



# Go Beyond Beauty



**NORTHWEST MICHIGAN  
INVASIVE SPECIES NETWORK**  
Protecting, enhancing, and promoting Northwest  
Michigan's natural communities through terrestrial  
invasive plant management and outreach.

## Steps to Program Engagement for Garden Professionals

*Becoming a Go Beyond Beauty Partner is easy, voluntary, & FREE!  
(higher levels of achievement are available for a fee)*

### Launching Go Beyond Beauty (GBB) Partnership

Take these simple steps to become a *Go Beyond Beauty* Garden Professional!

- Register your business and take the *Go Beyond Beauty* pledge
- Identify your *Go Beyond Beauty* leader(s)
  - Consider your Customer Service, Buying, and Management Teams
- Remove Top 12 and Early Detection invasive species from inventory
  - Must display Water Lettuce and Water Hyacinth warning signs, if in stock
- Review *Go Beyond Beauty* materials with your staff and include in your training

### Become a Garden Industry Role Model (Optional)

Establish your business as a local leader

- Sell 20+ native plants (not cultivars/ “nativars”)
- Inform your vendors and growers about your *Go Beyond Beauty* partnership, and share the “*High Priority Invasive Ornamentals*” List
- Add “*High Priority Invasive Ornamentals*” lists and *Plan Before You Plant* brochure to your Customer Service information
- Participate in *Go Beyond Beauty* Trade-Up Programs (when available)
- Display informational “Buyer Beware” signs next to potentially invasive ornamental species on the “*High Priority Invasive Ornamentals*” list
- Organize an Invasive Species Workshop for customers in your area
  - We’ll provide our latest PowerPoint presentation, informational resources, and a Northwest Michigan Invasive Species Network (ISN) staff member to support your *Go Beyond Beauty* leader in facilitating an educational workshop at your business



### Raise Awareness of your Partnership (Optional)

Demonstrate your commitment to the prevention of invasive ornamentals

- Display your (free) *Go Beyond Beauty* Partner sign with pride!
- Feature the *Go Beyond Beauty* logo on your website and outreach materials
- Use the educational content that ISN has created just for you, found on our website, [HabitatMatters.org](http://HabitatMatters.org), in your newsletters, social media, and on your website

# Benefits to Go Beyond Beauty Participants

## Free Publicity

We are here to support your business and help you gain new customers

- Business logo in every *Go Beyond Beauty* presentation
  - ISN made over 30 presentations in four counties in 2018
  - Over 3,600 potential customers were directly reached in 2018
- Business logo featured prominently on *Plan Before You Plant* brochure insert (below)

**GO BEYOND BEAUTY** NORTHWEST MICHIGAN INVASIVE SPECIES NETWORK HabitatMatters.org

Many invasive plants arrive in our area by way of gardens. Go Beyond Beauty by hiring landscapers that have committed not to use or sell high-threat invasive plants, such as the following:

**Designs in Bloom** (231) 352-6962 | designsinbloom.biz  
**Grand Traverse Organic Landscapes** (231) 938-2626 | gtorganiclandscapes.com  
**Heritage Landscape Design** (231) 492-4128 | heritagegardensdesign.com  
**Inhabitect, LLC** (231) 943-1434 | www.inhabitect.com  
**The Mossy Tree, LLC** (231) 499-5369 | mossytreetogardens.com  
**Northwoods Landscaping** (231) 946-7378  
**Old Mission Associates** (231) 223-9222 | oldmissionlandscapes.com  
**Silverman & Company** (231) 932-1925 | michiganlandscapearchitecture.com

**Sustainable Landscape Design, LLC** (231) 735-6972 | sustainable-landscape-design.com  
**Wildlife & Wetland Solutions** (231) 360-1203 | wildlifewetlands.com  
**Cre Woodard Garden Design** (231) 735-5300 | crewoodard.com  
**Laurel Voran, LLC** (231) 632-3211  
**TruNorth Landscaping** (231) 922-0087 | trunorthlandscaping.com  
**Cyman Gardens** (231) 533-8960 | cymangardens.com  
**Pine Hill Landscaping** (231) 941-1808 | pinehill-nursery.com

**Cyman Gardens** (231) 533-8960 | cymangardens.com Aitrim County  
**Birdsfoot Native Nursery** (231) 313-6749 Grand Traverse County  
**Garden Goods** (231) 933-4769 | gardengoodstc.com Grand Traverse County  
**Green Lake Gardens & Goods** (231) 276-6775 Grand Traverse County

**Greystone Gardens** (231) 326-5855 Benzie County  
**Misty Ridge Greenhouse** (231) 885-2290 Westford County/regional farmers market  
**Northwoods Nursery** (231) 946-7378 Grand Traverse County  
**Pine Hill** (231) 941-1808 | pinehill-nursery.com Grand Traverse and Aitrim Counties

**KEY:** MICHIGAN NATURAL SHORELINE PARTNER CERTIFIED GREEN INDUSTRY PROFESSIONAL 20+ NATIVE PLANTS AVAILABLE

- Your business highlighted on ISN's social media
  - 1,600+ people following Northwest Michigan Invasive Species Network Facebook Page
  - 800+ pages following Northwest Michigan Invasive Species Network Instagram Page
- Logo on the *Go Beyond Beauty* banner in monthly ISN E-news
- ISN Partners Outreach - more than 40 partners will promote *Go Beyond Beauty*
- Business logo, entire page and link to your website via the *Go Beyond Beauty* section on HabitatMatters.org



HOME ABOUT EVENTS ID & REPORT RESOURCES **GO BEYOND BEAUTY** CONTACT SEARCH

Find Participants Nurseries  
 GBB Achievement Program Landscapers  
 Register Community Participants  
 Ornamental Invasive Species  
 Native Plant Species  
 Participant Signs

**Northwest Michigan Invasive Species Network (ISN)**  
 A Cooperative Invasive Species Management Area (CISMA)

Identify Invasive Species Go Beyond Beauty Events & Volunteer Donate to ISN

## Science-Based Educational Resources

- *Go Beyond Beauty* Participant sign provided to you for FREE
- Water Lettuce and Water Hyacinth plant signs provided to you for FREE
- Native Plant Identification signs available to you at low-cost
  - UV-resistant ink printed on sturdy aluminum
  - Also includes metal sign holder/stake
- *Plan Before You Plant* brochure available for distribution for FREE
  - Includes an insert with all *Go Beyond Beauty* participant logos
- Invasive Plant and Native Alternative lists
- Native plant wholesale sources list



**PLAN BEFORE  
YOU PLANT:**

Native Alternatives to Invasive Ornamentals

Authoring Michigan  
Invasive Species Districts

## Ongoing Consumer Education and Staff Training

Invite the community into your business

- On-site presentations and workshops that will get potential customers in the door
- Staff Training on native and invasive plants to keep your staff knowledgeable and helpful (Available through expanded “Achievement Program”. Contact ISN or visit [www.HabitatMatters.org/go-beyond-beauty](http://www.HabitatMatters.org/go-beyond-beauty) for more information.

 NORTHWEST MICHIGAN  
INVASIVE SPECIES NETWORK

Major Partners:

 BENZIE  
CONSERVATION DISTRICT

 LEELANAU  
CONSERVANCY

 The Watershed Center  
GRAND TRAVERSE BAY

 Grand Traverse  
Conservation District

 GRAND TRAVERSE REGIONAL  
LAND  
CONSERVANCY

 DEPARTMENT OF NATURAL RESOURCES  
DNR  
MICHIGAN

 THE GREAT LAKES SCHOOLSHIP  
ISLAND SEAS  
EDUCATION CENTER

 FOREST SERVICE  
US  
DEPARTMENT OF AGRICULTURE

Funding Provided By:  
Michigan Invasive Species Grant Program

 GREAT LAKES  
RESTORATION

Questions? Contact Shelly Stusick, *Go Beyond Beauty* Specialist, at [sstusick@gtcd.org](mailto:sstusick@gtcd.org)