

# Oregon Landscape

3<sup>rd</sup> Quarter, 2016



## *Oregon's Landscape Professionals*



President's Message .....	3	2016 OLCA Northwest Landscape Expo exhibitors.....	7
Certification Test Draws 61 Candidates.....	4	ODA Finds Big Problems With Little Organisms .....	9
Jim Larson's thoughts Summer 2016.....	5	The Value of Networking .....	11
2016 OLCA Northwest Landscape Expo & Landscape & Lawn Pesticide Training .....	6	Impress Your Clients with Tax Rebates .....	13



## OLCA Board of Directors

### PRESIDENT

**David West**, Structures in Landscape  
503.807.1599 • west.david@comcast.net

### PRESIDENT-ELECT

**Matt Triplett**, Willamette Landscape Services, Inc.  
503.625.9600 • mtriplett@willamettelandscape.com

### SECRETARY/TREASURER

**Lisa Walter-Sedlacek**, Laurel Bay Gardens, Inc.  
541.997.5973 • lisa@laurelbaygardens.com

### IMMEDIATE PAST PRESIDENT

**Michael McQuiggin**, McQuiggin's Inc.  
503.698.3732 • michael@mcquiggin.com

### DIRECTORS

#### DIRECTOR AT LARGE

**Jesse Brough**, Blessing Landscapes LLC  
503.284.3557 • jesse@blessingland.com

#### ASSOCIATE DIRECTOR

**Todd Hunter**, Hunter Industries, Inc.  
503.706.3055 • todd.hunter@hunterindustries.com

#### ASSOCIATE DIRECTOR

**Jim Vachter**, Site-One Landscape Supply  
503.885.9096 • jvachter@siteone.com

#### REGIONAL DIRECTORS

##### CENTRAL OREGON REGIONAL DIRECTOR

**Michael Ludeman**, Earth's Art LLC  
541.728.0088 • earthsart@gmail.com

##### MID-WILLAMETTE REGIONAL DIRECTOR

**Rod Bailey**, Alder Spring Enterprises, LLC  
206.612.2704 • rodbailey@hotmail.com

##### PORTLAND REGIONAL DIRECTOR

**Jim Larson**, Cascadian Nurseries  
503.647.9292 • jim@cascadiannurseries.com

##### CERTIFICATION COMMITTEE DIRECTOR

**Peter Timmen**, Showplace Landscape Services  
5603.682.6006 • peter@showplacelandscapenet

##### ERC COMMITTEE DIRECTOR

**Dan Lockwood**, Alpenglow Landscape, LLC  
541.999.3063 • dan@alpenglowlandscape.net

##### EXPO COMMITTEE DIRECTOR

**Adam Harris**, LaPorte and Associates  
503.239.4116 • aharris@laporte-insurance.com

##### LEGISLATIVE COMMITTEE DIRECTOR

**Bob Grover**, Pacific Landscape Management  
503.648.3900 • bob.grover@pacscape.com

### OLCA

147 SE 102nd Avenue • Portland, OR 97216  
503.253.9091 • 800.505.8105 • Fax: 503.253.9172  
www.oregonlandscape.org  
info@oregonlandscape.org

# President's Message

By David West, 2016 OLCA President



Hard to believe that fall has arrived. This time of year always makes me operate in a somewhat elevated state of mild panic. My mind races ahead to the fear of do I have enough solid bids locked up in firm contracts to take me through the winter? Will the rains hit October 17th, like most years? You see, when you are 100% design/build, there is zero maintenance revenue to carry you during the lean months. Even as I sit here today, worn down by the heat, and having already clocked over 2000 of hours on the job, my mind still worries about the future. When in reality I could just sit down on the couch the next three months and probably still have met the average productivity level for a typical American employee.

I think often about the group of landscapers that belong to the OLCA family and the careers we have chosen. This is a tough business that consumes the owner on so many fronts. I think about how I have said so many times over the years that we each operate so independently, fighting so many vectors of possible demise, and yet our abilities to band together always seem limited. It is my goal to try and bring a more robust, and collective system of benefits into the folds of OLCA, where we can meet these challenges of business head on... and with a organized and professional image that the public can rapidly recognize.

My desk now looks like a 2nd hurricane came over the top of the 1st hurricane. I see this every year about this time...it's me stretching to the limits to wrap up all the big sum-

mer jobs and to start laying down the foundation of new work that will keep the crews busy through the winters. In our business, not only do we have to forecast the economical risks that are a head of us, but we must also forecast the weather, the supply chain of materials, and the labor market.

I think for all of us, the labor market will be the noose around our necks. This problem is forecasted to last for years, and the recent political rhetoric that is now coming onto the national scene could possibly have severe impacts on our labor pool. What systems have you put into place to reduce this risk? We have all seen rapid growth in our companies, but sometimes this growth can be what brings us down. I always describe rapid growth as standing on the edge of a picnic table and slowly walking out to the edge with your hands extended... like if you were trying to reach up and pick an apple that was just 8" beyond your reach. As you inch out closer and closer towards that apple, you know the table is going to flip, but it feels steady, so you keep inching out closer and closer to the edge. And just when you have two fingers around the sides of the apple, and are about to close your grasp around the fruit of your dreams, the whole darn shebang goes flying up into disarray. What is the apple in your mind? Is it bringing a 1.2 million company up to 1.8 million in gross sales? Is it getting a full

**CONTINUED ON PAGE 3**

## CONTINUED FROM PAGE 2

time secretary for the first time? Or maybe, is it buying the big machine you always wanted, but truly don't need?

I'm reminded of one of my childhood memories. It was in the very early 80's and I was just 8 or 9 years old. My parents had taken my two sisters and me to Galveston Texas for a late summer vacation. It was just about this time of year, and boy were we excited. Growing up in Tennessee meant that the ocean was at least a 10-hour car trip away, no matter which ocean you picked. We rolled into Galveston, took in the scenery and admired the waters of the ocean that had temps hovering in the mid to high 80's. Just as we had gotten to the hotel room, and had our first dinner, we felt the pressure start to drop. You see, back then radar wasn't what we have today, and there sure as heck wasn't cable TV to warn us that a hurricane was forming in the Gulf of Mexico. The next morning I noticed that the tiny waves of the Gulf had turned a little more exciting... now the white water wasn't just one of two waves, but it was more than a dozen deep, and the water and sky took on a mystical color of gray.

Now my Dad, he was a very practical man. In fact, he was a very low risk taker. He was sure that a big storm was to come, and even before the US Air force Hurricane surveillance team had lifted off the Texas runway, he had us in the car and heading home. But I still remember that afternoon... I remember people chasing down lawn chairs, and everybody leaving the beach with the winds picking up. But I also remember something else. Just as the normal daily users of

the beach were packing up, a whole new group was driving in. Here on my ocean front balcony I could see it clearly. These young men and women were driving right onto the beach. They were all fit, and strong looking. Most had long hair, and carried long surfboards.... Each of which was uncommon in Tennessee during that time. I was mesmerized by what I saw... they were going out into the water!!! I yelled, "Dad, can I go out into the water?" He looked at me like I had lost my mind. He came out to balcony and only mumbled "fools" and he hurriedly went back to packing up the family belongings.

I believe there is a lot in common to that story and where we are now in the landscape business. Imagine if surfing was landscaping. You made more money the bigger the waves were, but at some point it gets too dangerous and you need to pull back and take a break. Right now we are riding big waves... the phone is ringing off the hook, guys are buying materials without even looking at the price, things are relaxed and the bean counters just can't be found quite as often walking around and pointing their pencils. But what is out there, just off shore? What is lurking in the waters of 2017?

I feel nervous about the economy... even thought money is good, and there is more than enough work to go around... I still feel nervous. Consumer debt is the highest it's ever been. The housing market is behaving crazy at best, and deals are being done that break the common sense test. Money is flowing, but it is not being acquired and saved by the average person. Once again, I feel like society as a whole has forgot-

ten 2009 and the stock market at 7000. Ford Motor Co. has seen a huge default on its subprime loans. Credit card debt is gone through the roof for the average consumer. The EU has had its flagship member pull out, and the world is now tied at the waist together in a common global economy. What happens outside the US is now critical to what happens inside the US.

I want to encourage all of you to take a moment and think about the "what ifs". Try to plan for the worst and be pleasantly surprised by the best. Start to move your cash flow into a position where you have 20% of annual gross sales in liquid cash reserves. Maybe pay taxes this year and not go through the Section 179 depreciation schedule so heavily. Be in a position of power if we see a downturn again. I know now the mistakes I made in 2009. When things slow down, it's imperative to let go of employees and not hang on. I know that sounds foolish when we are all struggling to find more employees, but everything cycles. Up and down we go on this rollercoaster of the construction industry. The ones who stay down tight to the track, and prepare for every curve, don't get thrown off when the big one hits!

This is a very rewarding business, and I don't think I'd do anything else with as much passion and pride. I wish all of you a happy fall; hope the kids do well in school, and one last thing:

**Please Submit Your 2016 Landscape Awards Package! I Want To See What You've Been Up To!**



# Certification Test Draws 61 Candidates....

By Peter Timmen OLCA Certification Chair

Every July, OLCA hosts the Landscape Industry Certified Technician - Exterior exam, informally known as the "CLT".

Certification is an international hands-on testing program that seeks to recognize proficiency in the landscape workforce, upgrade the status of the landscape professional, and provide the public with a means of identifying qualified landscape professionals.

There are currently five designations to choose from:

- Softscape Installation
- Hardscape Installation
- Turf Maintenance
- Ornamental Maintenance
- Irrigation

This year's OLCA LICT-E exam went extremely well, with 61 Candidates registered to participate. Candidates came from all over the state, such as Astoria, Medford and Hermiston. Also, the Committee would like to welcome first-time candidates from the LCB, working on obtaining their respective CEHs.

**A big 'Thank you' to this year's lunch sponsor, JB Instant Lawn!**  
Delicious burgers and hot dogs!

## Other 2016 CLT Sponsors

Horizon

Stark Street Lawn & Garden

JB Instant Lawn, Inc.

Cascadian Nurseries

Clackamas Community College

Looking ahead to next year, we'd like to add a couple of fresh faces to



the Certification Committee. Between the 4 current members, there are over 30 years of service to the industry!

## Committee for the Landscape Industry Certified Exam

Peter Timmen, LICT-E

Jesse Stegman, LICT-E, C.L.I.A.

Shannon Crosswhite, LICT-E

April Chastain

And, don't forget that we are always in need of judges for test day and individuals who can help set up the night before.

**Congratulations to Robert Scott Meisner, who completed the Irrigation section, for another certification!**

The certification exam was another great success. Thank you to all the sponsors, committee members, companies and candidates who participated this year!



# Jim Larson's thoughts Summer 2016

Portland Regional Representative

Summer 2015, I wrote- "In the past few weeks, I have visited with many of you and other landscape contractors, designers and architects. What I am hearing and learning is every landscape business in our area is busy beyond the capability of taking on more work for months. Projects are being designed and signed with no way of starting the project until sometime in the fall. What a great place to be after many years of wondering where the next project is going to come from and slashing bids just to get the work. There is more work now than ever before and at the same time, not enough employees and subcontractors to get the work done in a timely manner."

## In 2016 nothing has changed!

There continues to be a shortage of

qualified and skilled people in all the trades. The competition for these people is tremendous. I have been told by some of you that other companies are soliciting your employees at gas stations and offering to pay them more money to come to work. Is this what our industry has come to? **Where is OLCA's Code of Ethics? Yes. OLCA does have a Code of Ethics that addresses the solicitation of other companies employees.**

I worked the Certification testing on July 22nd at Clackamas Community College that OLCA has done for over 20 years now. There was over 60 participants this year. Great news from the 39 participants from last year. I hope companies and employees see the benefit of being certified. A

certified skilled work force is going to make your company stand out from the competition. And now the State of Oregon is requiring the Certification program as part of the hands-on testing portion for the OLCB license.

The entry deadline for the Portland Chapter Landscape Awards has been extended to October 3, 2016. The September chapter meeting had a slide show of past entries and to answer questions and to assist in filling out the entry forms. The Landscape Awards program will be in conjunction with the Portland Chapter Expo Kick-Off evening at McMenamin's Kennedy School.

## OLCA Upcoming Events

### OCTOBER 2016

- 5 Portland Chapter Meeting
- 18 Central Oregon Chapter Meeting
- 28 LICT-E Certification Written Exam

### NOVEMBER 2016

- 2 Portland Chapter Meeting
- 15 Central Oregon Chapter Meeting

For more information about these events got to [www.oregonlandscape.org](http://www.oregonlandscape.org)

### DECEMBER 2016

- 6 Expo Kick-off Party
- 6 OLCA Pesticide Training
- 7 NW Landscape Expo
- 13 Central Oregon Chapter Meeting

## Welcome New Members

### ASSOCIATE MEMBERS

Plumlee Nursery Products  
Simplot Professional Products

### REGULAR MEMBERS

Alcantar & Associates  
Crowley Landscape Management

### MAINTENANCE MEMBERS

Root to Flower Farms LLC

### ACADEMIC MEMBERS

Dukwuan Armstrong  
Nathan Barber  
Shawn Boulton  
Augustine Castellano  
Emily Dencer  
Richard Kehoe  
Ryan Wagner

## 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.kuenziturfandnursery.com](http://www.kuenziturfandnursery.com)



## 2 Days of Great Education!

### OLCA/Simplot Presents

# Landscape & Lawn Pesticide Training on December 6th

# OLCA Presents Northwest Landscape Expo on December 7th

## Oregon Convention Center – Portland, OR

### December 6th – OLCA & Simplot Partner to bring you Landscape & Lawn Pesticide Training

Come and learn from the Industry Leaders of Plant Protection Products. Learn about new Chemistries, Advanced Application Techniques, Labor Saving Products to reduce call backs, and many more topics. Continuing education credits will be available for Washington and Oregon Pesticide Applicator Credits, along with NALP and the Oregon Landscape Contractors Board.

### December 7th - OLCA Northwest Landscape Expo

The Tradeshow for NW Landscape Professionals and Industry Suppliers! The Northwest Landscape Expo is a

trade only event brought to the Landscape Industry to showcase the latest in new products, services, technologies and education that keeps you at the forefront of the industry.

The Northwest Landscape Expo offers a variety of educational opportunities to the entire landscape team. This year's Expo will also offer fee-based seminars that are designed to present valuable information on a variety of subjects to owners/operators, key people, team leaders, decision makers, project managers, schedulers, designers, sales people and supervisors.

### Here's a Sneak Peak at the speaker line up....

#### Expo Sessions

- A Garden for all Seasons
- Lessons from the Trenches – Stormwater Case Studies
- Spanish Track: Irrigation 101
- Central controls, Remote Access, how Technology is Changing in Our Industry.
- New Hardscape Products and Innovations
- Careers in Landscaping for Students
- OLCA Landscape Guidelines
- Drainage: Pipes to Plants
- The Future of Outdoor Living Space
- Fleet Management
- The Search for Lower Input Lawn
- Organic/Low Impact Pesticide
- Spanish Track: Safety and the Supervisor –La Seguridad y el Supervisor

#### Fee-Based Seminars

- Leadership: Your Edge for Today (Presented in English & Spanish)
- Introduction to Account Management
- Extra Mile Service
- Helping Businesses Hire and Manager their People
- Start Clean, Finish Clean
- Less Chaos More Cash
- Automatic Fish: How to get a Steady Stream of Customers on the Net

Mark your calendars now and make your plans to attend the 2016 Expo! See you there.

**Professional Quality**



**Electric Start Blower!**  
**NEW! BR 450 C-EF**  
**BACKPACK BLOWER**  
**\$569<sup>95</sup>**

**Lightweight!**  
**FS 94 R TRIMMER**  
**\$359<sup>95</sup>**





These products are built in the United States from domestic and foreign parts and components.

Available at participating Dealers while supplies last. © 2016 STIHL

**STIHLdealers.com**

## 2016 OLCA NORTHWEST LANDSCAPE EXPO EXHIBITORS



Platinum Sponsor





The logo for Oregon Turf & Tree Farms is a green rectangular box with a white border. Inside, the word "OREGON" is in white bold letters on a dark green background. Below it, "TURF & TREE" is in white bold letters on a dark brown background. At the bottom, "FARMS" is in white bold letters on a light green background.

# OREGON TURF & TREE FARMS

*200 SQUARE FEET OF LAWN PROVIDES ENOUGH  
OXYGEN FOR A FAMILY OF 4 FOR AN ENTIRE DAY*





# ODA Finds Big Problems With Little Organisms

**Fertilizer Program finds claims made for microbiological products aren't always met**

*Reprinted from Oregon Department of Agriculture News, June 1, 2016*

Although a product may promise special ingredients, would you be willing to pay \$150 if you knew all it contained was colored water? To help keep this from happening, the Oregon Department of Agriculture's Fertilizer Program samples and analyzes products as part of its consumer protection role. Most recently, the program has looked at products that contain microorganisms— or at least claim to have them. The results

of the analyses are less than encouraging.

"Some products have met the claim and have passed, but the percentage is very low," says fertilizer enforcement specialist Toby Primbs.

ODA's Fertilizer Program is the only one in the nation checking on ingredient claims made for microbiological products. The program began testing products claiming to contain beneficial bacteria and one type of beneficial fungi (Trichoderma) in 2013. Of the 51 products tested for bacteria, only nine met their guarantees. Of the 14 products tested for Trichoderma, none met their guarantees. Last year, the program began

testing products with mycorrhizal fungi, which form partnerships with plant roots for mutual benefit. Of the 17 products tested, only three met the guarantees made on the product label.

"Many of these products are being sold at a premium price, yet nobody was looking to see if these microbes were actually in the product," says ODA fertilizer specialist Matt Haynes. "We had anecdotal information that some products had nothing added despite what was said on the label. Once we started looking, more often than not, the companies making these products were not able to back

**CONTINUED ON PAGE 10**

## Looking for more than just "weed-killer"? Check your local Horizon!

Horizon has just expanded our selection of herbicides, insecticides and fungicides— and they're in stock and ready to sell. Plus Horizon carries the tools that you need to get the job done, like spreaders, sprayers and safety gear.



Scan here to find  
your local Horizon!



**Horizon**

irrigation | outdoor living | landscape | equipment

**CONTINUED FROM PAGE 9**

their claims.”

As an example, a one-liter retail container of a fertilizer product that claimed to have both fungi and bacteria sold for \$87.50, yet testing did not indicate the presence any of the microbes.

For the past three years, ODA has sampled end use products claiming to have these living organisms— whether they were found in bags of potting soil purchased at a garden center, taken off the shelf of a hydroponics store, or pulled from a 275 gallon container at a commercial fertilizer dealer.

“For us, it’s basic consumer protection, and the consumer isn’t just a homeowner or a farmer— it’s also the Oregon manufacturer who is buying these microbial ingredients to add to their product,” says Don Wolf, another ODA fertilizer specialist. Once samples are collected, ODA’s Plant Health Laboratory does standard microbiology work to determine if the organisms exist at viable concentration as claimed on the label, or even if they exist in the product at all. In some cases, the organisms might have been there at one time but die off before the expiration date listed on the product label.

ODA’s Fertilizer Program has not been able to determine if intentional fraud has taken place or if the microbial products have simply been mishandled.

“There are many steps along the way before it gets to the end user,” says Primbs. “There could be problems with the original batch, with the mixing of the product, maybe it wasn’t stored correctly. These are living organisms, so a lot of them won’t do

well under high heat or without food for long periods of time.”

Microorganisms are very important to agriculture. A spoonful of fertile soil typically has at least 50 billion microbes of 10,000 different species. Many of these bacteria and fungi are critical to vibrant plant growth, some help process nutrients to feed plants, while others may form partnerships with plant roots, providing raw materials and water to the plant, in return for carbohydrates.

Microbial inoculants aren’t new to agriculture. Since the nineteenth century, researchers have isolated microbes from the soil and plants with the goal of increasing crop production. Legume inoculants, to increase the growth of nitrogen-fixing bacteria so plants can grow their own nitrogen fertilizer, have been commercially available to farmers since 1897. Today, researchers have identified species containing a variety of characteristics with the potential to be even more useful to agriculture. Over the past several years, there has been great interest in, and a rapidly growing market for, microbiological ingredients. At least one published report estimates this rapidly developing market will be worth more than \$4.45 billion worldwide by 2019.

Up until now, the results of the product sampling and analysis have been shared with the companies that produced them, as part of an educational approach undertaken by ODA. “We have had a wide range of reactions by those who find out their product doesn’t meet the specifications that are claimed,” says Wolf. “Some are very concerned, very responsible, and want to do things right. Others seem to have only an

interest in profitability and the bottom line.”

The educational approach is now transitioning to a regulatory one. Moving forward, any fertilizer product containing microorganisms found deficient by ODA will face enforcement action, ranging from a notice of violation to a potential civil penalty. The basis for ODA’s action is that the product would be deemed mislabeled if it can’t meet its claim.

“We hope these companies will look at their process and their final end use product so that they can ensure the customer is getting what is claimed on the label, all the way until the expiration date,” says Primbs. ODA’s three-person Fertilizer Program continues to look at products for chemical and mineral content, also verifying label claims. With 10,000 fertilizer products registered by ODA for use in Oregon, and about 700 specifically containing microbial material, there is more than enough to keep the program busy. A dozen years ago, ODA registered only about 4,000 products and the program consisted of two people to cover the entire state. While the number of products grows in proportion to increased demand, the consumer protection function of the Fertilizer Program will only become more important.

ODA protects consumers through programs for food safety, animal health, pesticide use, invasive species, and weights and measures standards, among others. Add the fertilizer program to the list.

For more information, contact Toby Primbs, Don Wolf, or Matt Haynes at (503) 986-4635.



# The Value of Networking

By Rod Bailey, Alder Spring Enterprises, LLC, Mid-Willamette Regional Directors

Do you believe in Networking as a way to expand and grow your business? Almost every area of your business can be improved by networking with other people and asking them the questions about how they met and solved the problems that are presenting themselves to you.

If you could walk into a room with 30 or 40 potential mentors do you think you could learn something from them? Of course you could and there are many venues out there where this could be the case. Your local OLCA Chapter meetings are a great venue for networking as are all of the regional and national meetings

sponsored by NALP, WALP, WSNLA, OAN. NALP members have access to a number of Peer Group discussion opportunities that's are unparalleled networking opportunities.

When it comes to marketing your business there are many outside-the industry groups that present excellent networking opportunities as well. I don't have room here to fully name them all but a few acronyms you might recognize would be BOMA, NAIOP, IFMA, AASK, IREM, CAI, NW-PRA, GCA, Chamber of Commerce, Rotary, Kiwanis. If you don't recognize some of these give me a call and we can discuss who and how they

might be helpful to you.

This past year I have participated in a group called **Job Quest Workshop** through our church. The promise of this group is not to find you a job but to teach you the skills to find a job yourself. When I was first asked to participate as a discussion leader with this group I thought to myself "What have I got to offer here I've only applied for a job twice in my whole life?" Then I got to thinking "Not true Rod, since you do Management Consulting work you have applied for a job with every single client you have had (and some I didn't get

**CONTINUED ON PAGE 12**

## *Outdoor Living is the* **fastest growing segment** *in the green industry.*

Horizon has the ideas, products and features you need to get the job done.



Your local Horizon is your single source for outdoor living products, including outdoor kitchens and BBQs, landscape lighting, hardscaping, fireplaces & fire pits, water features and more.

Stop in to your local Horizon or visit one of our Outdoor Living Showrooms to learn more about this profit-increasing segment.

Bend.....541.382.9333  
Milwaukie .....503.652.0800

Tigard .....503.670.9949  
Vancouver, WA .....360.891.1998

  
**Horizon**

irrigation | outdoor living | landscape | equipment

**CONTINUED FROM PAGE 11**

as well). Suddenly I realized that I had, in fact applied for hundreds of jobs and that is what I am doing with every potential new client. I realized that my major tool has been Networking.

Networking is simply the process of getting to know people and giving them a chance to get to know you. Not only does this work for me now, I realized it worked very well for me for thirty years as the owner of my own business.

You have all heard of having an Elevator Speech wherein you practice how much you can say about

you or your business to get someone interested in you while travelling between floor 1 to 6 (Or waiting for a bus, or standing in line at Starbucks, etc. etc.) You should have an elevator speech for your business just as you should have business cards, a printed "Leave-Behind-Piece", a Brochure, a Web Site, a Facebook Page, a LinkedIn account, Twitter, Instagram and all the rest. Remember in all these situations you may have only a few seconds to open up your networking opportunity.

When you meet someone new (as well as people you already know) are you applying for a job directly with them? Not necessarily but you may

be networking with them to see who they know that you should talk to. Yes, Word-Of-Mouth is a most effective networking technique as well as a most effective marketing and sales technique. Ask your network contacts for a referral.

How many people could you reach indirectly if you convinced your barber or hair dresser that you are the best act in town? When we were marketing landscaping and landscape maintenance services my banker had more of my business cards and tri-fold brochures in his desk than I had in mine. He thought that every new mortgage was a po-

**CONTINUED ON PAGE 13**

## CASCADIAN NURSERIES

Wholesale Supplier to Landscape Professionals Since 1973



C  
O  
N  
V  
E  
N  
I  
E  
N  
C  
E



Cascadian All In One Landscape Supplies  
P. (503) 647-7787, F. (503) 647-2970  
E. [office@cascadianbarkdust.com](mailto:office@cascadianbarkdust.com)  
[www.cascadianbarkdust.com](http://www.cascadianbarkdust.com)

21500 NW Farm Park Drive, Hillsboro, OR 97124

Cascadian Nurseries  
P. (503) 647-9292, F. (503) 647-9494  
E. [jim@cascadiannurseries.com](mailto:jim@cascadiannurseries.com)  
[www.cascadiannurseries.com](http://www.cascadiannurseries.com)

8900 NW Dick Rd, Hillsboro, OR 97124



# Impress Your Clients with Tax Rebates

Dan Lockwood – Environmental Resource Committee Chair

Whether or not you were aware of this, July was ‘Smart Irrigation Month’. To us contractors that usually means good deals on water-efficient nozzles, smart controllers, rainsensors, free hot dogs, etc... through our local suppliers, but did you know you can pass some savings on to your clients as well?

There are a handful of programs throughout the state that offer homeowners and businesses tax rebates for installing multi-stream rotating nozzles, water-sense labeled controllers, and more. This is a great thing to pass on to your clients after the job is completed that really shows you are a landscape professional. The rebates are good for retrofitting old systems as well as new installations. Funds that are earmarked for these programs don’t last forever, so make sure you check in with your local water purveyor first. Below is a list of irrigation incentive programs that I am aware of, but check in with [www.epa.gov](http://www.epa.gov) for rebates available in your specific area. Together we can make irrigation great again!

City of Portland Water – [www.portlandoregon.gov/water/rebate](http://www.portlandoregon.gov/water/rebate)

- \$100/residential water-sense labeled controllers (\$500 for commercial)
- \$3/multistream rotating nozzles (up to 32 for residential and 96 for commercial)
- Submit within 90 days of job completion

Tualatin Valley Water District – [www.tvwd.org](http://www.tvwd.org)

- \$50 for residential weather-based controllers (\$500 commercial)
- \$3/multistream rotating nozzles (up to 32 for residential and 96 for commercial)

City of Hillsboro – [www.hillsboro-oregon.gov](http://www.hillsboro-oregon.gov)

- Up to \$200 rebate for water-sense labeled controller

Energy Trust of Oregon / Pacific Power – [www.energytrust.org](http://www.energytrust.org)

- Form 420IR (this is mainly for agricultural applications)

Eugene Water & Electric – [www.eweb.org/waterconservation/rebates](http://www.eweb.org/waterconservation/rebates)

- \$25/water-sense labeled controller
- City of Bend – [www.bend.or.us](http://www.bend.or.us)
- Free sprinkler inspections

Water conservation class information as well as good watering tips and drought-tolerant planting ideas.

## CONTINUED FROM PAGE 12

tential new or upgraded landscape job about to happen, he was happy to wrap the cost into the new mortgage, and to make sure that I got the job.

One day when I was leaving a Chamber of Commerce lunch someone came up to me and said “Hey I just heard a lot about your company from one of your salespeople at my table. You sound great”. Since I was the only one from my company there I asked him to point this “Salesperson” out to me. You guessed it right, he pointed out one of my best customers in town.

When you network with others your main job is not to sell, your main job is to get to know someone who could either be directly or indirectly able to help you. My experience in 40 years of business and marketing taught me that when people want a particular product or service they would rather buy it from someone they already know than to risk dealing with a stranger. When we participated in meetings with

BOMA or NAIOP (from which we got over 65% of our new business) we learned that if you sit down at a table and start pumping someone for business with you right off the bat you will be sitting at a table by yourself next month!!! You don’t need to be overly promotional up front..... They know why you are there!

So now start thinking about how networking with others might be helpful to you when you are looking for:

- A Job
- New contracts
- New employees
- New equipment

The best materials and vendors Nearly anything, etc. etc. etc. Rod Bailey is a management consultant with Alder Springs Enterprises, LLC with many years of experience in the Landscape Industry. He works out of Salem throughout the Pacific Northwest as well as nationally. He can be reached at 206-612-2704 or by email at [rod.bailey@hotmail.com](mailto:rod.bailey@hotmail.com).

## More reasons to shop.

Cash Card Rebate Program + Online Ordering  
Job Tracking + Will-Call Pickup + Expert Advice  
Education Services + Online Account Management  
**Trained and Certified Service Professionals**



[EwingIrrigation.com/locations](http://EwingIrrigation.com/locations)

  
Irrigation & Landscape Supply



Agriculture



Irrigation  
+ Landscape



Land + Resource  
Management



Outdoor  
Living



Pest Control



Turf  
+ Athletics



# Elections Heating Up

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

With the Republican and Democratic National Conventions behind us, the general election campaigns are officially underway. We probably don't need to tell you this, but it appears that voters are already exhausted from the breadth and depth of media coverage for the 2016 presidential election. In a Pew Research Center poll conducted in June, 59% of the respondents indicated they were worn out from election news - and that's with four months of campaigning yet to go!

Worse yet, the 2016 race is the first presidential election in the modern era where both major party nominees face a high disapproval rating by a majority of voters on Election Day. Luckily for us, in Oregon, the statewide and local elections promise not to be as dramatic as the presidential election. In terms of registration, Oregon is a blue state and we are likely to see that play out in the statewide races of Treasurer, Attorney General, Secretary of State and even the Governor's race. *The last time a Republican presidential candidate won in Oregon in a November election was 1984.*

Here is a breakdown of the current voter registration (although it is changing daily due to Oregon's Motor Voter Registration program):

Democrats – 834,699  
Republicans – 645,509  
Independents – 110,447  
Non-Affiliate Voters – 529,151

With Motor Voter set in law, Oregon is likely to see a whole lot of newly registered voters who don't align with either party. These uncharted electoral waters might provide a wave that Trump plans to ride this fall, but it remains a long-shot here in Oregon. While there will be 14 new faces in the State Senate and Oregon House of Representatives, there will be little change in the partisan make-up of the two chambers. Currently the Democrats control the Senate 18 to 12 and the House 35 to 25. If you are placing bets, you would be smart to keep your chips on blue in Oregon.

Voter turnout, and to some degree voter mood, can be influenced in Oregon by our unique - if not detrimental initiative process. Oregonians will be voting on a ballot measure that would result in a major

tax increase on large corporations. Formerly IP 28 and now Ballot Measure 97, which Republicans generally oppose, may also face opposition from lower-income voters who fear the tax increase will be passed along to them in higher prices for groceries, utilities, medicine and gas. Measure 97 is already poised to generate more noise and money than all of the presidential and statewide races in Oregon combined.

All told this fall, you might prefer to duck and cover from the media coverage and the ensuing angry discourse. While there is nothing wrong with that, don't forget to exercise your own voice and cast your own votes... if there is one thing we can tell you for certain: advocacy is critical to shaping our communities.

Please feel free to contact us at any time if you have any questions by emailing Bill Cross at [bill@wvcross.com](mailto:bill@wvcross.com) or Niki Terzieff at [niki@leading-edgepublicaffairs.com](mailto:niki@leading-edgepublicaffairs.com)

## *Sponsor Acknowledgement*

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



PLATINUM SPONSORS  
**Cascadian Nurseries**  
**Oregon Turf & Tree Farm**



147 SE 102nd Avenue  
Portland, OR 97216

RETURN SERVICE REQUESTED