



For Immediate Release

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**Landscape Design Association (LDA) to Dissolve:
ILCA to Become the New Professional Home for LDA Members**

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LDA History

For 28 years, the Landscape Design Association (LDA) existed as a resource for their members to improve their skills as landscape professionals. LDA provided opportunities within the organization for networking, mentoring, and sharing information. The organization prided itself on having its members achieve business success through the sharing of best practices, networking, and consumer visibility. Their membership ranged from landscape designers, contractors, landscape architects, lighting, irrigation and carpentry professionals, garden writers, and instructors/lecturers.

Over time, LDA began to face what many small associations encounter in terms of attracting new people to key leadership positions that are committed to seeing the association continue to grow. In light of these challenges, LDA's membership formally voted to dissolve their organization as of January 1, 2020.

The Aftermath of Dissolution

It was the goal of LDA's leadership to work with another professional organization to create a home and complete suite of benefits that would draw their members to the new organization. LDA viewed the Illinois Landscape Contractors Association (ILCA) as the strongest association to best advance the interests of landscape design professionals. Current LDA President Suzanne Frank, said, "Although it was difficult to give up LDA after so many years, we're looking forward to being part of a larger organization that will offer new opportunities for networking and growth. Thanks to all who have given us a warm welcome to ILCA."

Stronger Together

LDA members are committed to growing as professionals and enhancing relationships with suppliers, contractors, and other green industry professionals. ILCA will continue that commitment in the following ways:

- ILCA will welcome a transition team of former LDA members to review ILCA's suite of member benefits and determine where LDA individuals and energy can best be utilized. The transition team will be headed by Wanda Evangelista, Evangelista Floral and Landscape Studio.
- ILCA will work with our current Design Committee to add former LDA members.
- ILCA will open up spots on all ILCA standing committees to LDA members who join the ILCA.

In addition, ILCA has built a dues bridge for LDA members to come over to the ILCA. The goal is to integrate LDA members into the ILCA as quickly as possible. Individual members of LDA will receive a discounted member rate for their first 18 months of ILCA membership.

The ILCA Board is very excited about aligning the two organizations' missions. The ILCA Board commends LDA for almost three decades of education, collaboration, and networking. This reaffirms ILCA's status as an industry leader with recent consolidations that include LDA, the Midwest Ecological and Landscape Alliance (MELA), and the Illinois Professional Lawn Care Association (IPLCA).

About ILCA

Since 1959, ILCA has provided its members with the resources needed to enhance their performance and ensure continued growth and success. The Association's mission is to enhance the professionalism and expertise of members by providing leadership, education, representation, and services while promoting environmental awareness and the value of the landscape industry. ILCA employs a wide variety of means to fulfill its mission including; seminars, workshops, publications, trade shows, awards, networking, scholarship grants and social events. ILCA is a 501 (c) (6) nonprofit trade association with more than 800 member companies.

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