate professional standards, enhance individual performance and recognize those who demonstrate a thorough knowledge of the responsibilities of the job. To see a full list of national exams available visit www.landcarenetwork.org/cms/certification.

Well-trained employees are a critical component in providing high-quality customer service and this program can be used as a training mechanism. It plays an important role in building employee moral too! Through the support of the American Society of Landscape Architects (ASLA) and city parks & recreation departments, present and future specifications will include requiring a certification designation as a necessary qualification to bid on their projects.

If you would like more information call the INLA office at (208) 681-4769, or visit the certification section of the INLA website at www.inlagrow.org