

Oregon Landscape

4th Quarter, 2016



Oregon's Landscape Professionals



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President's Message

By David West, 2016 OLCA President



Ah...! My reign of terror has come to an end. I have been proud to be your president this year and plan on doing even more work for OLCA in 2017 under the leadership of your new president, Matt Triplett. *(If finding a president for OLCA was like finding a good mountaineer... Matt would be a man that has climbed all 8 of the tallest peaks!)*

Looking back over my term, I can say that we have had some great successes and we have made progress on a few major milestones for our organization.

The awards program is back up and running with much thanks to Jim Larson and the Portland chapter. What fun it was to be at the expo kick off party and to watch Jim Larson hand out eight beautiful plaques, and to see Victor's face when he was called up to take the top prize. I commented that his smile alone for that brief instance would carry him the next 3 years through hard times if the economy were to fall again.

By now you have probably guessed that I speak from the heart. I may not have been as smooth on the microphone as an Adam Harris (your expo co-chair for many years), or as a Scott Picker who is an excellent speaker, and probably one of our best businessmen who could sell ice cubes in Fairbanks during January. In all my speeches and during discussions at OLCA board meetings, it was my dream to have OLCA reach a point where the general public would recognize and ask for OLCA members by name. When the homeowner asks if you belong to OLCA during a bid meeting... then

my goal will have been reached. I had many goals for 2016 and some were achieved while others still wait to be fulfilled.

Some great milestones achieved were:

- A new logo for OLCA was created and implemented giving us a fresh new image.
- The Awards Program was re-launched after 10 years of being idle.
- The annual golf tournament was revised and improved to create more fun and profits for our members.
- The pathway for recruiting and attracting key talent from the local colleges has been set up and the beginning stages are starting to take shape.
- The right to hire subcontractors was gained through new legislation that OLCA helped to push through the state house and senate.

My goals for the next few years will be to help create a marketing plan for OLCA that brings us up front and center to the average homeowner. I envision OLCA logo stickers on all our trucks, and for all of us to use the OLCA logo on our bids and office emails. All of this information is available through the OLCA website and we should be using it right now! I hope to get OLCA in the trade magazines and the business newspapers.... Maybe to showcase our 2016 award winners and tell the communities that we work in what we are

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actually able to create. How many times have you heard, "I didn't know you could do that as well?" Being a landscaper is a great job... it comes with all sorts of twists and turns and it takes a person with a very broad skillset to pull off an excellent end product. We as landscapers should be very proud of what we can do, and the amount of knowledge it takes to be in the position we have found ourselves.

I have said many times at OLCA events that people only come together in a large group for a few main reasons. These are; 1) protection from outside forces, 2) to have a little

fun, 3) for the gaining of an advantage that only could happen with a people working as a team. Guess what? OLCA is doing all three of these consistently week after week. If each current OLCA member could bring just one new member to the group... we could truly be an organization that would shine above most others. Oregon is a gift. This is one of the easiest places to be a landscaper.... The clients have money, and are interested in the environment and improving their direct surroundings. No where else could you find as many local sources for materials being so readily available and the weather being mild enough to work

year round. I want to thank you for my time at OLCA. I'd like to thank the members from all across the state who drive over the mountain passes to come to our events. Some members drive 4 hours one way just to be part of our team here in Portland. That shows me that you care and are invested in this industry. In my final letter I want you to know that I'm here for you... email or call and I would be thrilled to hear your ideas or concerns. Here's to 2017 and may the economy stay strong!

Send me your ideas!

David West
west.david@comcast.net

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Farm Market Report

Contaminated Compost Causes Organic Rift

By Mateusz Perkowski, Capital Press

A rift has developed among environmental and organic groups in a lawsuit over compost contaminated with pesticides used in organic farming.

Several environmental organizations are asking a federal judge to overturn the USDA's policy of allowing organic growers to use under certain circumstances compost from plants treated with pesticides.

The plaintiffs — Center for Food Safety, Center for Environmental Health and Beyond Pesticides — claim that USDA has disguised this policy as a “guidance” to the industry, thereby unlawfully circumventing notice-and-comment procedures for enacting regulations.

The USDA has countered that the “guidance” isn't subject to this rule-making process because it's merely informing the organic industry about how the agency will be “enforcing compliance” with existing regulations.

Shortly after the parties submitted their legal briefs to U.S. Magistrate Judge Jacqueline Scott Corley, in advance of oral arguments scheduled for May 12 in San Francisco, several organic farming groups asked to weigh in on the lawsuit.

The Western Growers Association, whose members grow roughly half of the organic produce in the U.S., asked the judge not to vacate the USDA's “guidance” if she finds the agency violated administrative law.

If the “guidance” is invalidated, WGA fears that organic farms will effectively have to test compost to ensure it's free of any synthetic pesticides, which would be “analytically and economically impossible” given the multitude of possible contaminants.

The impact would be that many organic farms would stop applying compost to the soil, impeding necessary nutrient-building, until the USDA develops proper rules, the WGA argues.

Overturning the USDA's policy would also invite litigation by consumers who could claim they'd been misled into buying organic food produced with contaminated compost in violation of organic standards, the group said.

These objections were joined by the Organic Trade Association and California Certified Organic Farmers, which have previously allied with the Center for Food Safety in controversies over biotech crops.

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Not Many Surprises In Oregon Election Results

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

The 2016 election cycle - the one that everyone suffered under - has mercifully ended. The result is one of the biggest presidential election upsets in U.S. history. Once again calling the electoral college into the spotlight, the winner of the popular vote and the President-Elect are not the same person. With the Republicans maintaining control of both the U.S. Senate and the House of Representatives, and both the legislative and executive branches of government controlled by the same party, perhaps they will finally get something accomplished.

Speculation is rife about what Trump's election could mean to both this country and to the world. He offered so few policy specifics on the campaign trail, it is hard to predict with any certainty what the impacts will be. Just as John Kennedy successfully introduced television to presidential politics in 1960, Trump recognized the potential for social media in presidential politics and how to effectively use Facebook and Twitter. He was able to position himself as the outsider and tapped into a political loneliness in the "flyover states" that none of the professional polling firms were able to elicit.

In Oregon, at least, the election results brought few surprises. Senator Ron Wyden, Oregon's five members of the U.S. House of Representatives and Attorney General Ellen Rosenblum all won re-election handily. Governor Kate Brown cruised to an easy victory in the special election to fill the final two years of what would have been John Kitzhaber's historic fourth term. State Representative To-

bias Read eked out a win in the State Treasurer's race, in part because Independent Chris Telfer, a former Republican legislator, likely siphoned votes away from Republican candidate Jeff Gudman.

Probably the biggest upset in Oregon was the Secretary of State's race. Former Republican State Representative Dennis Richardson beat Democratic Labor Commissioner Brad Avakian to become Secretary of State. That makes Dennis the first Republican to be elected to a statewide office here since 2002. In a non-Presidential election year, Republicans tend to pick up seats. Some wonder if this could serve as the reboot of the Republican bench in Oregon, with popular Representative Knute Buehler widely known to be eyeballing a challenge for the Governor's Office in 2018.

Oregonians barely survived the onslaught of television ads and mail pieces, as the most expensive campaign in Oregon's history, Measure 97, was soundly rejected at the polls. The measure would have raised \$3 billion a year through a gross sales tax on companies with annual sales of more than \$25 million. While politicians pledged that it would be spent on fully funding our education system, expanding life-saving human services (oh, and covering the millions and millions of debt created by PERS), too many concerns remained about them keeping that promise.

In the State Legislature, Democrats still control both the House and the Senate. In fact, the House remains a 35 to 25 majority for the Democrats -

one short of a three-fifths super-majority needed to pass a tax measure in Oregon without a single Republican vote. In the Senate, the Republicans picked up a seat, reducing the Democrats' current three-fifth majority to 17 and 13. Democrats losing that seat and a surprise, difficult challenge in the south coastal district of Arnie Roblan's, likely means that the Senate will become even less stoic about passing the kind of progressive policy likely to arrive from the House, such as renter's protections, gun control legislation and more.

The Governor and the Legislature will be facing some tough issues in 2017. The biggest challenge will be adopting a budget for the state. While Oregon will have \$1.2 billion to \$1.6 billion additional revenue this coming biennium, the gap between revenues and the amount needed to fund current services will be around \$1.4 billion. Because public employee pension costs are one of the main causes of this gap, pension reform should be on the table once again. A transportation package to address the state's highway and bridge infrastructure needs which have been the cause of gridlock, lost productivity and increased transportation expense is another priority. Add to the list the dozens of other expensive and highly politicized issues as a back drop, including carbon controls or health care reform and it should be a very challenging session.

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@leading-edgepublicaffairs.com

OLCA Expo a HUGE Success!

By Adam Harris and Ken DeSantis, CLP, CLT – Expo Committee Co-Chairs

What an EXPO! This year's event sold 9,600 square feet of exhibitor space compared to 7,400 square feet last year! Attendance was also up this year, with a total of 408 attendees representing over 150 companies! Each year this event becomes stronger and more relevant for our industry.

Before recapping 2016, the committee would like to let you know we are in the market for some fresh talent! Many of the current members have been at it for quite a while and an infusion of ideas would be beneficial. The meetings are productive, engaging, and usually come with delicious lunch, so please let us know if you'd like to be a part of the team!

Looking back at the 2016 expo, the feedback from both exhibitors and attendees was great. With positive feedback, both groups felt like they accomplished their goals and appreciated the organization of the event. The exhibit hall was filled with friendly, familiar faces as well as a handful of new exhibitors that we were happy to welcome. Big hits throughout the day were the cash give away's, the quality of education, a fantastic Expo Portland Chapter Kick-off Party (record high registration numbers this year!) and the flow of traffic through the exhibit hall.

Thank you to all who participated and we look forward to an even bigger production next year!

*Thank you to our
Expo Committee*

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April Chastain
Clackamas Community College



2016 LANDSCAPE EXPO CONTINUED



Thank You to Our Expo Exhibitors!



Members in the News

7th Annual Golf Tournament Surpasses \$500,000 Fundraising Mark!

By Andy Miller, Human Solutions Executive Director



Thanks to the Dennis' 7 Dees Annual Charity Golf Tournament benefiting Human Solutions held Thursday, September 15th at Langdon Farms, homeless children and their families are one step closer to leading better lives. Proceeds from today totaled over \$88,000 - this brings the 7-year total to an amazing \$500,000 since its inception in 2010.

This significant community event started out as a small vendor and employee golf outing sponsored by the owners of Dennis' 7 Dees Landscaping and Garden Centers, and over the past 7 years has evolved into a crucial fundraiser that benefits homeless children and their families in Multnomah County through

Human Solutions' programs and services.

"On behalf of all of us at Dennis' 7 Dees, we are pleased to continue to help Human Solutions carry out their vital mission in the community of serving hundreds of homeless children and their families. We are very grateful for our suppliers, clients, friends and employees who help make this event possible," stated Dave Snodgrass, President of Dennis' 7 Dees.

Andy Miller, Executive Director of Human Solutions notes, "Human Solutions deeply appreciates the rich partnership we have developed with the Dennis' 7 Dees family. This family-owned local business gives real meaning to supporting their community. As a direct result of the generous efforts of Dennis' 7 Dees, hundreds of Oregon's kids and their families who may experience homelessness this year will be able to sleep safely and warmly inside while they take a first step to transi-

tion out of homelessness into stable housing. The proceeds from this event allow us to provide emergency shelter for families with children who fall into homelessness in this very challenging housing economy. It also enables us to support families experiencing homelessness back into stable housing with the resources and support they need to prevent the trauma of homelessness in their future."

Human Solutions builds pathways out of poverty by promoting self-sufficiency for homeless and low-income families in East Portland and East Multnomah County. The agency's three primary program areas are: affordable housing development and operation, employment and economic development, and safety net services such as rent and utility assistance as well as shelter services. For more information, visit www.humansolutions.org. For more information about Dennis' 7 Dees, go to www.dennis7dees.com.

C & D Landscaping - 2016 Excellence in the Family Business Award Finalist

Congratulations to C & D Landscaping for being a 2016 Excellence in the Family Business Award Finalist

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OLCA 2017 Upcoming Events

JANUARY

- 4 Portland Chapter Meeting
- 10 Central Oregon Chapter Meeting
- 27 Board of Directors Meeting

FEBRUARY

- 4 Portland Chapter Meeting
- TBD Central Oregon Chapter Meeting*

MARCH

- 1 Portland Chapter Meeting
- 3 Board of Directors Meeting
- TBD Central Oregon Chapter Meeting*

APRIL

- 5 Portland Chapter Meeting
- TBD Central Oregon Chapter Meeting*

For more information about these events go to www.oregonlandscape.org

*All Central Oregon Chapter meeting dates will be finalized following the January 10th meeting.



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in the Family Harmony Category. The Family Harmony award is given to a company with family members that actively work to build connections and create a shared purpose with one another, and show a high level of trust, unity and developed personal relationships.

Each year the Austin Family Business Program honors outstanding family businesses that demonstrate excellence in one of three categories; family harmony, generational leadership, or business renewal. This year's Excellence Awards will be held on Wednesday, November 2nd at the Portland Hilton, featuring

an "in-the-round" experience showcasing Oregon's finest family companies.

The OSU Austin Family Business Program Excellence in Family Business Awards were the nation's first, competitive peer-reviewed awards focused solely on the accomplishments of family-owned businesses. Unlike other awards, the EFBA recognizes businesses across all industries, regardless of size or revenue, as long as they meet the basic criteria of a family business and demonstrate excellence in family business principles. Since the awards began in 1988 over 200 family businesses have been honored.

Dennis 7 Dees Landscaping & Garden Centers Winner of a 2016 NALP Awards of Excellence for the Halcyon Estate



Category: Exterior Categories > Residential Design/Build > \$500,000 to \$1,000,000

Winner Status

- Grand Award
- Judges Award
- Audience Choice Award

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Portland Japanese Garden

By Kristin Faurest, PhD, Director, International Institute for Japanese Garden Arts & Culture

“In order to comprehend the beauty of a Japanese garden, it is necessary to understand - or at least to learn to understand - the beauty of stone.”

Those words were penned well over a century ago by Lafcadio Hearn, the 19th century writer who spent many years living in Japan. But for those in the landscape profession in the Pacific Northwest, they have a particular resonance. Both our natural and our cultural history connect us deeply to the Japanese gardening tradition. Japanese immigrants have profoundly influenced and shaped the culture and aesthetics of our communities since the late 19th century. Starting with the 1876 Philadelphia World's Fair and continuing through the late nineteenth- and early twentieth-century, many fairs and expositions introduced millions of Americans to Japanese-style gardens and by extension Japanese culture. But in addition to this officially-sanctioned mode of popularizing the Japanese garden with the American public, there was a humble everyday factor. Many new Japanese immigrants worked as gardeners -- frequently for lack of other vocational opportunity -- shaping the way private gardens grew and developed.

Added to this historical narrative is the fact that the richness of our region's geology provides an extravagant natural palette from which to create places of harmony and beauty deeply inspired by the art form of the Japanese garden. We have here in the Pacific Northwest an abundance of opportunities to learn to understand the beauty of stone. Equally important, the region's environment resembles Japan's misty, rainy climate, so that



Tea bowls in preparation for the seminar's daily morning tea ceremony. Photo by Jonathan Ley.

the lush, verdant textures typical of many types of Japanese gardens are easily achieved and maintained here. Given all the above, it's little wonder that this region features so many stunning public Japanese gardens as well as private and corporate landscapes influenced by the Japanese gardening tradition -- and that the public's adoration for the Japanese gardening tradition only continues to grow.

Since that 1876 World's Fair, Japanese gardens have spread across the U.S. and the world, literally from Siberia to South Africa. In the U.S. alone they number over 300. The Japanese garden here in the Pacific Northwest has its own specific individual identity, forged by the local climate, culture and history. It's an art form in translation, with subtle differences and adaptations that distinguish it from the centuries-old

traditions of gardens in Japan. The fact that it's a New World adaptation of an ancient art form gives rise to questions about authenticity and adaptation. What knowledge is essential for landscape professionals of the Pacific Northwest to authentically represent the essence of this art form for their clients?

Japanese gardens traditionally are shaped precisely and thoughtfully by human hands over time in the service of representing a compact version of natural landscapes such as mountains, streams, forests, rivers and islands. Typically a Japanese gardener learns through long apprenticeship with a master. The roles of designer, builder and caretaker of a garden aren't isolated from one another as they are in the West; frequently the garden artisan who designs and builds a garden is also the one who cares for it. The aesthetics of the garden are echoed in other related art forms as well, such as *ikebana* (flower arranging) *shodo* (calligraphy) and *chado* (tea ceremony). In Japan, many kinds of arts are understood or described using the same aesthetic ideas. For example, the terms *shin*, *gyo* and so represent three different levels of formality in design -- and they are used just as easily to describe tea utensils, ceramics or calligraphy strokes as they are the patterns of stone pavings in a garden.

The above illustrates why a landscape professional who seeks to make beautiful and authentic Japanese-style gardens needs to absorb not just the technical but the spiritual and cultural dimensions of the garden -- knowledge difficult to find outside of Japan.

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The nobedan begins to come together. Photo by Jonathan Ley.



Professor Kimiko Gunji demonstrating traditional tea ceremony (chanoyu) to students. Photo by Jonathan Ley.

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This was the inspiration behind the launch of the Portland Japanese Garden's new International Institute for Japanese Garden Arts and Culture. The Institute is a training center that provides a place in North America to learn the skills and techniques (*waza*) for creating and stewarding Japanese gardens while acquainting students with the cultural heart and soul (*kokoro*) of Japanese garden arts. It will offer a variety of learning opportunities, including lectures and short workshops, but its flagship program is its *Waza to Kokoro* (Hands and Heart) training program, a three-seminar series launching in 2017. Students completing all three seminar levels receive the Portland Japanese Garden Certificate of proficiency in Japanese garden arts.

Each 12-day *Waza to Kokoro* seminar accommodates 16 students and



Instructor Kazuo Mitsuhashi lecturing at the Center for Architecture in the Pearl District. Photo by Rod Stevens.



Instructor Tomoki Kato, Ph.D., of Ueyakato Landscape Co. in Kyoto, is an eighth-generation Japanese gardener. Photo by Jonathan Ley.

includes a design module, a garden clinic, a garden arts focus learned in a hands-on way, a related cultural focus, and lectures. Its faculty includes visiting garden artisans from Japan; visiting academics specializing in topics such as tea ceremony and garden history; and Garden staff.

Waza to Kokoro's intermediate-level seminar, focusing on stone in the tea garden, was given a pilot run



Instructors Takeshi Kato of Kyoto and Sadafumi Uchiyama of the Portland Japanese Garden with students and the finished project. Photo by Jonathan Ley.



Students sketch designs with instructor Kazuo Mitsuhashi of the Garden Society of Japan before selecting stone from the stoneyard at Smith Rock Inc. Photo by Jonathan Ley.



Preparatory work for constructing the nobedan (stone path). Photo by Jonathan Ley.

last August with 11 visiting gardeners from Japanese gardens across North America. Participant Tim Gruner, curator and head of horticulture at Anderson Japanese Gardens in Rockford, Illinois, said that the seminar's combination of hands-on and cultural content offered him fresh perspectives on a craft he's practiced for more than 25 years.

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Coaching Your Employees to Bring Out Their Best

By Ermelindo Escobedo, Work Strategies

Coaching is an important part of being a great supervisor. Employees and companies benefit greatly when a supervisor invests time in building good work relationships, giving feedback, teaching, and, when necessary, providing corrective action to the employees under their supervision. Good coaching reduces turnover, improves morale, creates commitment, keeps employees growing professionally and does not allow poor behavior to continue without consequences.

Though there are many things that distract supervisors from taking the time to coach, very few are as important as developing employees to reach their full potential. Supervisors should set aside time each day to invest in employees. The time spent now will pay off in the future as you see the improvement in each employee and your work team.

What does this look like practically? It will vary depending on your employees but the goal is that your employees know you are approachable and that you can be trusted. Greet your employees daily and get to know them as individuals. Make sure they know that you care about their welfare and their professional growth. Not surprisingly, trusting that the leader has your best interests at heart improves employee performance. Employees will feel secure rather than fearful and, as research by Amy Edmondson of Harvard demonstrates in her work on psychological safety, this creates a culture of trust where leaders are inclusive, humble, and encourage their staff to speak up or ask for help, and this leads to better learning and performance outcomes.

Give praise where it's due. Let your employee know what you like about their work ethic such as showing up on time, being ready to work at the start

of the shift, taking initiative and/or any other positive observations. Let them know you are glad that they choose to work on your team. Your work ethic matters, too. Jonathan Haidt at New York University's Stern School of Business shows in his research that when leaders are not just fair but self-sacrificing, their employees are moved and inspired to become more loyal and committed themselves. As a consequence, they are more likely to go out of their way to be helpful and friendly to other employees which creates a self-reinforcing cycle. Daan Van Knippenberg of Rotterdam School of Management shows that employees of self-sacrificing leaders are more cooperative because they trust their leaders more. They are also more productive and see their leaders as more effective.

A good coach corrects poor performance in the work place which is often ignored and drags the whole team down. Some supervisors 'hope' the poorly performing employee will improve without intervention but this passive management style does not give the needed results. Implementing accountability by talking with the employee about their performance, including listening to their thoughts on why they are not performing as required, is the first step. Then together both the supervisor and the employee can agree on the necessary goals and timeline required to meet the job standards.

Coaching is not a one-time event but an on-going process which bears fruit with time. As you patiently teach, build relationships, and correct where needed, you are building better employees. Better employees create a more positive work culture and that translates into more production and efficiency. Coaching is your daily opportunity to bring out the best in your employees.

Mr. Escobedo is the owner of Work Strategies, a company known for interactive Leadership classes designed to inspire real change in companies. He has extensive experience in training, coaching, public speaking, and mediation in both the state and private sector. He is bilingual and holds a Master of Public Administration degree from The Evergreen State College. He lives in Olympia, WA with his wife Susan.

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"I thought the balance between the lecture/presentation component and the hands-on work in the field was excellent," he said. "Starting hands-on days with the insightful and sensitive lectures, coupled with tea was brilliant. Following such an uplifting start, work in the field with true garden masters was inspiring."

He found, in other words, new ways to understand the beauty of stone.

The Institute is currently accepting applications from landscape professionals for "Waza to Kokoro – Hands and Heart: The Use of Stone in the Japanese Tea Garden," August 25 – September 5, 2017, hosted in the new Kengo Kuma-designed Cultural Village at the PJG and offsite at Smith Rock, Inc., in Southeast Portland. The seminar is designed for experienced professionals, but applicants will be reviewed on an individual basis. Early bird registration is available to help keep costs to a minimum. Space is limited. Detailed information and application materials are available at: www.japanesegarden.com/institute and a short film about the last seminar can be viewed at: <https://vimeo.com/190290299>

Portland Chapter Review 2016

By Jim Larson, OLCA Portland Regional Representative

The 2016 Expo Kick-Off and Landscape Awards was well attended this year with almost 100 attendees. There was a great mix of landscape contractors and designers as well as vendors. Special guests this year included Mike Darcy as master of ceremonies and Sean Hogan as the keynote speaker. Everyone seemed to have had a great time socializing and networking.

The Portland Chapter has produced great events this year and strong chapter meetings. Without the commitment of its dedicated board of directors and members, the chapter could not grow and serve the needs of the landscape community in the future. We had a very successful OLCA/ASLA Golf Tournament this year under the leadership of Scott Picker of Aspen Creek Landscaping, great chapter meetings orchestrated by Howard Lehmann of Natureworks our 2016 Portland Chapter President, and the Landscape Awards program was revived after a 10 year absence with the vision of David West our OLCA State President.



The Portland Chapter Expo Kick-Off allows us to connect and reaffirm the reason we come together as landscape professionals. It takes us to the heart of who we are. Our interests are combined in our association, but it is more than that. We understand that there is strength in sharing our passion and commitment for excellence.

The Portland Chapter is looking toward the future of our industry and its members. The Landscape Awards program this year is just a start of bigger and better things to come. The Portland Chapter has always been open to all. OLCA members and non-members, landscape designers and architects, associate members, and other groups. With that in mind, the Portland Chapter is expanding its borders south to include the Salem landscape community which lost its chapter status. We will look at ways to include them

in our meetings and events going into the new year.

Let's make sure to take time to thank our sponsors. Without their support, we would not be a strong Portland Chapter.

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2016 Portland Chapter Landscape Award winners

Landscape Construction Residential \$35k to \$75k

1st Place Winner - Aspen Creek Landscaping - Flippen Residence

2nd Place Winner - Natureworks LLC - Lynch Residence

Landscape Construction Residential over \$75k

1st Place Winner - Aspen Creek Landscaping - Christensen Residence

Landscape Construction Commercial under \$50k

1st Place Winner - Aspen Creek Landscaping - Alloro Vineyard

Residential Design/Build under \$50k

1st Place Winner - Structures In Landscape - Myers Residence

Residential Design/Build over \$50k

1st Place Winner - Structures In Landscape - Grunkemeier Residence

Landscape Maintenance Residential Single Family over \$500

1st Place Winner - Aspen Creek Landscaping - Key Garden

Landscape Construction Residential \$35k to \$75k

Award of Excellence Winner - Victor E Design Build - So-sensen Backyard Living

You have all heard the message before. However it is true. OLCA needs you! From serving on a committee, on a chapter board, and attending chapter meetings, let's all do our part to make sure OLCA stays strong and serves our industry well. OLCA would not be where it is without a dedicated state board, the OLCA staff, and it's members. We should invite non-members to attend chapter meetings, OLCA functions, and to become members.

Our industry in 2016 was strong and every indication is that it will remain so through 2017. The pace of improvement in Oregon's labor market continues to be at full throttle. However, our industry still struggles to be able to hire qualified people and people that want to work. We need to work with our high schools and community colleges to encourage and work with young people to mentor them to look at the landscape industry, be it construction, design, or maintenance as a viable employment opportunity.

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Why Landscape Contractors need Architects and Designers

By Jim Larson, Portland Regional Rep

Imagine if our surroundings were barren landscapes devoid of color, texture, form, and structure. Doesn't matter if it is an urban or cityscape setting or even a residential neighborhood. All you see is asphalt, concrete sidewalks, and buildings. How boring and dismal would that be?

We need landscape architects and designers to create outdoor spaces that connect us to both built and natural worlds. They bring desolation to life, as long as there is good soil and water available. They find ways of bringing joy to the smallest decks, yards, rooftop gardens on skyscrapers, and even inside buildings. Greenery cools down our environment. Just remember how hot you were standing in the middle of an asphalt parking lot with no trees. Greenery brings peace of mind and calms the spirit.

We need each other- landscape architects, landscape contractors, landscape designers, and of course nurseries, where the greenery starts. From a small container garden, small landscape, commercial landscape project, to an elaborate landscape on a few acres, or even parks- we need each of us to coordinate our skills for the design and installation of such projects.

We should never entertain the idea that it is us against them. We need to bring our landscape community together for the benefits we can offer to our environment and communities. A well designed and installed landscape brings up property values for your customers. With the labor shortage that has befallen us, it is more important to align ourselves with qualified and quality people.

In my opinion, the "green" movement has always been here. Visionaries like Ralph Waldo Emerson and Henry David Thoreau proposed that "in wildness is the preservation of the world".

We are more focused on it these days with the environmental issues around us and the over-crowding of our cities. I remember interior plants was a big deal back in the 70's and 80's and has not subsided. Just look at all the plant material that is installed in office buildings and shopping malls including green walls. Living plants help to clean the air we breathe.

Let's all do our part to beautify the world around us and work together, landscape contractors, landscape architects, landscape designers, and nurseries as a community of green minded people.

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