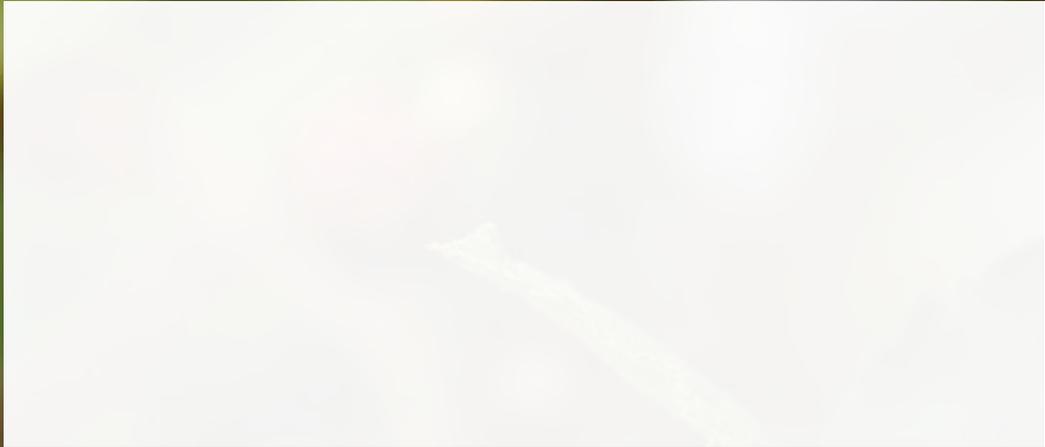


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5 Ways the Walker Mower Makes Lawn Care

EASY



MOWING

- Highly responsive **precision steering and handling**
- Designed to enhance ergonomics and **operator comfort**
- Well-balanced weight distribution for greater **hillside stability**
- Out-front deck allowing for better **trimming capability**



“Precision is built into the design of the Walker mowers. The front deck is positioned low to the ground, and the rear deck is high, which allows for better trimming capability.”



Paul Ryan, Midvale Grasshopper, Metairie, Ontario, Canada

WATCH THE VIDEO ▶



YEAR-ROUND PRODUCTIVITY

- Mulching and collection **deck options** make quick work of **leaf cleanup**
- Decks can be swapped out for a **snowblower** for powerful snow removal
- **Dozer blades** allow for quick sidewalk or driveway snow removal
- The **Detatcher** attachment is an easy solution for removing thatch from lawns



“The snowblower that you get with the Walker mowers is a great addition. It can be used for snow removal, but it can also be used for leaf cleanup. It's a great addition to your equipment.”

Mike Ryan, Ontario, Canada

◀ WATCH THE VIDEO



BEAUTIFUL CUT

- The **front-mount deck** of the Walker reduces impact on the turf prior to cutting
- **Lower overall mower weight** improves agility and reduces rutting
- **Internal Grass Handling System** vacuums grass clippings, leaves, or debris
- Grass is lifted, cut, and processed evenly to produce natural **striping**



Steve Dabber, Lawn Care, Kentucky

WATCH THE VIDEO ▶



ALL THE LITTLE THINGS

- **Seat options** and **adjustable footrests** improve operator comfort
- The **Power Dump** allows you to dump the grass catcher without leaving your seat
- The **Hi-Dump** raises up 67 inches to dump grass and debris into a truck or trailer
- **Tilt-up decks** allow cleaning, blade sharpening, or blade changing in seconds



“The power dump is a great feature. It allows you to dump the grass catcher without leaving your seat. It's a great feature that makes mowing easier.”

Jeff Dierbeck, 20, Columbus, Ohio

◀ WATCH THE VIDEO



MAINTENANCE

- **Tilt-up decks** allow cleaning, blade sharpening, or blade changing in seconds
- **Tilt-open bodies** give you full access to the engine, belts, battery without tools
- Maintainable **grease fittings** greatly extend the life of your mower
- Each Walker Mower is **reliable**, engineered to perform and proven to last



Steve Dabber, Walker Lawn Care, Louisville, Kentucky

WATCH THE VIDEO ▶



See the videos at walker.com/advantage/easy

Or experience the Walker for yourself on a **FREE** on-site demonstration.



Northwest Landscape Professional

The NWLP – Northwest Landscape Professional – is the official publication of the Washington Association of Landscape Professionals and is published and distributed quarterly to WALP members and extended gratis to select courtesy subscribers.

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Washington Association of Landscape Professionals

The Washington Association of Landscape Professionals (WALP) offers your company first-tier access to decision-makers in the Landscaping Industry. WALP reaches more than 1,500 landscape professionals and supporters with our print magazine, the Northwest Landscape Professional (NWLP) and online newsletter, WALP Wednesday. WALP also reaches out to Industry professionals and the general public with our innovative website. Gain access to this customer base for your business to business marketing needs and start promoting your company's products and services with WALP today.

For information regarding advertising opportunities, please call us at 800-833-2186 or email at info@walp.org.



Get Engaged!

*Will Bailey
Avid Landscape Management LLC
2022 WALP State President*

Happy New Year! I hope you and your families had a wonderful holiday season and that your businesses finished strong in 2022.

Economic uncertainty is growing ever more confusing as we enter the new year. The Fed continues to raise interest rates to combat inflation yet hiring remained strong through the end of the year, all while tech companies seem to be paring down after strong growth through the pandemic. How is this all affecting you and your business?

1. Do you ever worry about the security of your future prospects?
2. Are you more dependent on other people than you are comfortable with?
3. Have you built a life/business in which you feel secure?

If you said “no” to the first two, you had better also be able to say “yes” to the 3rd. Otherwise, if you’re like most, you likely said yes to the first two and are working hard toward the 3rd. If neither of these scenarios is true for you then it’s time to engage!

The trick to achieving a life in which you feel secure is in understanding and effectively managing your future prospects through your relationships. As a member of the green industry, what better way to accomplish this than through participation in WALP?

I am very excited to have met several business owners recently at chapter meetings who are new to WALP. I know these new members are going to find success because they are finding community and asking questions whose answers will help them drive their businesses forward. There are a lot of great upcoming opportunities for you to do the same.

The WALP Annual Conference is upon us on Jan 12-14. It’s not too late to register! Our King County Chapter is creating and hosting a display garden at the upcoming Northwest Flower & Garden Festival in mid-February, and our Education Committee is putting the brand new Landscape Technician Boot Camp in place on March 31st. I would love to see even more new faces at these events! Come help out, ask questions, and get engaged! 🌿



Mission Statement For The Washington Association Of Landscape Professionals

To promote professionalism, integrity, and education to a thriving membership within the Green Industry and the communities served.

Vision Statement For The Washington Association Of Landscape Professionals

- The Washington Association of Landscape Professionals is a publicly recognized and unified industry of landscape professionals who embody business and technical excellence.
- The Washington Association of Landscape Professionals provides and promotes the opportunity to mentor and support its members.
- The Washington Association of Landscape Professionals’ members receive value and benefit by sharing knowledge, resources, and experience.
- The Washington Association of Landscape Professionals is the networking place and referral resource for “Green Industry” professionals.

“Defining Professionalism In The Green Industry”

WALP Office

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Landscape Management



WALP Chapter Updates



King County Chapter

Dave Haizlip
King County Chapter Director
New Leaf Creations

Having just wrapping up a busy 2022, we are looking forward to a great 2023. Thank you to all who attended the Holiday party this past December, it was great seeing everyone, enjoying great food, and loved the intensity of the dice gift exchange. If you did not attend, we hope you will attend in 2023.

It was great to be able to hold in person meetings this past year but 2023 will be even better with a WALP event each month. We have outlined the entire year and you can find the meeting dates, topics, venue, etc. on the WALP.org website, the WALP Wednesday emails will have the upcoming meetings listed, and finally you should receive Evite's, as well. We encourage everyone to attend the meetings for their educational value but just as important is mingling with your peers and being able to discuss challenges (or successes) you may be having and how others have addressed them. I know for me personally the relationships I have built with WALP members is invaluable.

We are excited to be participating in the Northwest Flower and Garden Festival building a 961 square foot garden. This is a great opportunity for members who may be intimidated to build their own garden display and get a taste of what all is involved. Not only do you get to have fun building and seeing the behind the scenes of the garden, but you can represent yourself as a WALP member to the thousands of attendees to the event. This will be a real blast to participate in. Be on the lookout for more information and meetings to get involved.

I could continue, but I want to leave room for other messages. We look forward to a great 2023 and please do not hesitate to reach out if you have any questions or better yet if you would like to get involved behind the scenes of WALP. 🌿

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The Science of Landscaping

Will Anstey, Devonshire Landscapes

We are super excited to be bringing back the WALP Annual Conference and Awards Banquet. It has been a long and dark couple years. We are looking forward to seeing all of our old friends and making some new ones! We have all missed out on the benefits of networking and discussing how others have been dealing with relevant business issues.

We have secured a gorgeous and centralized location for the return of our conference. The Hotel Indigo in Everett. On the water's edge with great views and a comfortable atmosphere. Plenty of space for our vendor members and sponsors, including an outdoor area to host and view equipment. A great restaurant and bar, and Scuttlebutt Brewery within walking distance will serve for after-hours gatherings and socials.

We have a great list of speakers split into three tracts for: Business Owners / Managers, Technicians (English), and Technicians (Spanish). This year's theme reflects our goal of providing all of our attendees with solid "nuts and bolts" information and processes that they can implement in the coming new year to improve quality of services and results for customers and their landscapes and continue to improve and grow their business.

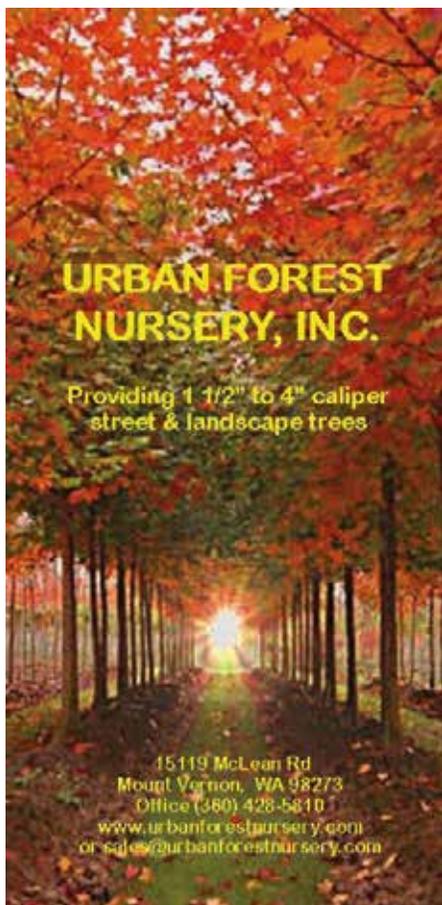
Our focus this year is to provide employees with information and training on irrigation and drainage basics that they can use in the field right away. As well as training on soil testing, amending, and more to help reduce problems and pests in the landscapes we service.

The English and Spanish Technical

Tracks will be eligible for WSDA pesticide credits, so sign up your licensed pesticide applicators and have them bring their license number to the conference. We will record and submit the CEU's for you!

The Business Owner / Manager Track will include information and insight on guiding your business through the uncertain times still ahead. Make sure you are ready to respond to an increasingly ever-changing economy with the tools you need to know how your business is doing and adapt your business to stay profitable.

I invite you to take this opportunity to invest in yourself and your key employees, while supporting your state trade association, and join us in starting 2023 off with the tools, support, and positivity we have put together to share with you all. 🌱



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2023 Northwest Landscape Industry Conference and Trade Show

January 12-14, 2023
Hotel Indigo in Everett, Washington



Conference Schedule

Thursday, January 12th

WALP Board Meeting	2:00 – 5:00
Non-Host gathering	5:30 – 9:00

Friday, January 13th

Registration	7:00 AM
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Break Out #1 (8:30-9:30)

PROFESSIONAL: Ashlee Day/Andrew Heard, ERNwest / GRIP – Injured workers’ wages reimbursed up to 100%!

Accidents happen. Learn how to get reimbursed for up to 100% of your injured employees wages! Also learn about safety programs and getting a rebate on your L&I premiums.

TECHNICAL: Jay Mirro, King County Conservation District – Understanding Soil Reports

Learn the Science behind soil health. Your clients expect you to keep their lawn and plants healthy. That requires healthy soil. A soil test is the first step in understanding and addressing any issues you may be facing.

SPANISH: Martin Munoz, Horizon Distributors – Irrigation troubleshooting and Spring Start-Up

Spring Startup Procedures and common Issues in the field. A good refresher for the irrigation work coming up this Spring!

Trade Show Break with Vendors	9:30-10:30
-------------------------------	------------

Break Out #2 (10:30-11:30)

PROFESSIONAL: Johnna Long, CPA/MPAcc – Are you prepared for an audit?

How to prepare for an audit before it happens. Make sure your bookkeeping is up to par. Common issues small businesses have with taxes and IRS audits.

TECHNICAL: Bill Peregrine, Earthdance Organics – Soil Amendments for plant health

You have your soil test. Now what? Learn the HOW, WHY, and WHEN about soil amendments, and how they can keep plants healthy and prevent pests and disease.

SPANISH: Gonzalo Yepes, Colombian Gardens LLC / Plant Amnesty – Weed Identification and Management

Review of Common weeds in Pacific Northwest landscapes, and IPM solutions.

Trade Show Lunch Break with Vendors	11:30-1:30
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Break Out #3	(1:30-2:30)
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PROFESSIONAL: John Marshall, Results Driven – Know Your Numbers – Know Your Problems

Make a plan to know and track your KPI's (Key Performance Indicators), and learn to hold yourself and your team accountable.

TECHNICAL: Ladd Smith, In Harmony Sustainable Landscapes – IPM Strategies for Pests and Plant Health

Ladd will share his decades of experience on maintaining beautiful and healthy landscapes using environmentally friendly IPM strategies.

SPANISH: Gonzalo Yepes, Colombian Gardens LLC / Plant Amnesty – Proper pruning techniques

A review of proper pruning techniques for common landscape plants. Why hedging/shearing many plants can cause problems, and how hand pruning can create a more natural looking and healthy plant, and prevent pest and disease.

Afternoon session break	2:30 – 3:00
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Break Out #4	(3:00-4:00)
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PROFESSIONAL: Alan Burke, Classic Nursery – How to keep your crews busy during an economic downturn

A review of modern and cost effective marketing techniques, and sales tips to get the most out of every lead.

TECHNICAL: Brent Sanders, HD Fowler Company – Irrigation – Legislation and new technology

Reviewing new irrigation legislation, as well as new irrigation products on the market. Smart Controllers, water savings techniques, etc.

SPANISH: Gonzalo Yepes, Columbian Gardens LLC / Plant Amnesty – Drainage Basics

How to identify and solve drainage problems. French drain and Dry-well basics and installation. How proper drainage can solve landscape and pest issues.

WALP Awards Reception & WEF Silent Auction	5:00 – 6:00
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Northwest Premiere Landscape Awards Banquet	6:00 – 9:00
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Saturday, January 14th

WALP General Meeting	8:00 – 10:00
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Outside activity

Departure

Trade Show Schedule

Thursday, January 12th – Vendor setup	12:00 – 5:00
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Friday, January 13th – Vendor setup	7:00 – 9:00
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Break with Vendors	9:30-10:30
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Lunch Break with Vendors	11:30-1:30
--------------------------	------------

Vendor breakdown	1:30 – 3:30
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A variety of Professional, Technical and Spanish speaking educational tracks will be available for owners, managers and staff. WSDA pesticide credit shall be available on selected tracks.

Conference Speakers



Ashlee Day

Ashlee Day is one of ERNwest's Group Managers' who works with the MBAKS GRIP Retro Group. She excels in customer service and in building relationships/partnerships with the employer members of the program.

Ashlee has worked with Washington State Retro Workers' Compensation since 2004. She started her career working with agricultural and landscaping businesses on their Retro and Workers' Comp. programs. She started as an admin. Assistant, quickly working into a claim manager position. She was a claim manager for 14 years before becoming a Group Manager in May 2018.

Ashlee is born and raised in the Pacific Northwest and enjoys spending her free time in the outdoors.



Andrew Heard

Andrew Heard is the RETRO coordinator for ERNwest. His role is to help educate companies on the benefits and requirements of participating in RETROSPECTIVE Rating programs in Washington State. He works through an educational process that allows individuals to break down unfamiliar ideas and turn them into cost saving strategies. As a native to the Pacific Northwest, Andrew enjoys being outdoors, gardening, and spending time with his family.



Jay Mirro

Jay Mirro has served the people and natural resources of King County as a farm planner since 2000. He has visited thousands of farms and has written over 650 farm plans. Jay has practical and academic expertise on conservation practices and enjoys helping landowners meet their goals while protecting the environment — "saving the world, one farm at a time."

He grew up in rural New Jersey, working on horse and llama farms, and then studied Livestock and Range Management at the University of Idaho. Jay and his wife own a 34-acre farm in Maple Valley. They grow raise cows, sheep, and pigs. He looks forward to sharing what he has done around his farm on his next farm tour. When not working on his own or other farms, Jay enjoys remodeling his home, reading, travel, gardening, hiking and helping his two boys grow up into young men.



Martin Munoz

Martin Munoz has been in the irrigation industry for over 30 years. He has been with Horizon since 1999 serving the Puget Sound market. His specialties include irrigation, lighting, drainage, central controllers, and design. He has been recognized as Horizon Employee of the Year in 2017 & 2021.



Johnna Long

Johnna is a highly experienced and qualified tax professional with a Masters Degree in Professional Accounting specializing in Taxation. She has over a decade of public accounting experience in both Seattle and New York City, working with a wide variety of industries and business sizes from start-ups to Fortune 500 companies. She is well-versed in Federal Tax compliance and works diligently with her clients to provide holistic and forward-thinking tax planning strategies. After settling in the Pacific Northwest, Johnna founded FinTax Partners. In her spare time, she is an avid skier, boxer, and serves on the Washington state board for the American Foundation for Suicide Prevention.



Bill Peregrine

Bill Peregrine is an inspiration to anyone looking to further the understanding and relationship with Nature. A designer, builder, and care professional of organic and sustainable landscapes, Bill has a passion for understanding Nature's natural systems and replicating those systems in the built landscape. With more than 40 years of horticultural experience, Bill has heard the growing desire for people to reconnect with Nature and has used his skills to give people and Nature what they need to thrive. His company, Earthdance Organics LLC, does real environmental good by removing the need for chemicals and pesticides and restoring the health of properties the way Nature intended it to be.

Bill is an ecoPRO, a "Certified Sustainable Landscape Professional" and teaches the program to his peers. He has completed with Distinction the 200-hours of Foundation Courses at the Soil Food Web School. He has held various board positions within the horticultural industry as well as other environmental non-profits. He speaks regularly for municipalities and other landscape and garden organizations across North America as well as public consumer groups. Bill — and the design/build teams he has led — have been honored with numerous awards for their work including the prestigious "Judge's Award" from the Washington Association of Landscape Professionals, "Best Landscaping" at the Seattle Street of Dreams, and years of awards for garden creations at the Northwest Flower & Garden Show.



Gonzalo Yepes

Gonzalo owns Colombian Gardens, LLC, Landscape Design, Construction, and Maintenance. It is an Envirostar Company. Gonzalo is Certified nationally through the National Association of Landscape Professionals.

He is a certified irrigation and hardscape technician. He has completed numerous irrigation trainings for water wise gardening and environmentally sound landscape practices. He has AA degree in Horticulture (1 year). He has an AA degree in Landscape Design and Construction (2 years). South Seattle Community College. He has a BA in Agricultural Business Management Universidad Catolica de Oriente Rionegro Anitioquia, Colombia. He teaches for and has taught for the following organizations; Plant Amnesty, Seattle Public Utilities, Cascade Water Alliance, King County Noxious Weeds, Snohomish Conservation District, Casa Latina.



John Marshall

John Marshall is the President & Founder of Results-Driven, a published author, facilitator, and speaker. He is an expert at helping clients in over 30 industries to get results.

John's vision was to create the premier business coaching company. He felt it's unfair when a business is underperforming, and you don't know why, where to look, or even where to start.

That's why he designed a business coaching framework that includes innovative one-page tools. Through one-2-one coaching, peer groups and customized training, professionals increase their profits and performance.



Ladd Smith

In 1994, Ladd Smith co-founded In Harmony Sustainable Landscapes, with his business partner Mark Gile, out of his lifelong passion for protecting the environment.

In Harmony Sustainable Landscapes is a provider of organic based landscape services in King, Snohomish and Pierce counties. He earned his BS degree in Ornamental Horticulture from the University of Nevada, Reno.

In Harmony has received numerous awards, including the prestigious Washington State Governor's Award for Pollution Prevention, the Northwest Environmental Guide's Environmental Achiever of the Year Award, and The WSNLA 2007 Environmental Excellence Award. In Harmony is a King County 5-Star EnviroStar.

In Harmony Sustainable Landscapes work has been featured in many publications including: Sunset Magazine, Northwest Home and Garden Magazine and The American Gardener Magazine.

Ladd is a sought after speaker on various organic landscaping topics. He has been a regular presenter for King County's highly successful Natural Yard Care Neighborhoods program for almost 20 years. Website – www.inharmony.com



Alan Burke

Alan Burke is a graduate of the University of South Florida and the University of Florida. He has a background as a practicing landscape architect in Los Angeles and Seattle. Pacific Magazine, The Los Angeles Times Magazine, Northwest Home+Garden and American Home magazine have featured his design work. A residential garden design that he prepared at the request of the editors of Sunset is displayed on the back cover of the first edition of The Sunset Western Landscaping Book. His design/build nursery and landscape company has been in business for almost 40 years and has over 3000 followers on social media.



Brent Sanders

Brent Sanders has been a longtime landscape and irrigation professional for over 27 years. Brent currently with HD Fowler in their Irrigation Department for over 3 years. Previously, Brent has work with SiteOne Landscape Supply, Monarch Landscape Companies and TruGreen Landcare. Brent is Landscape Industry Certified in Irrigation, Hardscapes and Maintenance.

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Landscape Technician Boot Camp

March 31, 2023 - 8am-5pm | Lake Washington Institute of Technology

by John Murphy, JM Landscaping and Irrigation

Hands-On Training For Your Crews!

The new Landscape Technician Boot Camp will provide hands-on training for your crews. Based on the curriculum for the Landscape Industry Certified Technician Exterior exam, this industry-vetted training will help prepare your crews to work more effectively in 2023. Boot Camp includes training in techniques and safety in 15 different competency areas organized into 3 disciplines presented in Spanish and English!

Bonus! This course also helps prepare people for the Landscape Industry Certified Technician Exterior exam. So, once you've trained your team, consider

registering them to become certified through the National Association of Landscape Professionals (NALP).

IRRIGATION INSTALL & REPAIR

- **Program Controller** – Learn how to program, troubleshoot, and repair controllers. Learn about rain sensor and installation.
- **Pipe Repair & Head Adjustment** – Learn to cut and clean pipe wearing the appropriate PPE. Use of primer and glue correctly, testing the system for leaks and flushing the sprinkler heads correctly. Setting heads and final head adjustments, using different manufacture models.
- **Mainline & Lateral Install** – Read and be familiar with plans and specifications. Accurate measurement and fittings. Correct direction and installation of valves and back flow preventer.
- **Pipe Installation Equipment** – Understand operator's manuals and learn operation of the trencher or pipe puller at correct depth and how to plug the pipe.
- **Valve Repair & Wiring** - Review and understand wiring and connections. Learn to run wire correctly to valves and operate controller to test. Troubleshoot and repair valve common problems.

continued on page 12

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RC2 Controller

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LANDSCAPE CONSTRUCTION

- **Grading & Drainage** – Plan reading and layout for drainage specifications. Installation of drainage plan including spot elevations, swale, and installation of catch basin at proper elevation.
- **Paver & Wall Block Installation** – Installation of pavers and walls according to plan specifications. Learn proper technique for foundation, bed prep, edging install and adding sand or paver rock.
- **Plant ID** – Learn how to identify evergreen and deciduous leaf arrangements, functional considerations like shade, sun, etc. Study common plant shapes and forms. Understand plant classifications like trees, shrubs and ground covers. Identify most common plants in our region.
- **Plant Layout** – Learn to understand and read landscape designs and specifications. Correctly place trees, shrubs and ground covers according to plan.
- **Skid Steer Equipment** – Learn to understand the operator's manual and perform equipment checks. Proper technic for operating equipment to move, dump, and load materials.

LANDSCAPE MAINTENANCE

- **Turf Fertilization** – Understanding what is in your bag of fertilizer, how to calibrate your spreader properly, and apply fertilizer to lawn and shrub areas.
- **Irrigation Controller** – Learn how to program and manually operate common controllers to evaluate coverage and meet plant needs.
- **Pipe Repair & Head Adjustment** – Learn to cut and clean pipe wearing the appropriate PPE. Use of primer and glue correctly, testing the system for leaks and flushing the sprinkler heads correctly. Setting heads and final head adjustments, using

different manufacture models.

- **Pruning** – Learn how to safely and properly use pruning equipment including pruners, loppers, pole-saws, chainsaws, and power shears. Learn the different types and timing of pruning.
- **Lawn Care Equipment** – Learn how to safely and properly use common lawn care equipment such as walk-behind and riding mowers, line-trimmers, power edgers, and aerators.

Registration

Registration for this event will begin in mid-January. Look for our booth at the WALP Annual Conference. More information to come!

Sponsors

There are multiple sponsorship opportunities available for this event

including Continental Breakfast Sponsor, Lunch Sponsor, Afternoon Break Sponsor as well as individual training sponsors for each section described above. Please contact Peter@WALP.org for more information.

Volunteers

This will be a marquis event for the association and many volunteers will be needed to provide professional, industry-led training and organization. Please contact the appropriate Committee or Section Chair for more information. 🌿

Boot Camp Committee Chair – John Murphy
Irrigation Section – Richard Casey
Construction Section – Michael Murphy
Maintenance Section – Rick Longnecker



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Contact us for more information:

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Using The NALP Archived Webinars



Rod Bailey, Alder Springs Enterprises, LLC

Are you a NALP member? If not, you should be, and here is one of the best reasons for it: you have to be a NALP member to access the rich fund of learning and business building ideas that are included in the Archived Webinar series of seminars given and recorded at several NALP meetings and presentations over the last five years.

Recently, in applying for my professional recertification, CLP, I needed additional Certified Education Unit (CEU) hours to meet the required targets. In addition to the articles I have written, this one included, I recognized that you can earn hours by accessing and listening to the library of resources included in the Archived Webinar series developed by NALP.

Once I got into these it was hard to quit before I had completed some eleven of the Webinars once I realized what a rich resource for contractors who want to learn and to develop their businesses is.

Here is a list of the titles I reviewed:

1. **What Owners of Seven Figure Landscaping Businesses do That You Should TOO**
(Building a Management Team and Long Range Plans)
2. **How Much Should I Spend on**

Marketing?

(Determine ROI on your Marketing Programs)

3. **Exit Strategies: Treat you Business Like an Investment**

(Think like a Buyer and do a risk analysis)

4. **Content Marketing**

(Guide Prospects to buy decisions on your Web and Social Media)

5. **Five Components of a Successful Financial Plan**

(Build Budgets and Cash Flows)

6. **Benchmarks For Landscape D/B Business**

(Looking at Financial and Intuitive Ratios)

7. **Take Your Company To The Next Level with EOS**

(Using Entrepreneurial Operating Systems to Build Success)

8. **Structuring Your Design/Build Business**

(Seven Structures That Work and Why)

9. **Why Companies Lose Good People**

(Building a Company culture)

10. **Just Don't Suck At the LandscapePart**

(Aside from Good Work, you need to build Communication and Relationships)

11. **Growing People, Revenue and Profits Consistently**

(Hire Right, Incentivize, Plan and Communicate)

This is just a sampling of some 60 Webinars available to you through NALP. Do you think if you had all this knowledge it would pay for your membership? I can assure you it would and over the years this knowledge certainly did for me.

Most of the presenters of these webinars have been good friends of mine and we have discussed many of

these ideas together. They are people like Bob Grover, last year's President of NALP and Owner of Pacific Landscape Management in the Portland, Hillsboro market in Oregon. His presentation of "Just Don't Suck at the Landscape Part" is a testimony to my own philosophy that you can pull a lot of weeds with a cup of coffee or a quarterly lunch with one of your customers that represent the 80% of your revenue that comes from 20% of your customers.

Give me a call if you would like to discuss any of these or other ideas. 🌿

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The Green Meridian Brief: Why projects go south

by Alan Burke, asla, Landscape architect, Classic Nursery

Hey, we are in construction. Love it, hate it - you are in it. You have very real responsibilities and daunting legal liabilities that are tied to the execution of your proposals, specifications, addendum or design plans. Regardless of what you do, try to stay calm. Understand that *something will always go wrong*. Despite all the negative connotations - and counter intuitive to what you might think - you might want to set that expectation with your client early. I will actually tell clients well in advance "*Something is definitely going to go wrong, so lets just anticipate that.*" This could be anything really - from a snapped twig - to a Doug fir falling on the client's roof. So, we know that projects can go south - and we need to brace ourselves and be ready, approaching the work with reliability, clarity and a sense of humor. Its important to bring an early awareness to the dynamics of

the site, to your crew access in and out, the anticipated material delivery dates, staging, personnel assignments, subcontracting, permits, inspections and all the issues that might cause delay or destruction. Critically, you will want to protect yourself clearly and contractually - by carefully describing what you are providing - and conversely, *what you won't be doing*, as well as payment, dispute resolution and your warranty provisions. Be careful in your documents, being what I call "*specifically vague.*" Being specifically vague means supplying comprehensive information, but also allowing for change, substitution and importantly - flexibility. If you want to learn more about how to put together clear and comprehensive agreements,

Lets talk about the first big issue that can arise, *not understanding the client*. A particular concern I think is the nuance of the - hard to pin

down - Client dynamic. You may often have solo clients, but here we are primarily talking about a married couple, and of course single-family home properties. As important as getting familiar with the site, is the fact that you need to get to know your Client. Not just what kind of project they are looking to have done - or what their anticipated budget range might be, but what do they do and how do they make decisions? A professional abstract painter might have a completely different decision-making process than an actuarial attorney. How busy are they? How attentive? These pink flags, let's call them, can be waving bright red later on, if not seen early. Try to get insight into the marriage dynamic. Who's the decider? The aesthetic? The pragmatic budget person? Do they make choices together

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or apart? The client's personality is the key that unlocks everything, and rapport is 90% of what you need - to be commissioned for your plan, installation or care contract. When you are setting the expectations with the client, consider *who, what, when, where & how*. Who is doing the work, what is the scope, when will it be done, - and how is it going to be implemented. "Why" of course, you will likely cover in the normal course of your discussions, but maybe you should cover that base as well - if it is unclear. So, what are some common reasons that your outdoor project goes awry? *Why do projects go south?*

Not establishing a clear budget is at the core of most project issues - and this is something that you can always refer to when making decisions, if you have established a good rapport with the client and the scope is well understood. If you are aware of parts of the work that are not well defined, start separating out items that are not known. Quote these when possible as time & materials, ideally with a not to exceed number. List out mystery work as addenda items yet to be defined. Consider making substitutions if you aren't sure about the availability of a material.

Not having an ironclad contract is a primary reason that contractors cannot recover from a project that goes south. Be sure to fully understand the state required Model Disclosure Form and the lien notice procedure. List specifics about scope, non-included items, changes in scope/materials and delay. Include text related to project management and of course, payment. Note the limitations around any warranty and fully define the methods of dispute resolution, with specific text directing the client toward arbitration, rather than a courtroom litigation when things get ugly.

Another problem is *missed cues before, during & after execution*. These

will include not beginning the job with a clear, well-choreographed startup. Not matching the talent to the task is another one. Does your crew lead know how to set a ledges tone wall? An unreliable workforce can make your week a mess. An unclear schedule for visits and management can cause problems. Specifying materials that are ill-suited or unavailable is always a bad idea. A lack of careful staging can set you off course. Checking availability of plant materials and hardscape elements is important. Not having deliveries coordinated and set aside areas noted can cause confusion. Verifying contractor integrity and ability is always a good idea. Incidental items such as Honey buckets and Utility marking can make the whole project go more smoothly. A lack of follow-up care by your company & your client might have the project site in ruins within a few months of completion.

Another critical juncture is *doing the project in the wrong timeframe*. You need to consider horticultural timing. In our area, seeded lawns cannot be done effectively between Halloween and Easter, but balled and burlap trees can. Plant availability can vary as the season grows colder. Freeze dates and heat waves can slow down crews and adversely affect plant material.

One idea is to *template out your typical project*. Look at how Kanban boards work. List out the tasks that you do routinely and edit this to fit. Get the work team on a common message board system, like Microsoft Teams or Asana. Listen to our Green Median podcast episode "Organizing your time as a designer" where we discuss scheduling yourself - and how to set repeat appointments to the jobsite and for office tasks, so that you don't overbook. *Good luck*. Remember, "Something always goes wrong".so be sure to reach out to a fellow WALP member when you are in a pinch, at least you'll have a sympathetic shoulder to cry on! 🌿



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Are you going to continue to put air in the tire, or are you going to fix the flat?

by John Marshall, Founder of Results-Driven

I had never heard that question before.

It was so simple, powerful and relevant, for small business owners and entrepreneurs that I wanted to share it with you. Let me explain.

Our client was talking with his small business customer about some significant work that had to be done in their warehouse. What began as a conversation, soon turned into pleading with his customer to make the necessary changes.

His client's total infrastructure was in grave danger of failing one day – very soon. It was outdated. It was at its breaking point. In fact, it was beyond the breaking point.

The conversation to make these vital changes had been taking place for months. My client knew the risks his customer was taking with his warehouse roof and foundation.

It wasn't a matter if they were going to fail – it was just a matter of when. He had tried to emphasize the severity of the issue, but his customer was oblivious to the risk. The small business needed help. He needed help right now.

Then in one recent meeting, he blurted out this question with, passion, power and emotion.

Are you going to continue to put air in the tire, or are you going to fix the flat?

After his customer heard this question, he was silent. He was still. He pondered what he had just heard. Then he reacted.

He said – let's go ahead. We need to fix the flat.

His customer finally realized that he had just been putting air in the tires for months and years, and not addressing the real problem in his business.

Somehow this question and its meaning registered with him and his business. Soon the repairs began and other critical infrastructure issues were addressed.

This phrase can be applied to your landscape company, and many of your client situations. We all have small business clients that need help and procrastinate.

Don't we?

It's human nature.

Ask this question when your small business client is not moving forward with the terrific idea that you've shared with them. After you say it — pause. Pause a little longer.

Let it sink in and wait for their reaction. You'll be amazed how often it will move your clients to take the necessary next steps to fix 'their flat'. 🌿

About the Author

John Marshall, Founder of Results-Driven, is an expert at helping small business owners get results. As the owner of a Landscape Company, you're probably frustrated because your business is underperforming, and you don't know why. You don't know where to look. Or, even where to start. That's why Results-Driven created an innovative business assessment tool, used by clients in over 30 industries. The assessment will shine a light on your business. In 15 minutes, it'll give you the truth. Perhaps, the unpleasant truth. You'll finally understand why your company is performing at its present level, with a score out of 100. To request your free business assessment, email John [john@results-driven.com].

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Crushing It With Your Landscaping Online Marketing in 2023

by Ron McCabe, Everbearing Services

Anyone who has been in our industry for any length of time will confirm that we have all had an unprecedented influx of business over the last few years. I think that many of us are sensing a shift in the marketplace due to the massive changes in our culture and an associated slow return to normal.

All our clients are enjoying the ability to leave their homes, travel, and interact with others. Our clients are no longer stuck at home and forced to do a “staycation”. Inflation has limited some budgets. Money is no longer cheap at the bank or raining out of the sky from government programs and incentives. I think we are all starting to see a shift towards a more normal market.

So, what to do? The good news is responding to these shifts is not that painful. It will take a little time and focus. We need to refresh and update what we have and do things to enhance our most effective lead sources. As there are many things that need to be addressed, here is a quick list of priorities.

1. Refresh and update what drove leads online before 2019. As we are returning to the new normal, it makes sense that engaging in activities that worked before the market heated up might be a good place to start. Look at what you did and think of ways to improve or enhance what already worked. Doing more of what works is always a good plan. Also, review activities that were not effective and see if either these activities should

be eliminated or if they need to be revamped based on previous mistakes.

2. Look at your Google Business Profile, Bing Places, and Yelp, and make sure all your information is accurate and updated. Be sure to check your phone number. This is a common thing that gets corrupted. Just last night, I tried to call a national brand restaurant and got a church instead. Update and upload new pictures of your best work. Be sure to add descriptions to these photos so that people understand what kind of work you do. Make sure all the questions are answered and are correct for all your local profiles.
3. Go through your website and eliminate any services you do not want to provide to new customers. Make sure the services you do want to focus on are front and center on the home page and that these primary services have a dedicated page with a detailed description of your offerings. Update and clean up photos on your website.
4. If you have a blog or intend to create one, this is the time to review it and create a plan. If you already have blogs, review and update them with any new information and adjust the focus to the services you provide today. This is also the time to come up with a plan for blogs in 2023. Decide on and stick to a schedule you can keep. Make sure your time is being used effectively by writing about topics directly related to your services and related keywords. Use

these blogs throughout the year on social media and share regularly.

5. Search for your reviews and update them on all the major review platforms. Answer all your reviews, whether or not they are positive or negative. Potential clients know there are people out there that have issues with services no matter what. What your potential clients are looking for is how the management of your company responds to input, whether it is negative or positive.
6. Reach out for new reviews. One of the other things we recommend to

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our clients regarding reviews is to call their customers during the off-season and see how they are doing. If they are enthusiastic about what was done, it is appropriate to see if they would be willing to write a positive review and send a link. You want to focus on getting a minimum of ten new positive reviews on each platform each year. By the way, these calls often stimulate new projects.

7. Review your social media and plan your posts for the upcoming year. Be sure to have additional posts lined up for inclement weather or unexpected challenges. For example, excessive snow, hard freezes or other events where your clients might need to take immediate action.

8. If you have a newsletter, come up with a plan for 2023 and prepare your topics and newsletters in advance. You can adjust the order and priorities as the weather rolls out and materials and supplies become available. It is much easier to adjust the order than came up with new subjects during the peak of your season.
9. If you are advertising, review your campaigns and make sure these are relevant to the services that you want to focus on in 2023. Many advertisers just direct ads to the home page. This decreases the chances of converting responses to a sale by 70%. If you do not have specific landing pages for each advertisement, do it now. This will

lower your advertising costs and massively increase your effectiveness.

If you want to kick it up a notch with your online lead generation, engage with an SEO (search engine optimization) expert or digital agency that knows landscaping and your market. These providers can support you on all your other online lead generation needs.

If your team takes the time to review and update your online visibility and lead generation as outlined here, you will have made a lot of progress toward crushing it online in 2023! 🌿

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■ Shovel & Thumb, LLC wins Hardscape North America National Paver Installer Competition

RIDGEFIELD, WA., OCTOBER 26, 2022

— Shovel & Thumb, LLC., traveled to Louisville, Kentucky to compete in the Hardscape North America (HNA) National Paver Installer competition. This competition was comprised of 12 teams from all around the country who competed in the preliminary round to create the same paver pad in 60 minutes. The top four teams moved on to the final round, where Shovel & Thumb brought the national champion title to Ridgefield, Washington.

Shovel & Thumb is a small

family-owned landscape construction company and garden center that specializes in hardscape installation. The championship team included co-owner Cohan Fish, his younger brother Durant Fish, and their cousin Nico Phelps. During the championship round and in just 90 minutes, they used pavers to create a custom yin and yang themed pad with two shrines representing heaven and earth in Kanji, along with a bench to sit and reflect on how they work through life in harmony.

“This win was exciting for us. It was

definitely a team effort. Everyone on the team played an important role in our success. We look forward to using these skills to benefit our customers in the Pacific Northwest,” Cohan Fish, co-owner of Shovel & Thumb.

Shovel & Thumb was sponsored by Belgard, Site One, IQ Power Tools, Permaedge, Azpects, and John Deere, many of which who were supporting them in Louisville at the competition. “We couldn’t have done it without our sponsors. We are grateful for their

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support and partnership in our everyday work as well at HNA. We can't wait to see what next year will bring.”

About the company:

Shovel & Thumb, LLC. (www.shovelandthumb.com) is headquartered in Ridgefield, Washington – just north of Portland, Oregon, on the I-5 corridor. Shovel & Thumb is co-owned by Brian and Cohan Fish and combined they have over 25 years experience in the landscape and irrigation industry. Shovel & Thumb was inspired out of a love for working outdoors and creating the landscape into an outdoor living area and an extension of the home. They strive to create and install attractive, efficient and high-quality landscape design while providing outstanding customer service to their valued clients. Their core values are honesty, integrity, quality, professionalism, and customer satisfaction. 🌿



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