

Oregon Landscape

2nd Quarter, 2015



Oregon's Landscape Professionals



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President's Message

By Michael McQuiggin, OLCA 2015 President

I am sure you and your businesses are pedal to the metal with the upswing of the economy, as well as the usual spring flood of business. It is a challenge to make sure we are not getting distracted and that our time is allocated appropriately to the critical, urgent, important, and long term.

Your OLCA state board has been working hard for our industry's benefit. Thanks to your response to the survey, we have a good bead on what is important to our members.

It is great to see all the progress we have made so far this year;

- SB-580 is sailing smoothly through legislation.
- HB-3304 is being watched carefully.
- The chapters are doing well with new leadership. If you haven't been to a meeting I encourage you to make the time.

- The Annual OLCA/ASLA Golf Tournament is coming up fast (June 5th) as well as the
- Landscape Industry Certified Technician Exam (July 24th).



Thanks to the collaboration of our Education committee and chapters, great progress is being made. The last Portland Chapter meeting had 18 students with an overall attendance of 60+! Great meeting.

I encourage you to get involved on a committee and, attend chapter meetings. I guarantee you will get more out of it than what you put in to it. We need you to help shape our future. For we are stronger together than apart.

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OLCA thanks our supporters for their generosity and urges members to demonstrate their appreciation by returning our sponsors' support.

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Mid-Session Report from the Capitol

By Bill Cross & Niki Terzieff, OLCA's Government Affairs Advocates

Since the April 10th deadline for a bill to be placed on an agenda for a vote before - lest it does not move forward in the legislative session for this year - the Capitol has had a circus-like atmosphere. Lobbyists and legislators are scrambling to ensure that their bills (of the nearly 3,000 introduced this session) are kept alive. In the past few weeks, committees have been focused on moving through those lengthy lists of bills to consider, and flying at a sometimes frightening pace.

The 21st of April brought about one of the major milestones in Oregon's Legislative process, one that is welcome by all: the Originating Bill Deadline. This means that all bills were debated and voted out of the originating committee in either the House or the Senate (with the exception of Ways and Means, Rules and Revenues Committees) in order to stay in play. With this deadline passed, 1,472 bills were sent to the floor of their originating chamber. An astounding 1,137 bills died this week. Your advocacy team will continue to focus on your priorities as we enter the second half of session, and success seems somehow to be twice as consequential.

After a well-deserved deep breath on Friday of last week, legislators will now begin to shift to focus more on budget items and policies that were on the back-burner, in committees not beholden to deadlines. The largest and most contentious budget, the public education budget, has passed and

the Ways & Means Sub-Committees have moved through agency budgets at a somewhat uncomfortable pace. There will likely be another flare up of revenue and budget activity as Legislators still grapple with ensuring the Kicker law won't "kick" and tax collections and expenditures are impactful and modest. With the recent Supreme Court decision nullifying much of the PERS reform legislated in 2013, the Legislature will need to calculate how to deal with those cost impacts.

As these budget issues emerge, elected officials are already looking ahead to the next deadline coming up in June for the remaining policy work. Outside of the bills now moving along the path to passage in their subsequent chamber, the Joint Committee on Implementation of Measure 91, the measure that legalized recreational marijuana use beginning July 1, is on the cusp of passing its first bill of the entire session. Months in the making, changes to the medical system will soon be off the docket and the assignment of implementing adult-use marijuana to Oregon's statutes will begin.

A number of mandates confronting the business community have still yet to be resolved including: the minimum wage increases, paid sick leave, wage theft and liens against employer's property for wage claims, mandated predictive shifting, and workers compensation costs.

The Senate and House leadership are evaluating what might be politically palatable this session versus in 2016 or 2017.

Specific to the landscape contracting industry, the Senate just approved in a unanimous vote SB 580-A which improves the landscape contractor regulatory program. The bill is a product of the Senate Interim Landscape Construction Professionals Work Group which included four representatives from OLCA, reviewed LCB's licensure program, examination requirements for landscape construction professionals, continuing education and enforcement program. The Work Group's efforts resulted in a legislative proposal that will help streamline regulations for contractors, improve consumer protection and greatly help landscape contractors*.

Some of the specific changes are as follows:

- * Clarifies activities a licensed landscape contracting business so they may plan, install, maintain or repair ornamental water features, drainage systems, irrigation systems, fences, decks, arbors, patios, landscape edging, driveways, walkways, and retaining walls.
- * Eliminates the requirement for written contracts when the contract amount is less than \$2,000.
- Caps civil penalties against contractors not to exceed \$2,000 and gives the licensing board broader discretion in dealing with com-

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**Proposed by OLCA*

EXPO 2015...Spring Update

Adam Harris, CIC, 2015 Expo Co-Director

The 2015 Committee is proud to report that programming for this year's installment of EXPO is coming along nicely. Our shared mission of delivering meaningful content to all participants and providing an environment where vendors have the opportunity for quality interactions with their customers continues to drive every phase of the planning process.

The beauty of this year's Expo Committee continues to be the continuity of its leadership. Many of the Committee Members are veterans from years past and have had the benefit of hearing from YOU over the years. Whether it be remarks shared during the convention, or feedback garnered from the re-cap survey – this committee has had the opportunity to learn from our successes AND missteps.

Our pledge to you is to foster an environment of enthusiasm, where our membership will learn how to impact their bottom line in a positive way *AND have fun doing it!*

One of the changes we're most excited about is our move to a more "buffet style" learning environment, where each educational offering has been built around a broader cross section of cutting edge subjects...vs following our historic "training track" structure. This change has allowed us to bring more subject matter to the table and should yield a more diverse menu of options for you. From the latest techniques in Roof Top Gardens to Healthcare Reform – there is sure to be something of value for everyone.

Our team will continue to work into

early summer, on the completion of what should prove to be one of the most successful EXPO experiences to date.

We'd also like to take this opportunity to thank our Event Coordinators, Mike Fisher, CAE and Stacey Barrett. They've been a tremendous asset to the Committee, and with the support of the rest of Update Management's incredible staff, we very much look forward to delivering a program full of quality content and opportunities to reconnect with other industry leaders. Stay tuned for future updates and be sure to mark your calendars for the Pesticide Training and Kickoff Party on December 8th...and EXPO on December 9th!

Have a productive Spring/Summer!!

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pliance issues.

- Allows for a variety of procedural changes for the landscape licensing board including the process of filing complaints and stop work orders.
- * Increases the time allowed for address change notification to LCB from 10 days to 30 days.
- Provides for increased bonding requirements of \$20,000 for landscape jobs that exceed \$50,000 which protects the licensed landscape contractor and consumer for a minimal cost.
- * Reduces the number of continuing education hours (CEH) required for license renewal to 16 hours of CEH over a two year period for licensees with less than 5 years of experience as an active

licensee and 8 hours every two years of CEH for active licensees with over 5 years of experience. This replaces the current requirement of 20 hours every 2 years.

- * Permits licensed landscape contractors to remove or prune trees and install outdoor artificial turf excluding sports fields.
- * Allows LCB and CCB licensees to subcontract work with each other to better serve the consumer. Prior to this, landscape companies could not subcontract work.

Another bill that OLCA has been involved with is HB 3304 which directs the LCB to develop an 8-hour skills test and six-hour business practices class for licensure as an alternative to passing the current written examination. The

Licensing Board would have to establish the applicant fee to offset the costs of the practical skills test and business practices class. OLCA is concerned about the developmental costs and the ability of a practical skills test to determine whether the applicant possesses the minimum knowledge and skills necessary for licensure. The bill has been referred to Ways and Means and the LCB is working with Rep. Dallas Heard on the details of the proposal. Heard sponsored the bill and is a licensed landscape contractor from Roseburg.

Please feel free to contact us at any time if you have any questions by emailing Bill Cross at bill@wvcross.com or Niki Terzieff at niki@leadingedgepublicaffairs.com.

*Proposed by OLCA

Profiling Isn't Just for the FBI

Reprinted from *The Essentials* - the official e-newsletter of the National Association of Landscape Professionals – May 2015

J. R. Huston, J. R. Huston Consulting; adapted from his new book, titled *Job Descriptions for Green Industry Professionals*

In today's competitive labor market, employers need to take advantage of every possible tool to give them a leg up in the hiring process. Here's one tool that my clients find useful: profiling.

The Federal Bureau of Investigation has been using this forensic technique since the 1970s "to detect and classify the major personality and behavioral characteristics of an individual based upon analysis of the crime or crimes the person committed."

Essentially, the investigator analyzes the scene of the crime(s), gathers pertinent data, and works

backward to find the perpetrator. If a murder scene is very organized, the perpetrator is thought to have advanced social skills, plans his or her crime(s), likes to display control over the victim using social skills, and usually leaves little forensic evidence or clues.

To apply this tool to the hiring of an irrigation service technician, you would first need to identify the personality and behavioral traits that are desired in the individual. You would want his or her major characteristics to include being organized, a problem solver, methodical and thorough. Interestingly, irrigation service technicians fit a profile fairly well. Here's a specific example:

Profile of an irrigation service technician

A number of years ago, Mike Warden, president and CEO of Gardenshop Nursery and Landscape, Inc., in Sparks, Nev., had more commercial installation business than he could handle. He believed he could double his production volume overnight if he had five more crew leaders, so he was thinking of using some of his irrigation service technicians as crew leaders. As I reflected on conversations I'd had with many other CEOs and their experiences in similar situations, I realized that placing a good irrigation service technician in a crew leader position would probably not work long term. I told Mike he'd be putting a square peg in a round hole and

that it might work for a short period. However, long term, no one would be happy, and his converted technicians would probably eventually quit and move on.

The profile of a good irrigation service technician is very different from that of a crew leader. The service technician needs to be meticulous, enjoy figuring out technical problems and implementing solutions. Needless to say, this person must be thorough and very analysis driven. The challenge of racing against the clock or a deadline does not turn his or her crank.

On the other hand, good commercial installation crew leaders are thorough, but deadline driven. They're like a quarterback running the two-minute drill in a tied ballgame. Production is their main emphasis as they race against the clock. The service technician is more like a place kicker, lining up the ball, checking the wind and so on. He has all the time he needs to make one kick but he has to get it right—the first time.

Think of it this way. Would you want your bookkeeper to be your primary sales person or marketing manager? Probably not. You also wouldn't want someone who is good at sales and/or marketing to do your bookkeeping.

If your company is doing more than \$3.5 million in sales, you probably need a controller. I've worked with more than a hundred companies in this bracket and

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Welcome New Members

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Elizabeth Brewster - PCC
Jennifer Peters - PCC

OSHA's "\$afety Pays" Program

OSHA's "\$afety Pays" program can help employers assess the impact of occupational injuries and illnesses on their profitability. This program uses a company's profit margin, the average costs of an injury or illness, and an indirect cost multiplier to project the amount of sales a company would need to cover those costs. The program is intended as a tool to raise awareness of how occupational injuries and illnesses can impact a company's profitability, not to provide a detailed analysis of a particular company's occupational injury and illness costs.

The "\$afety Pays" program will:

- Allow users to pick an injury type from a drop-down list or to enter their workers' compensation costs
- Prompt users for information to do the analysis, including their profit margin and number of injuries
- Generate a report of the costs and the sales needed to cover those costs

Background of the Cost Estimates

The average claim cost estimates are provided by National Council on Compensation Insurance, Inc. (NCCI). The data reflects the average cost of lost time workers' compensation insurance claims derived from unit statistical reports submitted to NCCI for policy years 2009-2011.

NCCI makes no guarantees nor assumes any responsibility for the accuracy of or any results obtained

through the use of the NCCI data provided through this tool. NCCI's information and data may not be used or copied in any manner excepted as provided in conjunction with the OSHA website tool, "\$afety Pays."

The National Council on Compensation Insurance, Inc. manages the nation's largest database of workers compensation insurance information. NCCI analyzes industry trends, prepares workers compensation insurance rate recommendations, determines the cost of proposed legislation, and provides a variety of services and

tools to maintain a healthy workers compensation system.

The indirect cost estimates provided in this program are taken from the Business Roundtable publication, Improving Construction Safety Performance, and are based on a study conducted by the Stanford University Department of Civil Engineering. The magnitude of indirect costs is inversely related to the seriousness of the injury. The less serious the injury the higher the ratio of indirect costs to direct costs. While they may account for the majority of the true costs of an accident, indirect costs are

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know that the successful person in that position is very neat, organized and thorough. He or she loves working with numbers, is financially responsible, punctual, has excellent written and verbal communication skills, maintains a schedule, is very good managing four to five people, probably has an accounting degree, presents him-/herself well, is loyal, is more a manager than an entrepreneur, drives a car that is very tidy and clean, and, roughly 80 percent of the time, is a woman.

The big picture

An accurate profile for a particular job position doesn't give you all of the minute details about that person or position. Rather, it provides a larger, more general framework for you to consider. It's the "big picture," the

50,000-foot view, so to speak. Of course, some individuals who are successful at a particular position will break the mold (profile).

Using a profiling technique like that used by the FBI can help you hire square pegs for square holes and round ones for round holes. It isn't foolproof—the FBI doesn't catch perpetrators every time— and it will not prove 100 percent accurate for you in your hiring methods. Currently, this is an undeveloped area for the landscape industry as profiles for the various landscape industry positions are not readily available. However, it should help improve your odds of finding the right people and building a strong team. And, in today's competitive labor market, any improvement in this area is a welcomed one.

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usually uninsured and therefore, unrecoverable. The indirect cost multipliers used in Safety Pays are general estimates based on the limited research on this issue. The indirect cost multiplier will vary depending on an employer's unique circumstances.

These estimates include the following kinds of indirect costs:

- Any wages paid to injured workers for absences not covered by workers' compensation;
- The wage costs related to time lost through work stoppage associated with the worker injury;
- The overtime costs necessitated by the injury;

- Administrative time spent by supervisors, safety personnel, and clerical workers after an injury;
- Training costs for a replacement worker;
- Lost productivity related to work rescheduling, new employee learning curves, and accommodation of injured employees; and
- Clean-up, repair, and replacement costs of damaged material, machinery, and property.

Some of the possible kinds of indirect costs not included in these estimates are:

- The costs of OSHA fines and any associated legal action;
- Third-party liability and legal

- costs;
- Worker pain and suffering; and
- Loss of good will from bad publicity.

"Safety Pays" uses the sliding scale table below to calculate the indirect costs of the injuries and illness.

Direct Costs Ratio	Indirect Cost
\$0 - \$2,999	4.5
\$3,000 - \$4,999	1.6
\$5,000 - \$9,999	1.2
\$10,000 or more	1.1

For more information on this program go to <https://www.osha.gov/dcsp/smallbusiness/safetypays/>.

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Where Are Our Future Employees Coming From?

By Jim Larson, 2015 OLCA Portland Chapter President

Eighteen students from Portland Community College Rock Creek and Clackamas Community College attended the Portland Chapter meeting on May 6th. Sixty people attended the meeting including the eighteen students. It was great to see landscape businesses standing up and introducing themselves and mentioning they are hiring. Even if one or two of these

students is hired right away, the meeting was a success by bringing students and business people together.

Our future employees may not come from south of the border as in the past unless there is a national movement to create a plan that benefits all people. We need to encourage our sons and daughters to look at the landscape and nursery industries as viable employment opportunities.

As an association, we need to partner with select high schools and community colleges to volunteer our time to work with young people. We need to put our resources and energy into educating young people to the value of our industries. Without a steady workforce coming along, where will our companies be in the future? We already see a need for positions requiring skilled employees without educated people to fill them. Our industries are unique. One needs to know many different subjects such as being a salesperson, artist, business person, marketer, and the list goes on. How do we train enough people to want to participate in a rewarding career to create and enhance nature and our beautiful surroundings? To create a space that will be enjoyed by people and nature for years to come?

It's time for businesses to invest in the younger generation. We need to create paid training positions to train our future employees. A college education is only the beginning. Companies need to do on the job training or internships. We need to invest in our companies' future in regards to the human side of the business. How much money do you invest each year in equipment and other major expenditures? Employees are a capital investment also.

The Portland chapter of OLCA will be working closely with PCC and CCC to see where we can help with a solution. The Portland chapter gives scholarships each year to the two community colleges. We would like to give more as long as we have the backing from the chapter. Our chapter meeting raffle money is ear-marked for the scholarships.

People can find happiness in our industry. We just need to convince them.

Calendar

JULY

- 24** Landscape Industry Certified Technician Exterior Program (formerly CLT)
Clackamas Community College

OCTOBER

- 28** OLCA Annual Landscape Leaders Dinner
Kennedy School McMenamins

DECEMBER

- 8** Expo Kick-Off Party sponsored by OLCA Portland Chapter
Kennedy School McMenamins
- 8** OLCA Pesticide Training
Oregon Convention Center
- 9** OLCA Northwest Expo
Oregon Convention Center



Are You Getting The Most From Your Membership?

By Rod Bailey, OLCA 2015 Mid-Willamette Valley Chapter Secretary/Treasurer

Many people join their industry association and then sit back and wait for the association to start sending them information and put on seminars and shows that “make it worth my membership”. We call them Mailbox members.

But is this the way to get the most from your membership? What if you suddenly had access to a large group of mentors; people who have been there and done that ahead of you and who have developed answers to the biggest

problems you face in running your business, or in running jobs in the field?

Yes, you have to go to the meetings, meet people, network, and ask them questions in the areas where you need help. When you do that, you will find a large group of people who are more than willing to help out.

When I was President of ALCA (Formerly PLANET and Now NALP) we surveyed people who attended national, regional, and local meetings run by State Associations. We asked, “What is the greatest benefit you receive from your association?”. The top two answers we got back repeatedly were a.) Educational Sessions and b.) Access to Forums for networking with other members.

I have always regarded the social and structured networking forums to be my principal reason for association membership. Through these forums and the people I met who are national and/or international, I had access to those who had gone before and who had met the challenges I had yet to face. Did I benefit from people who had developed the systems and procedures as they grew their businesses that I was going to need, and who were willing to share these with me as my company grew? You bet I did. Did I know three years ahead of Land Care, TruGreen, Brickman, and Valley Crest that national rollups were coming in the industry? You bet I did!!!! Did that help me when it happened? You bet it did!!!!

Both OLCA and its affiliation with NALP (formerly PLANET) offer the forums for networking and education you need to improve and grow your business. You can only benefit from these by participating both locally and nationally to get the benefit. Did it help me? Let me count the ways. Ask me when we meet.

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Five Strategies for Reducing Workers' Compensation Costs

By LaPorte & Zywave

When a company experiences significant increases in workers' compensation costs, it usually triggers internal activities aimed at reducing insurance costs and spending. The key to spending fewer dollars is more than just stopping a few accidents; it is having a sound safety program designed to continuously improve. This is where a safety program that, at a minimum, is compliant with the Occupational Safety and Health Administration (OSHA) standards can yield significant savings for Oregon Tilth by reducing injuries and illnesses, saving workers' compensation dollars.

Building a Solid OSHA Program

There are five entry-level steps Oregon Tilth can take to have a well-rounded safety program that produces a safe work environment, achieves OSHA compliance, reduces accidents and ultimately reduces workers' compensation costs.

1. Develop the various programs required by the OSHA standards.
2. Integrate those programs into the daily operations.
3. Investigate all injuries and illnesses.
4. Provide training to develop safety competence in all employees.
5. Audit your programs and your work areas on a regular basis to

stimulate continuous improvement.

Develop Programs Required by OSHA Standards

Aside from being a requirement for general industry, the OSHA standards provide a good pathway to incident reductions. A good number of accidents stem from poorly developed, trained or implemented OSHA programs: slips or trips may come from poor housekeeping efforts or not keeping walking and working surfaces clear, not using personal protective equipment may result in excessive lacerations, and poor lifting techniques can result in strains.

Many of the OSHA standards require some type of written program be developed and then communicated to employees. Experience shows that companies with thoroughly developed OSHA-compliant programs have fewer accidents, more productive employees and lower workers' compensation costs.

Integrate Programs into Daily Operations

Policies alone won't get results; the program must move from paper to practice to succeed. Putting a policy into practice requires a strategic plan clearly communicated to key participants, good execution of that plan based on developed competencies, and a

culture that inspires and rewards people to do their best.

When developing any business initiative, there must be an emphasis on frontline supervisors and helping them succeed. Every good business person knows that any new program - safety, quality or anything else - lives and dies with the frontline supervisor. If the frontline supervisor knows the program and wants to make it happen, the program succeeds; if not, the program is a source of constant struggle, and an endless drain on resources and energies. Providing supervisors with knowledge and skills through training is critical to the success of any program.

A solid OSHA program, integrated into the daily operation and led by competent supervisors is just the beginning. Successful safety programs focus on being proactive instead of always reacting to issues. Accident investigations provide an excellent source of information on real or potential issues present in the workplace.

Investigate All Injuries and Illnesses

Workers' compensation is designed to recompense employees for injuries or illnesses that arise from or out of the course of employment. This should not come as a surprise, but increasing claims drive up

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workers' compensation costs. To reduce those costs, you must simply reduce your accidents. And the ability to reduce accidents is significantly enhanced when those accidents are fully investigated instead of simply being reported.

Accident reports are historical records only citing facts, while accident investigations go deeper to find the **root cause** and make improvements. Businesses that stop rising workers' compensation costs have an effective accident investigation process that flushes out the root cause of the problem. Unless the root cause is discovered, recommendations for improvement will remain fruitless. Again, training proves beneficial because a supervisor skilled in incident analysis is a better problem solver for all types of production-related issues, not just safety.

All accidents should be investigated to find out what went wrong and why. Some may suggest investigating every accident is a bit over the top and only those that incur significant costs are worthy of scrutiny. But ask yourself this question: If you only investigated serious quality concerns instead of every little deviation, would your quality program still be effective? Companies with solid quality programs investigate and resolve every deviation from quality standards.

If your emphasis is only on those incidents that have to be recorded

on the OSHA 300 log, you close your eyes to the biggest accident category: first aid-only incidents. Many companies get upset about recordables or lost time accidents because of the significant costs involved, but they don't realize that the small costs and high numbers of first aid-only incidents really add up.

Statistics show that for every 100 accidents, 10 will be recordable and one a lost-time incident. If you investigate only recordables or lost time accidents, 89 go unnoticed. Would you consider a quality program that allows an 89 percent failure rate successful? Reducing serious accidents means you must reduce your overall rate of all accidents – including first aid-only incidents. That only happens when every incident is fully investigated to find the root cause, and remedial actions are identified and integrated into the daily operation.

Training and Auditing for Continuous Improvement

The final steps focus on training and auditing your program for continuous improvement. Training plays a significant role in safety and in reducing workers' compensation costs. The goal of training is to develop competent people who have the knowledge, skill and understanding to perform assigned job responsibilities. Competence, more than anything else, will improve all aspects of your business and drive down costs. Supervisors must have the knowledge and ability to integrate

every safety program into their specific areas of responsibility. Every employee must know what is expected of them when it comes to implementing safe work procedures. Once the programs are developed and implemented, they must be reviewed on a regular basis to make sure they are still relevant and effective.

This might require a significant change in how you manage your safety program, but if your workers' compensation rates are high, it may be time to make this leap.

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Tangible Benefits

1. Studies indicate there is a return on investment and that companies see direct bottom-line benefits with a properly designed, implemented and integrated safety program.
2. A competency-based safety program is compliant with OSHA requirements and therefore reduces the threat of OSHA fines.
3. A competency-based safety program lowers accidents, and fewer accidents lower workers' compensation costs. When incidents do occur, a competency-based safety

program fully evaluates the issue and finds the root cause to prevent reoccurrence and provides a workplace that is free from recognized hazards.

4. A safer workplace creates better morale and improves employee retention. Auditing keeps your programs fresh and effective and drives continuous improvement.
5. A competency-based program produces people who are fully engaged in every aspect of their job and are satisfied and fulfilled producing high-quality goods and services.

How Can We Assist You?

At LaPorte, we are committed to helping you establish a strong safety program that minimizes your workers' compensation exposures. Contact us today at (971) – 404-3761 to learn more about our OSHA compliance, safety program, and accident investigation tools and resources.

This HR Insights is not intended to be exhaustive nor should any discussion or opinions be construed as professional advice.

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Are You Certified?

Landscape Industry Certified Technician Exterior Test (formerly CLT)

National Association of Landscape Professionals (NALP)'s Landscape Industry Certified Technician — Exterior Test is an international, hands-on testing program administered by the Oregon Landscape Contractors Association (OLCA). It recognizes proficiency in the landscape workforce, upgrades the status of the landscape professional, and provides the public with a means of identifying qualified landscape professionals.

2015 OLCA Landscape Industry Certified Technician Exterior Test
Friday, July 24, 2015
Clackamas Community College - Oregon City, OR



Certification 2015
Landscape Industry Certified Technician—Exterior



Friday, July 24

Clackamas Community College — Oregon City
www.oregonlandscape.com

Registration Deadline July 1, 2015

Register online at www.oregonlandscape.org!

Softscape Installation
Hardscape Installation
Turf Maintenance
Ornamental Maintenance
Irrigation



There are five certifications available:

Softscape Installation - Softscape Installation demonstrates knowledge by successfully installing plant materials.

Hardscape Installation - Hardscape Installation demonstrates competence by installing hardscapes.

Turf Maintenance - Passing the Turf Maintenance tests show that a person has the skills to maintain Turf in a professional manner.

Ornamental Maintenance - Passing the Ornamental Maintenance tests show that a person has the skills to maintain Ornamental plants in a professional manner.

Irrigation - Passing the Irrigation test demonstrates that a person has the skills to install and maintain an irrigation system and understands the fundamentals of water management.

Why Get Certified?

Landscape Industry Certified is the international distinction awarded by the National Association of Landscape Professionals (NALP) that represents individuals in the landscape industry who are

- Qualified
- Confident
- Recognized

Be Proud, Stand Tall

Landscape Industry Certified is a broad but powerful distinction for individuals who have taken their experience, skills and desire for excellence to the next level by studying, testing and becoming certified.

They stay on top of their game by maintaining their certification every two years through recertification.

To become Landscape Industry Certified is to achieve the next level of industry professionalism. By earning your certification designation, you can:

- Enhance your professionalism
- Create a sense of personal achievement
- Garner increased respect and recognition in the industry or in your profession

Get Certified Today!

When Your Customer Asks about the Their Landscape and Drought Consider Sharing This Information with Them

Reprinted from National Association of Landscape Professionals (NALP) - April 21, 2015

Before Making Drastic Changes to Your Lawn & Landscape: Seven Tips to Consider

National Association of Landscape Professionals offers expert advice for home and business owners facing water shortages.

The water crisis facing California is serious and carries imminent environmental, financial and human impacts. Cash incentives are being used in some areas to get homeowners to voluntarily give up their lawns. Before ripping out a lawn, the National Association of Landscape Professionals offers the following tips to help home and business owners make smart decisions:

Tip #1: Evaluate what you have. Look at the landscape

you have now. Some elements in your landscape may already be drought-friendly, but you may need to change others. Calculate how much water you are using now and how frequently you are watering.

Tip #2: Consider the environmental and human impacts. Lawns and landscapes offer benefits that mitigate drought impacts. Grass cools the air around a home or building, reduces pollution, limits heat islands, suppresses dust, controls soil erosion and sequesters carbon.

Grass also assists in decomposing pollutants, dissipates heat, lowers allergy-related problems, reduces home cooling costs and acts as a fire barrier. Importantly, grass serves as a natural filter to potable water supplies, reducing stormwater runoff and capturing and filtering precipitation.

Tip #3: Educate yourself about how lawns and turfgrass respond during a drought. Most people overwater their lawns and assume that if grass is not green, it may be dying. Grass actually goes into a dormant state during a drought. It may look brown, but it's not dead. If the crowns and root system are intact and have adequate moisture, grass can sustain itself.

Tip #4: Think about how you intend to use your lawn or landscape moving forward. Do you enjoy backyard barbecues with friends and family? Is your yard a restful oasis from stress? Or a place for pets and children to romp and run? For employers, a landscape may be a gathering place for employees at break time or a welcoming visual for guests. Consider how you want to use your yard or landscape going forward to ensure that your re-designed landscape meets your needs.

Tip #5: Seek the advice of lawn and landscape professionals. Getting professional landscape advice has never been more important than now. With a



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CONTINUED FROM PAGE 14

variety of different rules and restrictions at the state and local level, it is important to make sure you are making changes that are in line with the regulations.

A Landscape Industry Certified professional implements best practices, applies up-to-date information, and has a thorough understanding of land stewardship. Landscape professionals are knowledgeable about drought-friendly landscaping. Many landscape companies have water management specialists, as well as professionals educated in sustainable landscape practices.

Tip #6: Install drought-friendly landscaping and change your watering practices. There are many drought-friendly landscaping options available, such as drought tolerant low-water native plants. For instance, planting with hydrozones and installing drip irrigation

can minimize water usage. There are many ways to make a landscape drought-friendly, enjoyable and useful.

Tip #7: Determine a plan for going forward. Design your landscape so it can be sustainably maintained, and still be enjoyed and used in the days and months ahead as water restrictions are put in place.

“We are working with our clients to help them understand the emergency water restrictions and how they will impact their landscapes and pocketbooks,” said Rajan Brown, Director of Resource Management at Heaviland Landscape Management in Vista, Calif.

“We are providing educational workshops to help clients understand how they can use rebate incentives to renovate water-intensive landscapes to be more drought tolerant and water efficient.”



2015 OLCA/ASLA Golf Tournament

The Reserve Vineyards & Golf Club

4805 SW 229th Ave., Aloha, OR 97007

Friday, June 5, 2015

Schedule of Events

Registration Begins -12:30 pm Tee Time (Shotgun Start) -1:30 pm Dinner & Prizes -7:30 pm

Register online at www.oregonlandscape.org!