



Go Beyond Beauty



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

Program Overview and Details

As coordinated by the Northwest Michigan Invasive Species Network (ISN), the *Go Beyond Beauty* program exists to provide positive recognition of Garden Professionals who exemplify business practices that benefit and protect our region's natural areas. The program offers support to Garden Professionals and concerned citizen groups in removing high-priority invasive plants from trade in a business-positive manner, provides science-based information to staff, and helps businesses gain new customers through free publicity and outreach. Participants will also receive additional recognition for further steps they may choose to take, such as selling native plants, participating in Trade Up programs, or organizing community workshops.



Eligible Participants

Retail and wholesale nurseries, landscapers, garden clubs, lake and neighborhood associations, municipalities, and concerned individuals who buy, sell, distribute or install any kind of landscaping or gardens are invited to participate in this voluntary program. From herein, these business, groups, and individuals shall be referred to as "participants".

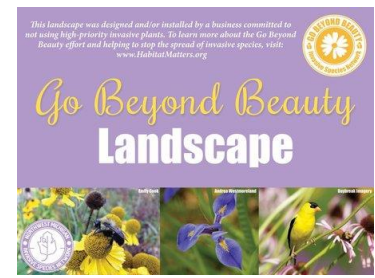
Program Engagement Criteria

To qualify for recognition, eligible participants need only meet the requirements listed below under Invasive Plant Standard (see below). Participants are also encouraged to meet the following criteria in addition, and will be recognized for doing so.

Invasive Plant Standard (Required)

To be eligible, potential participants must meet this program requirement. Participant pledge not to buy, sell, distribute, or install invasive plants listed under the *High-Priority Invasive Ornamentals* category in the document "*Invasive Ornamental Plants*", available online at www.HabitatMatters.org

Note: Water lettuce (*Pistia stratiotes*) and water hyacinth (*Eichhornia crassipes*) may still be sold and used. However, "Buyer Beware" signs must be displayed immediately adjacent to both plants. These signs ask customers to ensure containment and die-off of both species each season within the artificial pond environment, and to explore alternative options for the future. A PDF version of the sign is provided free of cost to participants who wish to sell these plants. A sturdier sign printed on aluminum is available at low cost through ISN.



Go Beyond Beauty Achievement Program (Highly Recommended for all)

It is recommended that all managing, supervising, and buying staff receive training on how to help customers find alternatives to invasive species. By removing high-threat invasive species from stock, GBB participants make this step easy. Lead staff can take on this education themselves or half and full-day trainings are available from ISN for an annual fee as part of our Achievement Program at the Silver and Gold Achievement levels (see business options, below).

Concerned garden clubs, lake associations, businesses and homeowners who buy, sell, or maintain landscape plants have the opportunity to utilize ISN staff to determine invasive species on site and receive management suggestions as well as native planting recommendations as part of the Community Participant Silver and Gold Achievement levels (see other participant options, below).

Any *Go Beyond Beauty* participant can become a 'Champion' by going further than committing to not sell or use high priority invasive species but additional species represented in the entire "*Invasive Ornamental Plants*" document as well. This includes awareness ornamental invasives and uncommon but historically planted species as well.

BUSINESS OPTIONS - For nurseries and landscapers

*Free participation remains an option

Silver Achievement

- Participate in half-day, Basic Invasive Species Employee Training
 - Can be held at business location OR Boardman River Nature Center (BRNC)
 - Single cost, regardless of number of employees
 - \$150.00 per business, when held at BRNC
 - \$300.00 per business, when held at your location
 - Fees are annual
- Receives "silver recognition" on outreach materials
- Signs include "silver achievement" label

Gold Achievement

- Participate in full-day, Intensive Invasive Species Employee Training
 - Can be held at business location OR Boardman River Nature Center (BRNC)
 - Single cost, regardless of number of employees
 - \$200.00 per business, when held at BRNC
 - \$400.00 per business, when held at your location
 - Fees are annual
- Receives "gold recognition" on outreach materials
- Signs include "gold achievement" label

Sustaining Go Beyond Beauty Achievement

- Cost: \$200.00, annually
- ISN assures, and promotes accordingly, that your business does not sell/use invasive species via an annual site visit or audit, depending on business type
- Additional recognition will be placed on signage and outreach materials for businesses that choose to participate at this level

OTHER PARTICIPANTS

(Homeowner, garden club, other business, etc.)

*Free participation remains an option

Silver Achievement

- Cost: \$50.00/one time
- Receive a site-visit from an ISN employee to determine invasive species on site
 - Approximately 30 minutes
- Receive a one-page explanation of plant species identified as well as recommended management
- Signs will include "silver achievement" label
- Additional website recognition and free outreach materials

Gold Achievement

- Cost: \$100.00/one time
- Receive a site-visit from an ISN employee to determine invasive species on site
 - Approximately 45 minutes
- Receive a 2+ page explanation of plant species identified, management suggestions, AND native planting recommendations based on site conditions
- Signs will include "gold achievement" label
- Additional website recognition and free outreach materials

Champions of Go Beyond Beauty

- Businesses and individuals that commit to not selling and using invasive species beyond those on the high-priority list (2nd tier) will receive additional recognition. You will be listed separately in publicity and have your own "shout-out" slide during public presentations.



For more information:
www.HabitatMatters.org

Native Plant Standard (Highly Recommended for Garden Professionals)

To meet this standard, participants should provide their customers/clients with a variety of native plants¹ to meet most landscaping needs. At least twenty species can be provided from the following categories – trees/shrubs, vines, groundcover, grasses, and/or wildflowers.

Visitors to nurseries and garden centers can learn through beautiful signage detailing the critical importance of native plants to our region. Signs will help customers distinguish native plants from non-natives without nursery assistance, show off key landscaping features of native plants, and communicate what butterflies, pollinators, or birds any given plant supports. PDF versions of the signs are available for free, and low-cost aluminum signs are available through ISN.



Trade-up Program (Optional, when available)

The optional Trade-up program is designed to drive business to GBB Participating Nurseries and Landscapers. Landowners who own species on the *Top 12* and *Early Detection Rapid Response* lists may bring their plants to the ISN office, and in exchange, will receive a coupon for a discounted price on an alternative, non-invasive plant. The coupon value for plants “traded up” will be determined by ISN staff and can be validated at any participating *Go Beyond Beauty* location. Designated “Dumpster Days” will be scheduled in advance for landowners to dispose of plants. Under no circumstances will plants banned in the State of Michigan be accepted. Additional assistance will be necessary to remove such plants, such as Japanese Knotweed (*Reynoutria japonica*).

This program brings new customers to participating business, opens up a discussion of alternatives to invasive ornamental plants, and prevents new infestations.



Community Workshops (Optional for garden professionals & other organizations)

Resources, including educational information, power point presentations, and ISN staff time may be provided free of cost to GBB Participants who wish to host a community workshop at their place of business. Topics range from the harm invasive ornamental plants cause to natural areas, using native alternatives in gardens, attracting pollinators, and building a rain garden. Community workshops are a great way to invite the public into your business and gain customers.



¹ In brief “native” means plants from our bioregion. This includes plants found in Michigan that were not introduced to the area by humans (check <http://plants.usda.gov/> or Michiganflora.net), but does not include cultivars of native plants. Landscapes that incorporate greater species diversity and a greater percentage of native plants, especially when used in concert with low-impact development methods, play a critical role in regional efforts to meet the challenges of habitat loss, invasive species, and climate change. Nurseries are encouraged, though not required, to obtain stock grown from seed or cuttings collected near the Grand Traverse region.

MAEAP Environmental Risk Assessment (Optional)

Nurseries can participate in an environmental risk assessment through the Michigan Agricultural Environmental Assurance Program (MAEAP), an assessment of value to any nursery that uses either fertilizers or pesticides during the course of business. This benefit is available to any nursery at no cost regardless of program participation - call Lauren Silver, MAEAP Technician, at (231) 941-0960 x22 to learn more about this program.

Program Enforcement

Recognition will operate on the honor system. Standards were kept simple so that informed members of the public could readily perceive participant adherence to the recognition agreement. Should any participant be reported for deviating from the agreed standards, every effort will be made to resolve the issue privately. Should any participant be found in violation, ISN reserves the right to dismiss the participant from the program and/or deny future participation.



Major Partners:

NORTHWEST MICHIGAN INVASIVE SPECIES NETWORK

LEELANAU CONSERVANCY

The Watershed Center
GRAND TRAVERSE BAY

Grand Traverse Conservation District

GRAND TRAVERSE REGIONAL LAND CONSERVANCY

THE GREAT LAKES SCHOOLSHIP INLAND SEAS EDUCATION ASSOCIATION INLAND SEAS EDUCATION CENTER

FOREST SERVICE U.S. DEPARTMENT OF AGRICULTURE

BENZIE CONSERVATION DISTRICT

MANISTEE CONSERVATION DISTRICT

Michigan Natural Features Inventory

DEPARTMENT OF NATURAL RESOURCES DNR MICHIGAN

Funding Provided By:
Michigan Invasive Species Grant Program
Great Lakes RESTORATION

Questions? Contact Shelly Stusick, *Go Beyond Beauty* Specialist, at stusick@gtcd.org