

**LandscapeLeadership.com**  
**138 E. Main St.**  
**Zeeland, MI 49464**

FOR IMMEDIATE RELEASE  
January 5<sup>th</sup>, 2009

## **Landscape Designers Discovering New Ways to Learn in Down Economy**

***Landscape Designer launches an online social network for other landscape design professionals offering inexpensive educational and networking opportunities. Designers from across the country participate online and offline in unique “Master Mind” groups.***

Zeeland, Michigan, January 5<sup>th</sup> – Professional Landscape Designer Chris Heiler recently launched a subscription-based website, LandscapeLeadership.com, offering landscape design professionals a new way to grow their skills. Social networking websites have created new ways to communicate and share information between millions of people, and now landscape designers have a social network to call their own.

LandscapeLeadership.com serves as a complement to traditional educational offerings from the Green Industry such as trade association conferences, design workshops and online design courses. In this down economy, many designers are struggling for work, and traveling the country to attend conferences and workshops is not an option. LandscapeLeadership.com offers online learning and a sense of community, all from the comforts of home and accessible 24/7.

The online community consists of independent designers as well as those working for landscape design/build firms. Members experience levels range from those beginning a second career in design to those who have been practicing their craft for over 30 years. All with a common focus- residential landscape design.

Landscape design veteran Jody Shilan (Jody Shilan Designs; LLC Wyckoff, NJ) states, “LandscapeLeadership.com is “the” website for landscape designers looking to improve their skills, stay current with new technologies and develop new relationships in a professional community. The educational and networking opportunities are without limits.”

The community and relationships are formed in the “Designer’s Forum”, a message board where designers across the country openly share ideas and discuss current issues.

Educational resources aim at not just building design skills, but also teaching business systems and marketing strategies to help designers promote themselves and their talents. Resources include video tutorials, articles, podcasts, teleseminars and an extensive library of business forms members can download and utilize in their businesses.

LandscapeLeadership.com also offers a unique networking experience beyond the website. Small groups of professional designers from across the country meet over the phone each month in “Master Mind” groups. These groups go in depth tackling current issues each member is dealing with.

“The Master Mind groups are a great forum for landscape professionals. As participants from different geographic areas, we can approach and openly discuss issues that may be difficult or awkward if we were competing for the same client,” said Deb Rossi (Garden Aesthetics; Portland, OR).

Two membership options are offered to designers, an annual plan priced at \$149.95 per year and a monthly plan of \$14.95 each month. A 21-day trial membership is offered for \$1 for those not ready to commit to the annual or monthly plans. For more information, visit [www.landscapeleadership.com](http://www.landscapeleadership.com).

About LandscapeLeadership.com:

LandscapeLeadership.com is an online community of professional landscape designers offering educational resources to help grow the designer’s skills, build their business and market their talents.

Contact:

Chris Heiler, editor  
LandscapeLeadership.com  
(616) 530-3897  
[chris.heiler@landscapeleadership.com](mailto:chris.heiler@landscapeleadership.com)  
<http://www.landscapeleadership.com>