



melindamyers.com

Top Ten Reasons to work in the Green Profession

www.melindamyers.com

#10 It's Our Profession and Our Passion

We are our own best customers

Stress test our plant purchases and landscapes – “to better serve our clients”

Push Planting Dates

Delay Transplanting (The Flat Garden)

#9 Keeps us in Shape

Psychologist Leaver. "It's great for the mind and the body. Humans are meant to be physically active; it's built into our genes. Those who do a lot of physical activity experience substantial physical and mental health benefits."

#8 Create a Comfortable Environment for Our Clients

Keep Homes Cooler in Summer -Warmer in Winter

Properly Placed Trees - Shading Attic, east and west facing windows

Reduces temps as much as 40 degrees - reducing fossil fuel consumption

Lawns 30 degrees cooler than asphalt, 14 degrees cooler than bare soil

<http://projectevergreen.org>

#7 Helped During the Housing Crisis

Green Space and Landscaping Increase Home Values

Landscape Investments almost always recovered

Properly Landscaped Homes Sold Faster

#6 Support Local Businesses - “Shop Local” Movement

People surveyed more likely to buy from landscaped retail business

Properly Landscaped roadside retail businesses are easier to find

Consumers Believe Quality Landscaping means Quality Goods

View of Plants Indoors and Out

Increases employee satisfaction - Increases productivity

Cradle to Cradle by William McDonough & Michael Braungart

#5 Improve Clients' Health - At Home and in Health Facilities

Connection our Clients to Nature

Lowers blood pressure, reduce muscle tension, less fear and anxiety

Reduces recovery time from illnesses – Healing Garden

Green Spaces Improve Community - Fight Plant Blindness

Isolation worse than smoking 15 cigarettes/day

#4 Support Pollinators

Create Habitat for pollinators

More Eco-friendly landscape management strategies employed

#3 Support well-Being of Our Children

Green Spaces help Move them Away from Technology and Back to Nature

Kids more focused, less ADHD symptoms, score better on tests....

Girls more confident better able to handle peer pressure

#2 We are the Green in the Green/Sustainable Movement

Improve Water Quality

Trees

Lawns – absorb and Filters rainfall – keeping water where it falls

Recharges Groundwater

Improve Air Quality

Trees and Shrubs remove dust and pollutants

Plants including lawns release oxygen

Improve Damaged Soil

Adding Organic Matter to create gardens

Covering Disturbed Sites with plants

Proper Landscape Management Practices that build soil

1 All of You

Do What You Love and You will never work a day....

Take a Look Around at Longevity in Our Profession

Let's Share it With Others and get more people involved

“The horticultural industry does not effectively and positively sell itself generally to the broader community, and more specifically to parents, guidance officers/career counselors and students. A whole-of-horticulture promotional/public relations campaign is clearly needed to achieve this purpose” (Stone et al., 2005). <http://horttech.ashspublications.org/content/26/2/114.full>

Stay Connected

www.melindamyers.com - audio & video tips, FAQ's, green tips and more

E-newsletter

Melinda's Garden Moments nationally syndicated TV and Radio segments , DVDs

Birds & Blooms, Birds & Blooms Extra, State-by-State Gardening Magazines

Michigan Getting Started Garden Guide & Month-by-Month Gardening in Michigan

Can't Miss Small Space Gardening

Midwest Gardener's Handbook

Instructor for Great Courses How to Grow DVD series including:

Your Best Garden & Landscape in 6 Lessons, Container Gardening Tips and Techniques,

Make your Trees and Shrubs Thrive and Food Gardens for Everyone

Join me on Twitter: Melindagardens, Facebook: MelindaMyersLLC

YouTube: Melinda Myers LLC and Pinterest