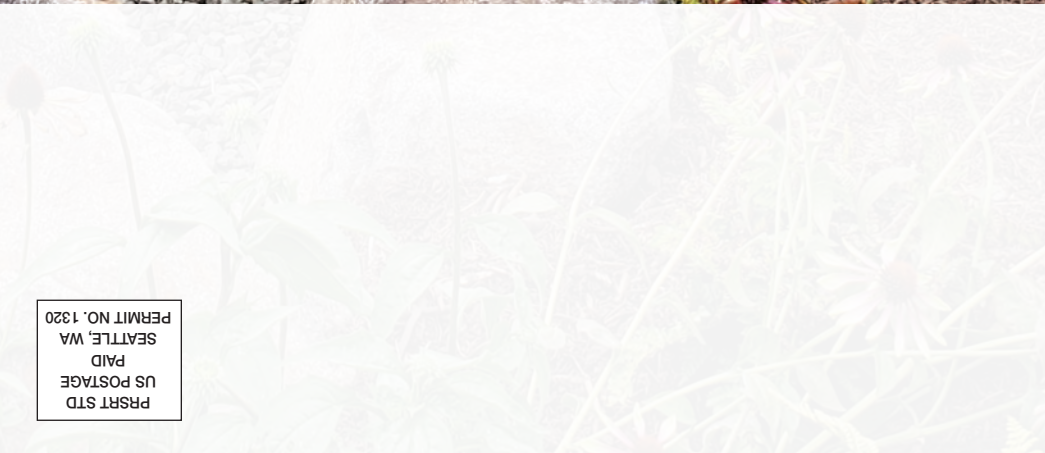


# NORTHWEST LANDSCAPE PROFESSIONAL



 **WALP**  
WASHINGTON ASSOCIATION OF LANDSCAPE PROFESSIONALS

P.O. Box 3535  
Seattle, WA 98124





# 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**



"Everything is pretty much in your fingertips. I just have one hand resting on my knee most of the time and I can control forward, backward, side to side."  
Rynn Boyd, Metcalfe, Grasshopper, Metcalfe, 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 **Dethatcher** attachment is an easy solution for removing thatch from lawns



"We live in a climate that, when it gets a little cooler, we're doing fall cleanup. We can swap leaves up, cut long, cut short for winter, and we can switch to snow blowers and blades."  
Chase Coates, Outback Landscape, Idaho Falls, Idaho



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**



"I want to give people Driving Mower. You know when you go there and the landscaper is just beautiful. I want to go there for my clients."  
Steven Dekker, Lawn Relief, Elizabethtown, 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



"If this is the gaps of all the services we provide, I mean you want to talk the ergonomics, the ease of maintenance, the ease of cleaning the deck, everything about it just looks like our industry."  
Jeff Craddock, JC Landcare, Strongsville, 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



"With other mowers, you have to either find a jack or find a way to get it at an angle. But with a Walker, you just flip up your deck, pop it out, put in the new blades, and snap on outside grass."  
Elias Baltazar, Baltazar Lawn Care, Russellville, Alabama



WATCH THE VIDEO ▶

See the videos at

[walker.com/advantage/easy](http://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.

### 2023 WALP Board Of Directors

#### President

Will Bailey

*Avid Landscape Management LLC*

#### Vice President

Tim Buiten

*Tim's Complete Landscape Management /  
Mist'er Rain*

#### Secretary

Lloyd Glasscock

*Northwest Flower & Garden Festival*

#### Treasurer

Rick Longnecker

*Buds and Blades Landscape Company, Inc.*

#### Past President

Ella Vogelpohl

*Retired*

#### Associate Representative

Chris Gravseth

*STIHL*

#### King County Director

Dave Haizlip

*New Leaf Creations, Inc*

#### Snohomish County Director

Zack Zobrist

*Puget Sound Plants*

#### South Sound Director

Open

#### Southwest Director

Michael Murphy

*Sunrise Landscape Design, Inc.*

### 2023 WALP Staff

#### Executive Director / NWLP Editor

Peter Dervin

*VPC Sales*

#### Bookkeeping & Administration

Cassie Atkinson

*Associate-Mecham Bookkeeping, LLC*

*Direct Line: 360-507-8618*

## IN THIS ISSUE:

President's Message	2
Awards Program	5
Training Program	6
2023 WALP Golf Tournament	9
Business Feature	13
Industry Announcements	20
Safety Feature	22
Industry News	24

### 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 3,000 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](mailto:info@walp.org).



## Let's Have Some Fun!

*Will Bailey  
Avid Landscape Management LLC  
2023 WALP State President*

After a warm, dry Spring, Summer is finally upon us! This year will likely go down as one for the record books with 80 and 90 degree temperatures in early May. It has made for a real scramble to get irrigation systems up and running at least 1 month earlier than normal but hopefully we're all through that phase and moving on to summer projects and vacations with family and friends. Let's go have some fun!

WALP affords many great opportunities to have some fun while creating community. We are currently taking registrations for the annual summer golf tournament in August. WALP is also working on a September re-BOOT CAMP (pun intended) to address new topics not covered at the event this spring. There is an incredible need for qualified training in our industry and this is fast becoming one of our most popular event! Our conference committee is also hard at work lining up a venue and speakers for January 2024.

WALP today represents a growing community of hard-working and dedicated professional contractor and supplier members. Since WALP's inception in 1983, developing professionalism in the green industry has been at the top of the list of our code of ethics. We facilitate this through training and education, recognition programs, events, and meetings that bring us together to learn from one another and improve ourselves. Active participation by our members makes these things possible.

Thank You to all of our past and present members! Your support over the years has made WALP possible and is the driving force behind the value our organization creates for everyone involved. The greater our membership, the greater the opportunity to have some fun, find community, learn from one another, and increase professionalism in our industry. I challenge you to increase the benefit you receive from your WALP membership by participating in a committee, attending a chapter meeting or one of the events above, and by supporting our events through sponsorship and in-person engagement this year!

See you at an event soon! 🌿

***The Washington Association of Landscape Professionals was founded in 1984 by a group of landscape professionals who wanted to define professionalism, develop educational programs, and evoke legislative representation on the issues pertinent to the Landscape Industry.***

***The Washington Association of Landscape Professionals (WALP) is a non-profit organization of landscape professionals dedicated to providing opportunities that promote professionalism, integrity, and education within the Landscape Industry through the members it serves.***

### 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

P.O. Box 3535  
Seattle, WA 98124  
800-833-2186  
email: [info@walp.org](mailto:info@walp.org)  
website: [www.walp.org](http://www.walp.org)

Material may not be reproduced or photocopied in any form without written permission of the Washington Association of Landscape Professionals.





## 2023 Committee Chairs

### Awards Committee

Lloyd Glasscock  
*Northwest Flower & Garden Festival*

### Training Committee

John Murphy  
*JM Landscaping and Irrigation*

### Conference Committee

Will Anstey  
*Devonshire Landscapes, Inc.*

### Education Committee

Open

### Events Committee

Open

### Golf Tournament Committee

Open

### Legislative Committee

Open

### Marketing/Communications Committee

Zack Zobrist  
*Puget Sound Plants*

### Membership Committee

Tim Buiten  
*Tim's Complete  
Landscape Management*



## AWARDS PROGRAM



## Northwest Premier Landscape Awards Program

*By Lloyd Glasscock  
Awards Committee Chair  
Northwest Flower & Garden Festival*

Summer is coming fast and the days are long and we're all thankfully as busy as can be. While the weather is wonderful and the light is good, start taking your project photos for WALP's Northwest Premier Landscape Awards Program.

The purpose of the program is to recognize outstanding performance by member firms; foster pride in superior workmanship; publicize the Association and Industry and encourage future business for WALP members. Benefits can include pride in team accomplishment when earning an award and a ready-made method for updating websites and other social media thru images taken for entry forms. 'Bragging up' awards received is a good way to market a company to the public thru a website, blog post or press release.

Entering the program is fairly straightforward; it's a matter of taking images (even with a cell phone) and assembling the information on the entry form which is available on the WALP website, [www.walp.org](http://www.walp.org). It would likely take the average member 15 minutes per entry. The challenge would be sorting thru all the terrific projects you've completed to choose which ones to enter!

All sizes of projects can be entered, even sections of a project. Supplier members are also eligible to enter in the 'Owner's Project' or 'Unique' category. Categories

*continued on page 5*

## BUSINESS FOR SALE LANDSCAPE MAINTENANCE CONTRACTOR SEATTLE/TACOMA, WASHINGTON AREA

- 27+ Years in Business (Owner wishes to retire)
  - Sales Volume \$1,200,000 plus per year
  - Commercial & B2B contracts 89%
- Good Owner/Operator or Expansion Potential
- Depreciation writeup available on equipment
  - High Profitability

Contact Cameron Scott  
[cameron@grifco.com](mailto:cameron@grifco.com) | 509-326-4054

*Cover image: Hedahl Landscaping Services - Olympic View Renovation - Residential Landscape Construction category – GRAND AWARD*



The Biggest Green Industry Trade Show in the West



**REGISTER  
BY JULY 31**

Take advantage  
of early-bird  
discounts!

**300+**  
EXHIBITORS

**AUGUST  
23-25  
2023**  
PORTLAND,  
OREGON

**45+**  
SEMINARS



**FARWEST**



**Celebration!**

**Farwest turns 50 this year and we're celebrating!**

Connect with 4,000+ green industry professionals for three action-packed days filled with learning, networking and amazing business opportunities. Whether you're a grower, retailer, wholesale buyer, landscape professional, supplier, or simply passionate about all things green, Farwest is the place to be!

**Register  
Today!**

**FarwestShow.com**



YEAR ROUND AVAILABILITY

# Loen Nursery

Wholesale Growers &  
Suppliers of High Quality Plants  
for over 35 Years

## One Stop Shop

2,000+ varieties.

Delivery throughout  
Oregon, Washington, Idaho  
(26'-48' trucks)

### QUALITY PLANT MATERIAL

- Japanese maples: 80+ varieties
- Shade & flowering: 20,000 in prod.
- Fruit trees: 10,000 in prod.
- Perennials, ferns and grasses
- Broadleaf and deciduous shrubs
- Roses: Shrub, groundcover
- Conifers: Grafted, seedling
- Groundcovers
- Rhododendrons and Azaleas
- Natives and vines
- Berries: Blueberry, Logan, Raspberry
- Contract growing
- Yes, we have it!
- And yes, we can find it for you!

CONTAINER-GROWN AND  
CONTAINER-ESTABLISHED PREFERRED

Let us quote your  
**COMPLETE** plant list.

Wholesale Sales/Growing Facilities  
(Real people will answer your call)

**503-982-6300**  
Woodburn, OR

Local Contractor's Yard  
**503-625-5454**  
Sherwood, OR

[www.loennursery.com](http://www.loennursery.com)

## Awards Program *continued from page 3*

include; Design/Build, Residential Maintenance, Commercial Maintenance, Color, Container Gardening, Public Works, Lighting, and many others. An interesting category is 'Hardscaping' which often features entries with patios, gazebos and outdoor living areas with a minimum of planting. Sometimes the planting has been done by the homeowner, which would be noted on the entry form.

The program has three award levels. An **Award of Merit** means the project meets industry standards. Program Judges are landscape professionals as well as WALP members and this standard is taken seriously, indeed it sometimes appears to be a high bar. An **Award of Distinction** means the project is exceptional, but still with room for improvement somewhere. A **Grand Award** generally means the project is exceptional but with no obvious room for improvement. Sometimes there is some 'wow' factor considered for a Grand

Award, even in small projects. In all categories the degree of difficulty, be it access or site conditions or some other factor is taken into account.

Cost to enter the program is \$155 per entry with each additional entry at \$125. Entry forms, as mentioned before are available on the website, [www.walp.org](http://www.walp.org). Deadline for this year will be sometime in late October. Have questions about whether a project is 'award worthy' or what category to enter it in? Feel free to reach out to Lloyd Glasscock at [kaibab66@gmail.com](mailto:kaibab66@gmail.com) or phone 425.422.3336 with questions. 🌱



*Pictured, Malone's Landscape Design Build's Grand Award winning Project from 2022, The Tree.*





## BOOTCAMP Training Program



The Washington Association of Landscape Professionals in partnership with the National Association of Landscape Professionals offered the BOOTCAMP Training program for the first time on March 31, 2023 at Lake Washington Institute of Technology with over 150 attendees.

The WALP Education & Training Committee put together an excellent day of training for industry professionals with hands on participation. Three different scopes of work were offered: Construction, Irrigation and Maintenance.

The Construction section consisted of the following: Grading & Drainage, Paver & Wall Block Installation, Plant Identification, Plant Layout,

and Skid Steer Equipment.

The Irrigation section consisted of the following: Program Controller, Pipe Repair & Head Adjustment, Mainline and Lateral Installation, Pipe Installation Equipment, and Valve Repair & Wiring.

The Maintenance section consisted of the following: Turf Fertilization, Irrigation Controller, Pipe Repair & Head Adjustment, Pruning, and Lawn Care Equipment.

The WALP Education & Training Committee is in the planning stages to offer the BOOTCAMP Training again this Fall. Save the date for September 15, 2023, again at Lake Washington Institute of Technology in Kirkland, Washington. Registration details will





be announced in July.

Thanks go out to Committee Chair John Murphy, Construction section lead Michael Murphy, Irrigation section lead Richard Casey, Maintenance section lead Rick Longnecker, WALP State President Will Bailey and all the volunteer trainers for their dedication and hard work to make this event a success. 🌿



# Introducing DumpDeck™

The DumpDeck™ quickly transforms any full size pick-up truck into a versatile multi-purpose 3-in-1 utility vehicle. The DumpDeck is a cargo loading or dumping system (dumpster type) that loads up to 2,500lbs and it makes a great light duty dump bed.

The DumpDeck dump bed is great for landscapers. The 2,500lb PowerDeck™ system can be used for your typical summer landscaping needs and in the winter to move snow removal equipment and salt spreaders. The ability to use one AmeriDeck™ lift arm with multiple beds or boxes reduces the need for additional vehicles.

Request more information and a price quote today from Skip at [skip@truckdeck.pro](mailto:skip@truckdeck.pro) or call at (503) 749-1601.

## **DumpDeck™**

Visit us at [truckdecks.pro](http://truckdecks.pro)







**GIANT<sup>®</sup>**  
BY TOBROCO



We've got the  
equipment you need  
to get the job  
done right!

**800-585-8001**

Learn more at:  
[www.turfstar.com](http://www.turfstar.com)

**MINI SKIDSTEERS TO  
TELESCOPIC WHEEL LOADERS,  
ALL WITH  
STATE OF THE ART TECHNOLOGY**



**Limited Time Offers on the  
G1200 & G1200 TELE**

- ✓ 0% Financing for 36 Months
- ✓ 90 Day Deferred Payment with  
0% Financing for 24 Months
- ✓ \$3000 Cash in Lieu of Financing
- ✓ Extended Warranty Program -  
Up to 36 Months or 1500 Hours

**\*\* For Approved Buyers Only \*\***



Thank you  
Current  
Sponsors!



Title Sponsor



2023 WALP Golf Tournament

August 10, 2023

Mount Si Golf Course

9010 Boalch Avenue SE,  
Snoqualmie, WA 98065

Tournament Schedule:

7:00AM Registration

8:00AM Shotgun Start

1:00PM Banquet & Awards

Registration Starts At:

\$150/WALP Member Golfer

\$600/WALP Member Team

\$200/Non-WALP Member Golfer

\$800/Non-WALP Member Team

Sponsorships Still  
Available!



Register at [www.walp.org/annual-events/golf-tournament/](http://www.walp.org/annual-events/golf-tournament/)

We are so excited to see you at the WALP Golf Tournament this year!

Please join as a sponsor, player, or both!



**Tournament Sponsorship - CEDAR GROVE COMPOST**

One complimentary foursome, course signage, logo displayed at check-in area, logo on all tournament literature and website.

**Banquet Sponsorship - DTG RECYCLE**

Two complimentary tournament registrations, course signage, logo displayed at the banquet, logo on all tournament literature and website.

**Beverage Cart Sponsorship - \$2,000 (2 available)**

Two complimentary tournament registrations, logo displayed on the cart, logo on all tournament literature and website.

**Golf Cart Sponsorship - H.D. FOWLER COMPANY**

Two complimentary tournament registrations, logo displayed on each golf cart, logo on all tournament literature and website.

**Hole in One Contest Sponsorship - \$1,500 (2 available)**

Two complimentary tournament registrations, logo displayed at check-in area, course signage, logo on all tournament literature and website.

**Breakfast Sponsorship - \$1,000**

One complimentary tournament registration, logo displayed at check-in area, and logo on website.

**SOLD OUT****Golf Ball Sponsorship- MUTUAL MATERIALS & VPC SALES & NC MACHINERY**

One complimentary tournament registration, logo on tournament golf balls, and logo on website.

**2 available @ \$750****Closest to the Pin Contest Sponsorship - RAIN BIRD & VERMEER MOUNTAIN WEST**

One complimentary tournament registration, recognition at dinner program, course signage, & logo on website.

**Longest Drive Contest Sponsorship - \$750 (2 available)**

One complimentary tournament registration, recognition at dinner program, course signage, & logo on website.

**Driving Range Sponsorship - \$500**

One complimentary tournament registration, recognition at dinner program, course signage, & logo on website.

**Putting Green Sponsorship - \$500**

One complimentary tournament registration, recognition at lunch program, course signage, & logo on website.

**Hole Sponsorship - \$450**

One complimentary tournament registration, Course signage, logo on website and manage your hole.

**BUD CLARY AUTO GROUP • CASTOHN • BARTLETT TREE EXPERTS • EVERBEARING SERVICES  
MBA & GRIP • TURF STAR | WESTERN EQUIPMENT**





## 2023 WALP Golf Tournament

Thursday, August 10, 2023

**Mount Si Golf Course**

9010 Boalch Avenue SE, Snoqualmie, WA 98065

### Tournament Schedule:

Registration: 7:00 AM

Shotgun Start: 8:00 AM

Lunch and Awards: 1:00 PM

### Registration Fees:

WALP Foursome: \$600 (4 Golfers)

WALP Individual Golfer: \$150

Non-WALP Foursome: \$800

Non-WALP Individual Golfer: \$200

Main Contact: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone # \_\_\_\_\_ Text # \_\_\_\_\_

Email: \_\_\_\_\_

Golfer # 1 \_\_\_\_\_

Golfer # 2 \_\_\_\_\_

Golfer #3 \_\_\_\_\_

Golfer #4 \_\_\_\_\_

Credit Card Name \_\_\_\_\_

Credit Card # \_\_\_\_\_ ZIP \_\_\_\_\_

EXP: \_\_\_\_\_ CSV \_\_\_\_\_

**Please scan completed registration and email to [info@walp.org](mailto:info@walp.org)**





## ALL-SEASON PERFORMANCE

**.049%  
Interest  
for 24  
Months  
with**



Find out why landscape industry leaders are turning to Ventrac to strengthen and grow their business. This innovative machine opens the door to add new revenue generating services and a wider customer base. Meet more customers' needs with this ONE versatile machine and over 30+ attachments and accelerate your business growth and profitability with Ventrac.

From maintaining world class sports turf to wild brush, Ventrac offers a full arsenal of precision mowers for all your mowing needs. With a line up of attachments you can tackle more jobs with one tractor. Wet conditions, difficult terrain or extreme slopes are no match for Ventrac's unique combination of benefits, that no other piece of equipment can offer.

**800-585-8001**

**Get More Product Information at  
[www.turfstar.com/products/ventrac/](http://www.turfstar.com/products/ventrac/)**







## The Green Meridian Brief

*"The polite battle for control"*

*by Alan Burke, asla, Landscape architect, Classic Nursery*

In my time in business, I have consulted with thousands of residential clients. Last year, I think I completed almost 50 custom design build projects with my team – and our company finished over 120 jobs. When I meet with a prospective customer, I know that I have to be very careful about how I am approaching our newly developing relationship. Part of the fascinating nuance of the work is to try to suss out the interrelationship and of particular interest is – how the client personally is experiencing our evolving interactions, how, with a married couple's decision making processes, the couple's power dynamic works, how they of course

make budget decisions and needless to say – the nature of the work is that they want to have done, the budget and expected timeline.

A typical married couple's relationship might have one spouse expressing visual ideas and desires – and the other one – more concerned about the budget and contract. It's not uncommon to find that one of the parties recedes into the background – or never shows up at all – until later. The danger here is that the formerly quiet spouse comes out of the woodwork at a later date – and starts to pay attention after unalterable decisions have been made. This can result in all

kinds of problems and points to the necessity of having a really good contract and a good record of approvals for substitutions and extra work.

In thinking about this, I was drawn to an article that I read a number of months ago – that I thought was very to the point and enlightening. The article – by Blair Enns, is in his "Win Without Pitching" manifesto – titled **"The Polite Battle for Control"**. I think this is a good way to put it. I'm not particularly a big fan of business books or sales pitch techniques really, but occasionally I come upon a well-articulated way of thinking that resonates with the work that I am doing. I had never really thought about the initial part of the sales cycle the way that Enns describes it, but his outline is a good orientation to take when you think about your sales and consulting approach. In your work, you are trying to assert your expertise – and your ability to make creative and conscientious on – budget decisions for the client – and in some cases, you may find yourself talking a client off the ledge about constructing an unbuildable idea – or you might have the opportunity to keep them from making a bad decision about an off-budget item being considered. In some cases, it has to do with reaffirming the proper use of plant materials, despite the fact that the client wants a Maidenhair fern planted out in the full sun in August – or in other cases it has to do with size or positioning an element in the landscape – or spending excess amounts of the budget on an unnecessary item.

**SAVE 10% WITH  
CODE WALP2023**

**CURRENT PRICING ENDS  
AUGUST 8TH AT 11:59 ET!**

**Lawn & Landscape** technology  
conference

AUGUST 9-11, 2023 | LAS VEGAS, NEVADA

*continued on page 14*



**Lets go through the 20 points Blair Enns makes here:**

1. For you to deliver the best possible results for your client you must be allowed to control the engagement. The best clients will contribute valuable direction and insight, but the highest certainty of a positive outcome comes from those engagements you are allowed to lead.
2. The question of whether it will be you or your client that controls the engagement is answered within the buying cycle. It is here, before you are hired, that roles are assigned.
3. To control the engagement therefore, you must carve out the leadership role early, within the buying cycle. It is difficult to switch from playing the good soldier before you are hired (diligently following the orders of the RFP and doing as you're asked by the procurement folks and the gatekeepers) to playing commander once hired. Roles are not easily changed once established. Control is won or lost early.
4. You cannot take control unilaterally. The prospect must let you. He must ultimately decide that it is in his best interest to follow your lead.
5. For you to be allowed to lead, you must possess credibility.
6. You may have credibility in the eyes of the prospect before he reaches out to you, or you may be starting from a position of zero credibility when you reach out to him. Regardless, you must build credibility quickly and maintain it vigilantly once built.
7. Credibility begins with the word no. If you do not say no, your yes has no value. Getting the prospect to say yes is more likely when you begin with no. As early as possible, look for the reasons why an engagement with your prospect might not make sense.
8. Many of the accepted protocols of selling do not apply to you. In places where others say advance, you must retreat and demonstrate selectivity. You must sell leadership differently than your neighbor sells widgets. Unlike a transactional sale, for you, the close is just the beginning. How you sell will ultimately shape what it is you are able to deliver.
9. The unqualified pursuit of a meeting (calling or emailing the prospect with a request for a meeting without first endeavoring to determine a fit) impairs credibility – almost irreparably. The idea that two busy parties should invest in a face-to-face meeting without first having a



**LANDSCAPE**



**IRRIGATION**



**HARDSCAPES**

Since 1911, H.D. Fowler has been helping contractors find success throughout the Pacific Northwest.

With our large staff of professional estimators and project managers, you will receive a "Best in Class" experience with all your project needs. In addition, our extensive inventory and expertise in the industry ensure that we will provide the best solutions for your most complicated jobs.

Trust locally owned H.D. Fowler to be your go-to supplier for all your landscape and irrigation projects!

**23 Branches located throughout Washington, Oregon, Idaho, Montana, and Utah.**

**WWW.HDFOWLER.COM | 425.654.8800**





probing discussion of one's need and the other's expertise is ludicrous. To request this is absurd.

10. Meetings obtained in such a manner are auditions, with significant sales resistance built-in and little credibility for you, the seller.
11. Stars never audition.
12. It is never the objective of your telephone introduction to obtain a meeting (your objective is to introduce and determine a fit), but a meeting is sometimes a logical outcome. When the prospect feels like a meeting hunter's prey, credibility is lost.
13. The thirteenth point never made sense and was deleted. Or, perhaps I am just superstitious and, like the thirteenth floor of a building, it's here – it's just called fourteen. Even I am not certain.
14. It may seem counter intuitive, but it is easier to sell the services of your firm when you quit selling altogether, start selectively looking for someone to help, then look for reasons why an engagement might not work. Selectivity builds credibility, which allows for control.
15. The prospect that values your enthusiasm more than your expertise or your credibility makes the worst type of client. Leave them as your gift to your competition. You do not need every client. Replace quantity with quality and pursue a small number of high-quality new clients every year. Be careful about who you let in.
16. The above fifteen points can be summarized as The Polite Battle for Control. Not control for control's sake. Not control for reasons of pride, malice or fear; just the control that you need to deliver the highest certainty of a high quality outcome for your client.
17. Control does not mean unilateral decision-making, ultimate authority or superiority of place. The consequences of gaining control

should never include the sacrifice of collaboration or mutual respect. Winning the polite battle for control simply means earning the place of practitioner in the patient-practitioner relationship.

18. You were never meant to win every battle. You will lose more, perhaps far more, than you will win. But, again, the polite battle for control is won or lost early. Losing early is inexpensive and manageable, while losing late can be financially and motivationally debilitating. Your willingness to fight and lose many polite battles early will leave you with only the clients for whom you can do your best work.
19. There is no rainmaker. If you learn to deprogram yourself from the historical ways and you learn to win this polite battle for control then you will no longer want for a mythological creature to help build

or save your firm.

20. Remember that the battle must always be a polite one. Be respectful. It is also okay to have fun.

In practice, I think it is important to set these expectations early – and direct how you are going to work together to make decisions. This is something that is relatively simple to do, but involves a respectful articulation of the ideas that you will be talking about. In any instance, it is important to have well put together collateral materials, to be able to display your credibility through good reviews and a have a moderate semblance of work that you can show the client, so as to establish your bonafides.

Initially, I spend a few minutes trying to figure out what the dynamic

*continued on page 16*



**Call Mark Guthrie at (206) 684-5955  
to save 50% on project costs and for  
a FREE irrigation assessment!**

Our irrigation system rebate program can save your client up to 50% of the total project cost for upgrading existing irrigation equipment. **Call today at (206) 684-5955.**



is if I am meeting with both parties. I tried to spend a bit of time trying to determine the power dynamic with the couple. This might involve understanding the primary individual, that is – usually the person that made the inquiry – often this is the female of the pair, according to our CRM – and she is the one that is focusing on the visual esthetic of the idea – the other partner, in some cases – being more tied to the budget and the pragmatic decisions around the construction. Again, this is not always the case. At the same time, it is going to be important to set the standard for how you are proceeding through the consultation. That is, how long the process is going to take – and what the deliverables might be. This might be – in it's simplest sense – a one hour consultation with ideas – or in a more comprehensive example,

it might involve the creation of a full estimate and a submitted contract for a design. Needless to say, it is important to establish an arrangement of trust. The client needs to feel that they can trust you, to not only be creative and come up with ideas that they would not have come up with on their own – but also to be knowledgeable about materials and how the construction will go together. Material staging and decision making around the selections, the equipment needed and of course the investment that will need to be made are critical aspects of the discussion. When talking about ideas, I think one of the important things to do is to *find a friendly area of disagreement very carefully*. One way to do this is to talk the client out of doing something that they might have initially considered as a cost saving measure. If you can set the tone around that, you can more easily define how the discussion will be framed going forward. That is not to say that the discussion is defined by disagreement, but more in that the client trusts that you will offer up clear ideas based upon your professional abilities. Often times this might be a plant that isn't wanted, instead being saved or a selection of a more cost-effective stone material. Establishing your professional emotional edge is a very important consideration, as something is going to go wrong during the construction – of course in the subsequent timeframe – and there may be a misaligned expectation between the parties around the planning or the overall layout.

Asserting your control matters, because you are going to want to set a tone that can carry throughout the project. In some cases, design build designers continue in some project management role – and as such, they need to be in control of the actual management of the project. With this in mind, it's important to set that tone to the conversation early. There is a course of very fine line between asserting

professional control of the overall management of the work, and a certain form of tone-deaf arrogance that might be displayed. This is of course something to be avoided. It's important to be able to respectfully argue in an articulate way about your work clearly because, in some cases – a designer will be managing the project on an ongoing basis and need to flex about an unanticipated extra cost, a necessary substitution of materials or the strongarming of an unreliable subcontractor. With this in mind, it is going to be a critical aspect of the work that you are able to establish a professional and authoritative management style.

There are certain areas within which you are absolutely going to have to assert yourself in order to set a standard – and protect yourself and your company from potential acrimony or litigation. In this regard, it is critical that you have an iron clad contract with a number of clauses that serve to protect your interests. One is to have an arbitration clause – and we talk about this in another episode – regarding contracts and mutual agreements. Another – in our state anyway is to be sure to submit a “Model Disclosure Notice”. We might characterize this as similar to a Miranda warning when someone is arrested in that it advises the client about the options that they have with regard to solving disagreements and resolving any kind of disagreement.

Setting prices and minimums is also I think important, although it's surprisingly rare to see this kind of text in an agreement or professional contract. With regard to design build, I think it might be a good idea to consider using this kind of contractual language to set a standard for items that may or may not be clearly approved as addendum or change orders. This might be a minimum labor charge for work to be done or a per square footage charge for some kind of work activity – or a charge related to the retail price of a



## NEXT LEVEL VERSATILITY

— ONE POWERHEAD, MULTIPLE ATTACHMENTS

### KMA 135 R

Compatible with over a dozen attachments, the **KMA 135 R** battery-powered KombiMotor powerhead gives professionals top-tier performance with the benefits of battery.

**SISKUN**  
POWER EQUIPMENT



2805 BROADWAY, EVERETT WA, 98201  
425-252-3688  
WWW.SISKUNPOWER.COM



plant material for the installation with a warranty. In cases where they may not have been a clear understanding, this sets a standard that the client and you will have mutually agreed to that notes that – if there is a disagreement about something that has been installed, these are the prices that will be assessed.

Another aspect of this – is to be able to have a clear definition of materials – and how they might be substituted – and under what conditions they are approved by the client. You certainly don't want to be in a position where you have picked up a specimen tree and brought it to the site, unloaded it from the truck and are ready to plant it in the backyard – only to find that the client wants a different tree or that they don't like the look of it. How is this resolved? In a hopefully pre-defined way. One is that the client is going to just simply rely

on you to be professional and to find the material. They need to accept the fact that you have procured it and brought it on site. In another sense, perhaps they have approved a photograph of the item in advance – or absent any approval, you have been approved to bring it to the site and install it, because they have had ample time to review the item and review it and comment back but I've chosen not to. You snooze, you lose!

One area where you need to assert polite control – is in defining how addendum and extra charges are going to be presented and approved. In my experience, there is a legal framework within which a client can be required to pay for an item that they have not approved of formally in writing. This is generally found to be the case – if there is a record of having produced and done work as an addendum or an extra

item that was installed and *paid for by three client without a physical record of approval*. In a case like this, the client has set up and allowed a sequence of events to occur – within which they have paid for the item – and have not made a formal approval. In any event, it is of course important and professional to always get written approval – or at least a digital email approval – that you can point to when needed. This usually should be accompanied by a clause in your contract that mutually binds both of you to quotes and specifications coordinated and approved through email.

Another topic that can create friction – is the closure of the project – and the remaining payment and punch list remaining for the work. I'm an

*continued on page 18*

# TREES THRIVE WHEN SOIL CONDITIONS ARE RIGHT.

## HELP TREES THRIVE WITH ROOT INVIGORATION.

Bartlett's Root Invigoration Program™ revitalizes soil, and reduces compaction. In the process organic matter and nutrients are added to promote root growth. The program has been very effective to:

- Maintain healthy trees
- Reverse tree decline
- Reduce transplant shock in large trees

Contact us today to learn how Root Invigoration and other treatments we use can improve soil conditions and help your trees.

Call **425-481-6529** or visit **[bartlett.com/seattle-wa](http://bartlett.com/seattle-wa)**

PRUNING | FERTILIZATION | TREE INSPECTIONS | CABLING & BRACING | REMOVALS  
STORM DAMAGE | INSECT & DISEASE MANAGEMENT | LIGHTNING PROTECTION

The F.A. Bartlett Tree Expert Company



**BARTLETT  
TREE EXPERTS**

SCIENTIFIC TREE CARE SINCE 1907



advocate of producing a clause in your contract that requires a 95% payment before a punch list is completed. You may not have to exercise this kind of clause – and a client may be up to date with payments at the time the punch list is created, but many of us have experienced the client that holds back a \$20000 payment, because she's got one Azalea missing from the remaining plant installation to be completed.

This is of course, unreasonable – and as such needs to be defined clearly in your contract as unacceptable. In the event that you need to exercise your authority over this, it is part of your fair and reasonable control of the project – and sets a requirement that is expected throughout. Having a large balance due at the end of the project is of course never a good idea – and so it is a good practice to set up an arrangement by which you are billing progress on the work in advance or in tandem with its completion, so that you can be tracking your revenue in accord with the actual work that is being done.

Late payments are of course a problem for anyone in business – and this can be an issue that arises around your aging. It's important to keep the client apprised of this, because there can certainly be a potential anticipated problem that can occur when an individual undergoing a construction process – is inundated with a lot of information. In this regard the client can lose track of the invoicing – and this is something that may be a valid response. Either way, the client should be able to easily make payments online, so make sure you have that in your wheelhouse – and to the extent that you set this kind of thing up, you can improve your cash flow overall.

Knowing how and when to file a lien can be a critical issue. Usually there is a 60-to-90-day window from the last date of contractor activity, as a window within which to file your

lien. You can gain some time by getting client approval to visit and do a quick punchlist though. When filing a lien, best practice is to have a lien service do this for you – and this is usually a couple hundred-dollar fee. What you are doing with a lien is not necessarily forcing payment – but you are securing the payment against the future sale of the home, should that ever occur. It also puts a bit of a flag on the client's credit overall. Clients of course do not like this – but that is the cost of not doing what you said you're going to do by not making a timely payment. Because the lien has a certain time frame around it, you may find that you are having to file it at a time when you are not necessarily yet in an acrimonious relationship with the client, and as such you may be filing at a time when it may be perceived as argumentative.

Regardless, it is a timing thing – and as such, you need to develop a message to the client that says that this is a standard procedure – and with that in mind – you are under a deadline within which to file the lien, so as to ensure payment. In addition, you are going to want a clause in your contract that requires the client to pay the fees associated with the filing of the lien to the firm that you are using – as such you will save yourself a couple \$100 there – and the client will be under some additional pressure to follow up on the urgency of making payment, so as to avoid that extra expense. There is a bit of control leverage for those of you that provide a warranty for your work. You might have text in your agreement that abrogates the warranty – should payment not be made within a certain time frame. We have used this to say to a client that 'you know – according to our policies, we really can't warranty your material if we don't receive payment by Friday' – and as such this can put some urgency behind making the payment in a fair and reasonable way for the client.

These are just some of the general

choke points that can occur during the process of design and construction that you can better control by strategically winning the "polite battle for control". I can't overstate the importance of having a good, but professionally well-written agreement – that defines everything from payments to warranties on the work. Listen to our Season one episode on this topic. A good client will see the submittal of a comprehensive agreement as a mark of your professionalism, and this will underpin your respectful authority and reinforce your credibility. If you work toward making your own luck, you may develop a stable of centered and well-meaning clients, but regardless – you are going to need to assert yourself in the "Polite Battle for Control". 🌿

This article is edited for WALP from *The Green Meridian Podcast – a Landscape Design Build Toolkit*. Listen on Spotify and other podcast platforms.



**URBAN FOREST  
NURSERY, INC.**

Providing 1 1/2" to 4" caliper  
street & landscape trees

15119 McLean Rd  
Mount Vernon, WA 98273  
Office (360) 428-5810  
[www.urbanforestnursery.com](http://www.urbanforestnursery.com)  
or [sales@urbanforestnursery.com](mailto:sales@urbanforestnursery.com)





**AMERICAN  
PEAK SELECT**  
BECAUSE THAT'S WHO WE ARE



## **A Level Funded approach to funding employee healthcare marketed exclusively by Benefit Solutions Northwest for members of Washington Association of Landscape Professionals**

### **Why subject your members to high premiums? American Peak Select CAN HELP YOU.**

Through our exclusive relationship with Benefit Solutions Northwest We build plans that are custom tailored to the needs of your members.

#### **Options are many:**

- Over 10 deductible options
- More than 15 drug card options
- RBP and PPO options available\*

#### **All of our members enjoy the Benefit Solutions Northwest advantage**

- 100% of unused claims dollars refunded
- Detailed reporting of plan spend
- Small group expertise 5-99 employee lives\*
- Zero-dollar mail order Rx available
- Zero-dollar labs available

*We take care of who we care about*



Powered by:



**Erik Kantor - [eric@benefitsolutionsnw.com](mailto:eric@benefitsolutionsnw.com) - 253-686-6140**

This is an invitation to inquire about Level Funding. This is a limited description of the plan. See plan brochure and summary plan description for complete details. Not available in all states.\*



## ■ Ewing Outdoor Supply Rebranding Communication Plan

### **Ewing Rebrands to Ewing Outdoor Supply. Name Change Reflects Company Growth, Vision for Future Leading into Next Century of Business**



**PHOENIX, AZ.** — Ewing Irrigation & Landscape Supply announced today that it will update its name to Ewing Outdoor Supply to better reflect the customers and markets served. This change will take effect July 1, 2023.

Throughout its 100 years serving landscape professionals, Ewing has continuously evolved to match the ever-changing industry, markets

and customers. This brand change is consistent with the growth and evolution of the company, leading Ewing into its next century of business.

A key component of the rebrand is to have the company name support the width of Ewing product categories and the type of customers Ewing serves, all within the outdoor materials space. The company's product categories and service offerings have grown in diversity over recent years, serving customers products in hardscapes, synthetic turf, outdoor living, sustainable outdoor solutions, micro irrigation, battery-powered equipment, agronomics, mulch and much more. Along with the additional product categories, Ewing added bulk materials yards to its business portfolio in 2018 in select western U.S. markets, operating under the Ewing Landscape Materials brand.


"As we entered our second century in business, we felt an updated name and branding encompassing the width of our full offering helps provide clarity in the market and to customers," said Douglas W. York, Ewing's President and CEO. "We believe Ewing Outdoor Supply better speaks to the variety of customers we serve, including contractors, superintendents, turf and sports field professionals and other outdoor landscaping professionals."

Starting July, Ewing will update its logo, website domain ([EwingOutdoorSupply.com](http://EwingOutdoorSupply.com)), company email addresses, and advertising. The company will roll out additional branding changes throughout the next year.

Ewing Outdoor Supply will continue

to serve green industry professionals with the same quality of personalized Blue Counter service customers have come to know and lean on at Ewing locations nationwide. Ewing remains committed to providing high-quality products from top vendors, resources and support for customer success and customer service excellence.

"My grandfather, King W. Ewing, believed that the only way to do business was to treat the customer right," said York. "At Ewing, our family of employees continue to embrace King's founding philosophy. It's the foundation for everything we do."

Learn more about Ewing's history and industry impact on the company's milestone webpage. 

#### About Ewing

*Now celebrating 100+ years of serving the green industry, Ewing Outdoor Supply has worked to provide irrigation and landscape contractors products and services that offer value to green industry professionals. As the largest family-owned national supplier in the green industry, we offer products and education for irrigation and landscape, turf and land management, outdoor living, sports fields, golf and sustainable solutions. Our nationwide network of friendly, knowledgeable staff helps green industry professionals discover products and services for business success. From exceptional Blue Counter customer service to online account services and rewards programs like the ProAdvantage Program, you can lean on Ewing for all your green industry business needs.*

### Ask for your RTF Certificate!



The only  
guarantee that  
your sod is  
genuine RTF!



- Self-repairing to fill bare spots
- Disease and insect resistant
- Excellent color and density
- Strong, deep root system
- Drought tolerant
- Uses 1/3 less water and fertilizer

The Only licensed franchise with  
RTF (Rhizomatous Tall Fescue) SOD  
in NW Oregon and SW Washington.

**Call for your Shade Tree needs!**

**Kuenzi Turf  
& Nursery**

800-285-8337 [www.kuenziturfnursery.com](http://www.kuenziturfnursery.com)



**GET  
MORE**

**KEEP  
MORE**

**DO  
MORE**

# Want Refunds on L&I Premiums? Get **GRIP.**

Visit [mbaGRIP.com](http://mbaGRIP.com)

"I can put the value of GRIP  
in economic terms—last  
year we received a refund  
check for over \$29,000."

**Terry Posner**  
Plantscapes Inc



**MASTER BUILDERS  
ASSOCIATION**  
*of King and Snohomish Counties*



**MASTER BUILDERS**  
ASSOCIATION OF PIERCE COUNTY



# Get Ready Before a Storm Strikes: Prepare Your Outdoor Power Equipment to Ride It Out



With storm season upon us, it's important to prepare in advance for severe weather, such as storms, hurricanes, tornados, floods and wildfires. The Outdoor Power Equipment Institute (OPEI) offers the following tips to help construction executives be ready before dangerous weather strikes.

**Keep a clean work site.** Strong winds can lift and throw equipment and materials. Lock up and secure equipment, as well as construction materials, to eliminate hazards.

**Consider the damage a storm might cause and what equipment might be needed for clean-up.** Accessing all areas of a job site for an assessment after a storm can be tough if trees come down, power is turned off and debris accumulates. Chainsaws, pruners, generators, water pumps or utility type vehicles could be needed.

**Refresh your team on safe handling procedures.** Before a storm hits is the best time for you and your team to review safety procedures and operating manuals for outdoor power equipment you could need for cleanup, especially if the equipment is not used on a daily basis. It is recommended that anyone operating a utility task vehicle (UTV) take a safety course before a storm strikes, and for all workers to be familiar with safety procedures for generators, chain saws and other outdoor power equipment.

**Keep the right fuel on-site and charge all batteries.** Ensure all batteries are charged, and stock up on fuel needed before the storm. Keep fuel in approved containers, as gas stations may be closed after a major event. Use E10 or less fuel

for gasoline-powered outdoor power equipment that requires it, and use a fuel stabilizer if it's going to sit for any period of time. For more information on proper fueling, visit [www.LookBeforeYou-Pump.com](http://www.LookBeforeYou-Pump.com).

**Collect safety gear.** Eye and ear protection, sturdy shoes, hard hats, reflective clothing and work gloves will be important. The CDC has useful information on personal protective equipment and clothing for flood cleanup that is applicable to other situations. Also, check the FDA's page on face masks and respirators.

**Keep safety gear and outdoor power equipment in an accessible location.** Keep supplies where you can easily get to them after a storm. You don't want to struggle to get to the equipment and safety gear after the storm.

**What you do after the storm also is important so everyone is safe and can get back to the job site.**

**Remain calm and use common sense.** Clearheaded thinking and smart decision-making will help you and your team make smart choices. This is no time to rush. Take time to think through a strategy for clean-up efforts.

**Pay attention to your team's health.** Storm cleanup can be taxing on the body and the spirit. Do not allow others to operate power equipment when they are tired or overly fatigued. Encourage the team to drink plenty of water and take regular breaks.

**Follow safety procedures when using pole saws and pole pruners.** The operator should keep a firm footing on the ground. A safety zone should be observed, which means keeping bystanders and power lines (those above and any that might have fallen down) at least 50 feet away from the work area.

**Observe manufacturer's guidelines**

**when using chainsaws.** The operator should always stand with his or her weight on both feet, and adjust their stance so the operator is angled away from the blade. The operator should hold the chainsaw with both hands and anticipate kickback, which may happen when the moving chain at the tip of the guide bar touches an object, or when the wood closes in and pinches the saw chain in the cut. The operator should never over-reach or cut anything above shoulder height. It is best to always have a planned retreat path if something falls.

**Operate UTVs with caution.** You and your team may use these handy vehicles on site regularly, but a storm can introduce hidden hazards. Keep the vehicle stable and drive safely. Do not turn the vehicle mid-slope or while on a hill. It is important to keep hands, arms, legs and feet inside the UTV at all times.

**Follow directions when using water pumps.** Never operate a centrifugal pump without water in the pump casing. Maintain your pump with inspections and proper fueling. Make sure all safety guards and shields are in place while operating it.

**Use best practices when using generators.** Never place a generator inside a building or use in an enclosed area. Be sure to place a generator outside and away from windows, doors and vents that could allow carbon monoxide to come indoors – and be sure to use a commercial grade power cord. For added safety, install a battery-operated carbon monoxide detector in any worksite buildings before a storm. The alarm will sound if any carbon monoxide comes in and alert the occupants. Keep the generator dry and don't use it in wet conditions without first covering it. Model-specific tents or generator covers are available at home centers and hardware stores or online.

Visit [opei.org](http://opei.org) for more. 



# PREPÁRATE PARA ANTES DE LA TORMENTA



## ¿Qué puedo hacer para minimizar los daños?

Corta las ramas. Limpia los residuos. Guarda los muebles de jardín y juguetes.



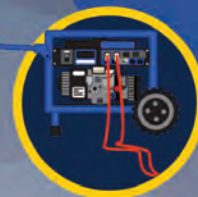
## ¿Dónde está mi equipo de seguridad?

Coloca la protección para ojos, los zapatos de seguridad y los guantes de trabajo en donde los puedas encontrar fácilmente.



## ¿Sé cómo utilizar mi equipo de manera segura?

Lee los manuales y aprende cómo operar el equipo de manera segura.



## ¿Cuento con la generador o planta de luz exterior que necesitaré después de la tormenta?

Decide qué es lo necesitas. Prueba el funcionamiento y repara el equipo antes de una tormenta. Debes tener cables para extensiones eléctricas adecuados.



## ¿Cuento con el combustible adecuado y baterías recargadas?

Obtén gasolina con anticipación y carga tus baterías de antemano. Recuerda que el tipo de gasolina para los equipos que funcionan a combustión es la E10 o menor.



## MANTÉN LA SEGURIDAD EN MENTE



### Motosierras

Sostente firme con todo tu peso y sobre ambos pies. Detén la motosierra con ambas manos. Nunca trates de alcanzar algo lejano o cortar nada que esté sobre tu cabeza. Anticípate al golpeo.



### Generadores

NUNCA pongas un generador o planta de luz dentro de una casa o en un garaje. Deja el generador afuera y lejos de las ventanas, puertas y ventilas. Antes de reabastecerlo, apaga el generador y déjalo enfriar.



### Vehículos utilitarios de servicio (UTVs)

Mantén el vehículo firme y conduce con precaución. No enciendas el vehículo en una pendiente media ni mientras estés en un montículo.



### Bombas de agua

Nunca operes una bomba de centrífuga sin agua en la carcasa de la bomba.



## ■ Registration is now open for Equip Exposition 2023

***The industry's largest trade show marks its 40th anniversary with an arena concert, advanced education, exhibit area expansion, and more.***

**LOUISVILLE, KY** — Equip Exposition, the international landscape, outdoor living, and equipment exposition, has opened registration for the 2023 tradeshow, held Oct. 17-20 at the Kentucky Exposition Center.

“Equip Exposition is the experience of the year for anyone in the landscape, hardscape, outdoor living, and power equipment business,” said Kris Kiser, President of the Outdoor Power Equipment Institute, which owns and manages the trade show. “Last year we saw a sold-out exhibit hall and brought

more than 25,000 people to Louisville. As we celebrate 40 years of Expo together, it’s going to be a can’t-miss event.”

Early-Bird discounted registration is available until Sept. 7. Attendees can register to attend for as little as \$25 per person. Learn more at <https://www.equipexposition.com/attendee>.

Last year, Equip Expo broke records and attracted more than 25,000 attendees who hailed from all 50 states and 49 countries, with the furthest traveling attendees journeying from

Guam, New Zealand and Australia. The show brings over \$20 million in revenue to Louisville, and books more than 32,000 hotel rooms during show week.

In addition to Expo’s 30-acre Outdoor Demo Yard and expansive indoor exhibit space, downtown Louisville will feature several major events for attendees, all included in their registration:

- A first-ever arena concert, sponsored by Bobcat Company and Senix, at the Yum! Center featuring headliner Third Eye Blind and Dylan Scott. Arena suites and event spaces are available to sponsor.
- A Welcome Reception, sponsored by Cat Compact Track Loaders, hosted at the downtown Kentucky International Convention Center (adjacent to the downtown Marriott and Hyatt hotels) with a concert from Expo house band, The Crashers.

### Other new show experiences for 2023 include:

- An “adventurous” keynote speech by Polar Explorer and master storyteller Ben Saunders will inspire attendees.
- Expanded exhibit space in the West Wing allows exhibitors to showcase and demonstrate more products indoors.
- A first-ever Women’s Reception, open to all women attending Expo to network and connect, hosted Thursday, Oct. 19, at the KEC
- Expanded education tracks designed to help attendees expand into new business segments and increase their profits.

## RAGEN & Associates

### New 2023 Inventory

#### Fiber Cement



#### Glazed



#### Rustic



Visit our  
**Pottery Showroom**

517 E Pike St Upper Level  
Seattle WA 98122  
(206) 329-4737





- New business lounges, meeting spaces and expanded seating areas at the KEC.
- Landscape education for young people will be sponsored by the TurfMutt Foundation. Children ages 12 and up may attend the show.
- Improved shuttle bus, rideshare and transportation logistics will make getting around easier.
- More coffee shops, breakfast, and food offerings on-site

Equip Exposition will also feature live in-tree climbing demonstrations from the Women's Tree Climbing Workshop and Davey Tree, Mulligan's Fun Run & 5K, the UTV Test Track, the Drone Zone, and Mulligan's Mutt Madness, a

national dog adoption event, sponsored by the TurfMutt Foundation.

Equip Exposition hotel reservations are open and making plans early on where to stay is strongly encouraged. A dozen hotels are already sold out, and several more are nearing capacity.

Hardscape North America continues to co-locate with the show, offering hardscape demonstrations, exhibits and educational opportunities.

Learn more and register today at [www.equipexposition.com](http://www.equipexposition.com).

For information on exhibit space sales and sponsorships, contact the Equip Exposition office at [info@equipexposition.com](mailto:info@equipexposition.com) or call 502-536-7050. 🍃

## About Equip Exposition

*Equip Exposition, the international landscape, outdoor living, and equipment exposition, is held annually in Louisville, Kentucky, and in 2021 was ranked the second-largest trade show in the United States. The show publishes equip magazine and is owned and managed by the Outdoor Power Equipment Institute, an international trade association representing manufacturers of outdoor power equipment, parts, small engines, battery power systems, portable generators, utility and personal transport vehicles, and golf cars, and their suppliers. For more information visit [www.equipexposition.com](http://www.equipexposition.com).*

continued on page 26



**THE RIGHT  
MACHINE FOR  
THE JOB**



Connect with us:



[www.peak-machinery.com](http://www.peak-machinery.com)

**Bobcat of Marysville**  
14109 Smokey Point Blvd  
Marysville, WA 98271  
(360) 454-1880

**Bobcat of Seattle**  
4517 Auburn Way N  
Auburn, WA 98002  
(253) 850-8140

**Bobcat of Olympia**  
3121 Pacific Ave. SE  
Olympia, WA 98501  
(360) 357-0272

**Bobcat of Spokane**  
10211 W Westbow  
Spokane, WA 99224  
(509) 321-0289

**Bobcat of Pasco**  
1115 N Oregon Ave  
Pasco, WA 99301  
(509) 416-4005

**Bobcat of Yakima**  
1220 Industrial Way  
Yakima, WA 98903  
(509) 452-8510

**Bobcat of Hayden**  
15687 N Government Way  
Hayden, ID 83835  
(208) 627-2681

**Bobcat of Missoula**  
9850 Derby Dr.  
Missoula, MT 59808  
(406) 549-7729



## ■ Test Before You Invest: Equip Exposition Gives Landscapers and Dealers Unique Opportunities to Try Latest Equipment in its 30-Acre Demo Yard

***One-of-a-kind experience found only at Equip Exposition in Louisville October 17-20, 2023.***



**LOUISVILLE, KY** — Outdoor power equipment is a huge investment for a landscaper, so being able to “try before you buy” is smart business. This year thousands of landscapers are expected to attend Equip Exposition, the international landscape, outdoor living and equipment exposition, where they will learn, meet with peers, and test out the latest equipment — including mowers, UTVs, compact tractors, chainsaws, leaf blowers and the other equipment that helps landscape contractors get jobs done as efficiently and as profitably as possible.

“Equip Expo is the only place where 30 acres is dedicated to giving landscapers, dealers and other attendees the opportunity to dig, cut, trim, saw, drive and run equipment through its paces,” says Kris Kiser, President & CEO of the Outdoor Power Equipment Institute (OPEI), which owns the show,

which will be held October 17-20, 2023 in Louisville, Kentucky at the Kentucky Exposition Center (KEC).

He adds, “Expo helps our attendees make smart business decisions. After all, a landscaper and their staff will spend hours operating that equipment. If they need to carry it, the weight and feel have to be right. If they need to drive it, the maneuverability and features are important. They can do that at Equip Expo. In fact, it’s the only place where you can do that with so many different types of equipment all in one place.”

The Outdoor Demo Yard makes Equip Exposition one of the most unique trade shows in the United States and was expanded last year to 30 acres. As one of the largest annual trade shows in the country, Equip Expo draws thousands of attendees and 1,000+ exhibits that cover 675,000 square feet of indoor exhibit space.

Kiser notes that as regulations in California and other states change, the landscape industry is making sizable shifts in power sources, and Equip Exposition is the best place to see and get a hands-on experience with the equipment of the future, latest developments and industry innovation.

“This is where the manufacturers announce and show off new equipment. From the toughest UTVs, to battery/electric equipment, to the fastest robotic mowers, it’s all at Expo,” says Kiser.

### **The Outdoor Demo Yard will be open:**

1. Wednesday, October 18 from 12 p.m. to 5 p.m.
2. Thursday, October 19 from 9 a.m. to 5 p.m.
3. Friday, October 20 from 9 a.m. to 1 p.m.

Returning due to popular demand is the UTV Test Track, where attendees can drive and compare the latest vehicles while navigating curves, hills, rocks, and bumps. Attendees age 16 or older with a valid driver’s license will be able to drive alongside a representative of the manufacturer who can answer questions about load capacity, features, price and more.

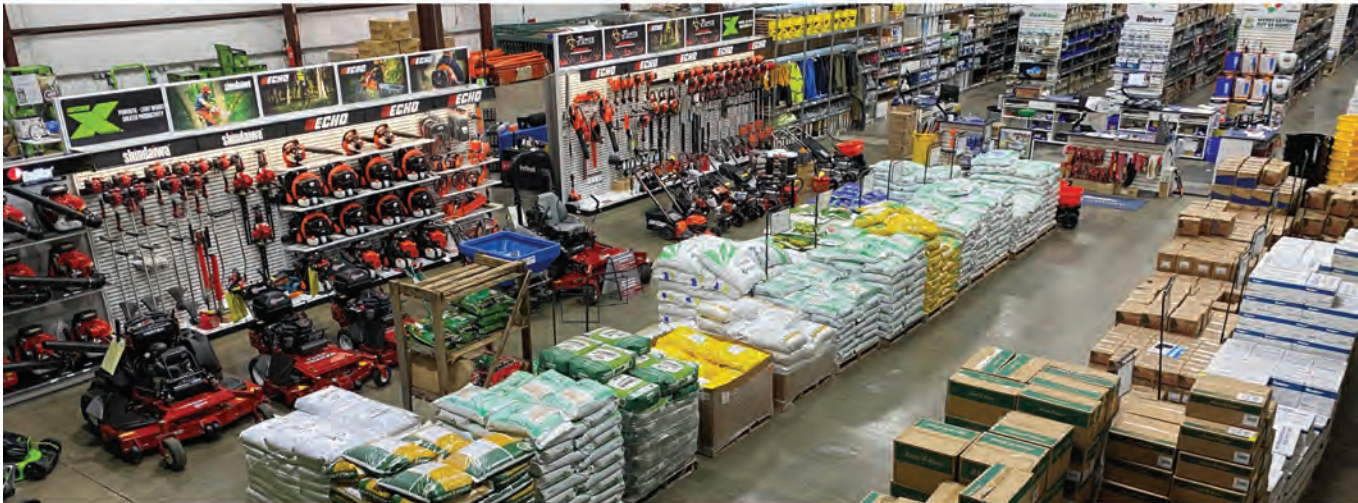
For information on exhibit space sales and sponsorships, contact the Equip Exposition office at [info@equipexposition.com](mailto:info@equipexposition.com) or call 502-536-7050. 🌿

*continued on page 28*





Horizon is your #1 source for **irrigation and landscape supplies.**



**Irrigation & Drainage**  
products, training & accessories

**Outdoor Living & Landscape Lighting**  
including synthetic turf & outdoor kitchens

**Landscape & Agronomic**  
products & training

**Gas & Battery Powered Equipment**  
and parts & service



As irrigation and landscape professionals, you know the benefits of using smart water products - reduction in water usage, healthier soil, and lower water bills. But often the hardest part is talking to your clients about why this makes sense for them. Scan here to see how you can help your clients understand Smart Irrigation.



[f](#) Horizon Distributors | [in](#) Horizon Distributors, Inc. | [ig](#) horizondistributors | [t](#) @HorizonDist | [yt](#) @HorizonDistributors

## Wetlands and Woodlands Wholesale Nursery

Specializing in wholesale plant sales for over 30 years. Five acres of current stock offering shade trees, evergreens, shrubs, ground cover and native plants. Catering to landscapers, architects, landscape designers and contractors. Give us a call for pricing on your next complete plant package.



23423 57TH AVE SE  
WOODINVILLE, WA 98072  
425-338-9218  
WETLANDSWOODLANDS.COM



## ■ Irrigation Association promotes the value of efficient irrigation during July's Smart Irrigation Month



**FAIRFAX, VIRGINIA (JUNE 13, 2023)**

— The Irrigation Association is excited to announce that July is Smart Irrigation Month. Each year, the Irrigation Association shines a spotlight on the benefits of efficient irrigation and innovations that promote the wise and efficient use of water through this month-long initiative celebrated throughout July.

This year's theme, *What's the value of smart irrigation?*, will tell the irrigation industry's story about how efficient irrigation practices and technologies impact vital efforts to improve world food production and steward the water required for thriving, healthy communities.

"The value and impact of irrigation to society is immeasurable. July is our industry's opportunity to share its

amazing stories about contributing to a sustainable world and raising awareness about how innovative and smart irrigation technologies, practices and products provide solutions to some of the most critical challenges facing society," said IA Chief Executive Officer Natasha Rankin, MBA, CAE. "By promoting smart irrigation, our industry's experienced and committed professionals work every day to protect our world's valuable natural resources while supporting food production and creating landscapes that enhance the quality of life in our communities."

A key highlight of Smart Irrigation Month is Technology Tuesday, which has been designated as July 11. Irrigation professionals are encouraged to wear blue on July 11 to raise awareness of the value of smart irrigation and promote the people, practices and technologies that efficiently apply water to our

agricultural fields, landscapes and turfgrass. Participants are encouraged to share photos of themselves wearing blue on social media using the hashtag #SmartIrrigationMonth.

"The irrigation industry is highly innovative and continually improving the wise use of water across the globe," continued Rankin. "With this year's Smart Irrigation Month, we look forward to showcasing the impact and value of irrigation professionals and businesses and the critical role that efficient tools and practices play in our lives and our world's sustainability."

HydroPoint is the 2023 sponsor for Smart Irrigation Month. The IA offers numerous resources and tips for engaging the media and the public and for use on social media. Go to [smartirrigationmonth.org](http://smartirrigationmonth.org) for these resources and more information. 🌱



## The PNW Premier Tree Nursery!

# BIG TREES

**SALES • TRANSPLANTING  
TREE CARE & MAINTENANCE**

**bigtreesupply.com 360-563-2700**





## Membership Application

Please Initial Your Category Selection	Category	Annual Gross Sales In Washington State <i>Please pay at highest applicable rate</i>	Dues Payment
	Contractor C-1	Up to \$250,000	<b>\$350</b>
	Contractor C-2	\$250,001 to \$500,000	<b>\$550</b>
	Contractor C-3	Over \$500,001	<b>\$825</b>
	Supplier S-1	Supplier	<b>\$370</b>
	Supplier S-2	Supplier with Branches	<b>\$550</b>
	Affiliate A-1	Municipalities, Parks, Govt. Agencies, Landscape Architects, Designers, Consultants, Educators	<b>\$300</b>
	Affiliate A-2	Professional Individual Non-Affiliated (State Board Approval Only) Non-Owner Landscape or Related Industry Certified Professionals.	<b>\$125</b>
	Affiliate A-3	Student – w/ proof of current enrollment	<b>\$50</b>
		<b>AMOUNT TOTAL</b>	

First Name Last Name

Company

Company Address

City State Zip

E-Mail Phone

WA State Contractors License Number

Business Specialties

Counties Served

Referred By (if applicable)



When you join WALP, you automatically become a member of the Local Chapter in your area. Check one of the below listed WALP Local Chapters.

- ☐ **King County:** Representing members throughout greater Seattle/Bellevue
- ☐ **Snohomish County:** Representing members throughout Snohomish County
- ☐ **South Sound:** Representing members throughout the greater South Sound area encompassing Tacoma, Puyallup, Olympia, and surrounding communities
- ☐ **Southwest:** Representing members in Vancouver and the Southwest Washington region
- ☐ **None**

Membership Dues Investment Summary

**WALP Annual Membership Dues Investment**  
12 Month Dues Investment  
(Check & credit card payment accepted)

\$

**WALP Education Foundation Donation**  
(Tax Deductible)

\$

**TOTAL PAYMENT AMOUNT**

\$

Method of Payment & Payment Options

Card Number

Expiration Date

Card Number

CVV Code

Signature

For the ease and security of your payment we encourage you to renew online. You can do so by visiting us online at [www.walp.org](http://www.walp.org).



Washington Association of Landscape Professionals

P.O. Box 3535 | Seattle, WA 98124 | 800-833-2186 | [www.walp.org](http://www.walp.org)

THANK YOU!





# Pottery Land

WHOLESALE & RETAIL DIRECT IMPORT

*From big to small, we've got them all!*

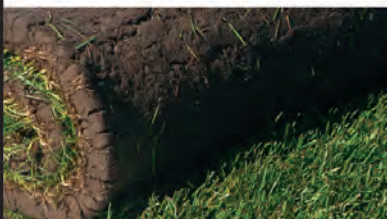
[www.potterylandwa.com](http://www.potterylandwa.com)

2231 196th Street SW, Lynnwood, WA 98020

(425) 324-8629



Your premier  
Northwest sod,  
seed, fertilizer &  
bark provider.



Celebrate Local All Year Lawn!

2023

JB Instant Lawn, Inc.

425.821.0444 • [www.jbinstantlawn.net](http://www.jbinstantlawn.net)



# Reduce Your Outdoor Water Consumption by up to **25%**

With Next Generation Irrigation Water Management By **flume™**

Through a partnership with Rain Bird, **Flume** now helps property owners better understand where and how outdoor water is consumed.

## SAY GOODBYE TO:

- Water Waste
- Abnormal Zone Water Use
- Undetected Leaks
- Property Damage



Compatible with most Rain Bird WiFi Controllers, including: ESP-ME3, ESP-TM2 & RC2

# RAIN BIRD



Scan to  
Learn More

## ADVERTISER'S INDEX

Cameron Scott/Business For Sale .....	3
American Peak Select.....	19
Bartlett Tree Experts .....	17
Big Tree Supply.....	28
Coates Landscape Supply/Walker Mowers .....	Inside Front Cover
Dream Turf, LLC .....	Back Cover
DumpDeck/AmeriDeck.....	7
Farwest Show.....	4
H.D. Fowler Company .....	14
Horizon.....	27
JB Instant Lawn .....	31
Kuenzi Turf & Nursery.....	20
Lawn & Landscape Technology Conference.....	13
Loen Nursery, Inc.....	5
Master Builders Association.....	21
Peak Machinery/Bobcat .....	25
Pottery Land.....	31
Ragen & Associates.....	24
Rain Bird.....	32
Seattle Public Utilities/Saving Water Partnership .....	15
Siskun Power Equipment.....	16
STIHL .....	Inside Back Cover
Turf Star Western/Giant.....	8
Turf Star Western/Ventrac .....	12
Urban Forest Nursery.....	18
Wetlands and Woodlands Wholesale Nursery .....	27

For information regarding advertising opportunities, please call us at 800-833-2186 or email at [info@walp.org](mailto:info@walp.org).



# PRO BATTERY BUILT FOR WORK



Available at  
participating dealers.  
©2023 STIHL/SNW

**APIII**  
SYSTEM



Real STIHL. Find Yours.  
**STIHLDEALERS.COM**

**STIHL**



**Dream Turf,  
your one  
stop wholesale  
resource for  
high quality  
synthetic turf.**



**Dream Turf features a wide-ranging line of artificial grass products that are perfectly tailored for a variety of uses.**

- Over 100,000 square feet of Turf in stock plus accessories
- 12 foot wide turf custom manufactured and designed by Dream Turf
- 15 foot wide turf available upon request
- Highest quality synthetic turf
- Convenient deliveries

***DREAM TURF***  
SYNTHETIC LAWN SOLUTIONS

13621 212th St SE Snohomish, WA 98296  
Monday through Friday, 7:30 am - 3:30 pm

**[www.dreamturf.com](http://www.dreamturf.com)**

**(866) 901-TURF (8873) or (360) 668-7888**