

Oregon Landscape

4th Quarter, 2018



Oregon's Landscape Professionals



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OLCA

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

OLCA Expo a HUGE Success!

By Ken DeSantis and Jim Vachter – Expo Committee Co-Chairs

What an EXPO! This year's event sold over 10,000 square feet of exhibitor space. Each year this event becomes stronger and more relevant for our industry.

Before recapping 2018, 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 2018 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 NEW Expo App, food carts, demonstrations on tradeshow floor, cash give aways, the quality of education, a fantastic Expo Portland Chapter Kick-off Party 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! Mark your calendars for 2019!

Thank you to our Expo Committee

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2019 Landscape Awards



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are invited to enter.
Winners will be announced at
the Landscape Expo Kick-Off on
December 10th, 2019 in
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Sponsored by the
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Portland Regional Chapter

Entry Deadline: Friday, March 15th, 2019 at 4pm

OLCA's mission is to serve the needs of its members and to promote the growth and well-being of the landscape industry.

2018 OLCA Landscape Expo



2018 OLCA Landscape Expo



Getting Pollution Coverage Despite the CGL Exclusion

Provided by LaPorte

Every landscaping operation deals with pollutants of some kind, especially when you consider that the term “pollutant” covers such a wide range of materials. Airborne particles, fertilizers, weed control agents and even simple cleaners are just some of the common substances that can damage the environment and cause adverse health effects. And, because pollutants cause so much harm and are hard to remove, all businesses need to consider how to protect themselves from this common liability.

Will My Commercial General Liability Policy Cover Pollution Claims?

Unfortunately, many employers wrongly assume that their commercial general liability (CGL) insurance policies include coverage for pollution-related claims. However, almost all of these policies include exclusions that catch businesses off guard. Pollution claims often include fees for things like cleanup efforts, legal defense, property damage and medical care, which means that even one unexpected claim can lead to a devastating financial blow.

Even though CGL policies can’t protect you from pollution claims, there are stand-alone policies and endorsements that can give you coverage. However, you need to consider how your operations, third-party exposures and other unique circumstances might determine the option that’s best for you.

Why CGL Policies Aren’t Enough

CGL policies cover a wide range of risks, but the massive costs associated with pollution claims led insurance carriers to create two

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common exclusions—generally referred to as **absolute** and **total**. Despite these seemingly restrictive names, these exclusions include an extremely small amount of pollution coverage for certain losses, such as fires or damage caused by a building's vents. However, businesses can't rely on these limited exceptions for protection.

Even if a loss seems to fall under one of the exceptions to an absolute or total CGL exclusion, insurers can use the broad definition of the term "pollution" to deny claims. Court rulings involving the exclusion also vary widely, making coverage under a CGL policy even less reliable.

The Options for Reliable Pollution Coverage

Workplaces with even small pollution risk exposures need to consider how additional insurance options can help protect them. Here are some key details on four types of pollution coverage:

- **Contractors pollution liability:** Contractors often work on projects that can lead to short- or long-term pollution, such as water runoff that affects a local water supply or a loose window seal that causes mold to form. These policies protect contractors from losses caused by their regular operations or those performed by subcontractors.
- **Products pollution liability:** This type of coverage can protect a business from products that could fail and lead to pollution, such as air filters and fuel containers. Even if your business doesn't manufacture these products, these policies can help protect
- you if the original manufacturer doesn't have pollution coverage, or if your business's distribution or maintenance of the product contributed to a loss.
- **Premises pollution liability:** Most businesses have to manage environmental risks at their workplaces, even from something as simple as normal trash disposal. This coverage—also referred to as site pollution liability—can be customized to cover entire buildings or specific risks, such as outdoor fuel tanks or medical equipment.
- **Transportation pollution liability:** While other types of pollution insurance focus on a specific location, businesses are still at risk whenever potential contaminants are in transit. This type of coverage can protect businesses if pollutants are released during vehicle collisions, mishandled unloading procedures and more.

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Avoid Mobilegeddon And Get Better Lead Generation With Google's Mobile First Initiative

Provided by Ron McCabe, Everbearing Services

How we all look for things has changed rapidly over the last few years. Mobile used to be a minor part of the process consumers went through to find new products and services. Late last year mobile searches overtook desktop searches. According to Google "more Google searches take place on mobile devices than on computers in 10 countries including the US and Japan." So desktop searches which have been the main

thing Google looks at, are being replaced by their mobile rankings. Web sites that are set up for desktop will get less visibility as a result. Mobile optimized websites will receive preferential treatment going forward. Understanding this and what to do about it is important as Google transitions towards mobile devices.

The Google Mobile First Initiative was put into place in order to encourage companies and their

websites to optimize for mobile. If your website does not meet Google's mobile guidelines your site will start getting lower search volume related visibility and most importantly customer leads. If a company complies, Google has committed to mark your web site as "Mobile First Indexed" which means Google will give your company preferential visibility over companies that do not comply with increased

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visibility along with related lead generation opportunities. So this is really an opportunity to get ahead of your competition by updating your website to better support mobile devices.

What do you need to do to comply to Google Mobile First Initiative?

The easiest way to know how you are doing is to go to <https://developers.google.com/search/mobile-sites/>. This area provides a mobile friendly test to let you know what things need to be corrected in order to qualify for Google's Mobile First Initiative. There is also instructions on how to comply with any issues that may come up. Your web developer should be able to go through this process and make any needed changes.

Going through these simple steps

will ensure you either maintain or improve your on line visibility. Be sure to embrace the Google Mobile First Initiative to ensure better on line visibility and lead generation today.

This article was provided by:
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OLCA 2019 Upcoming Events

JANUARY

- 2 OLCA Portland Regional Chapter Meeting
- 9-12 NHLA Train the Trainer en español

FEBRUARY

- 6 OLCA Portland Regional Chapter Meeting
- 6-9 NHLA Train the Trainer en español

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

Special Rules Advisory Committee Formed

Provided by Angie Snell, OLCA Secretary/Treasurer

The Oregon State Landscape Architect Board (OSLAB) established a Special Rules Advisory Committee (SRAC) to provide recommendations to the board on improved clarity and direction about exempt landscape design services to those working within the overlapping and complementary fields of landscape architecture, landscape construction, and landscape design. The SRAC met several times between fall 2017 and spring 2018.

The SRAC consisted of various individuals ranging from design

professionals, contractors, and educators along with representation from Oregon Landscape Contractors Association (OLCA), Association of Professional Landscape Designers (APLD), and American Society of Landscape Architects (ASLA).

After much debate and testimony, the SRAC unanimously agreed on guidance to OSLAB pertaining to construction details and specifications. The guidance will be posted on the OSLAB website for year, after which OSLAB will enter into a rule-making process.

The SRAC had hoped to address stormwater, grading and drainage, but quickly discovered the topic to be too vast and controversial. The committee did request that OSLAB consider a future advisory committee to tackle these broad, extensive subjects.

To view the SRAC guidance on construction details and specifications, please visit:

www.oregon.gov/landarch/Board/Pages/SRAC

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2018 Landscape Award Winners ShowCase The Beauty In Their Work

Provided by Jim Larson, Portland Regional Director

From the dawn of civilization, we have strived to create beauty out of what nature or man provides. That is where landscape architects, contractors, and designers work their magic. Even building architects such as Frank Lloyd Wright worked with nature to create some of his most inspiring homes.

A professional landscape project anchors the building (either home or commercial) to the site. A landscape architect or designer should work with

a landscape contractor, and where possible the building architect to design a project with plant material suited for the site as well as building materials to create the hardscapes including decks, walkways, fences, outdoor kitchens and so on. This helps to create the visual appeal for the client.

New deadline for 2019 Landscape Award entries - March 15th, 2019

Watch for information shortly after the new year.

I hope to see you at an upcoming chapter meetings or events. Let's keep the landscape community vibrant in the Pacific Northwest. A lot of us say we live in God's country in the Pacific NW, or we wouldn't want to live anywhere else. Let's show it in our work and by working together to create beauty for nature and people.

2018 Landscape Award Winners

Landscape Construction Design/Build \$75k to \$150k - 2nd place

Aspen Creek Landscaping - Fireside at the Vintages

Landscape Construction Design/Build under \$35k - 1st place

Precision Landscape Services - Hubbard residence

Landscape Renovation Residential \$35k to \$75k - 1st place

D&J Landscape Contractors - Bond residence

Residential Design/Build over \$150k- 1st place

Victor E Design Build - Bracelin residence

Special Features less than \$35k - 2nd place

Nature Works- Edelweiss Perennials

Special Features less than \$35k- 1st place

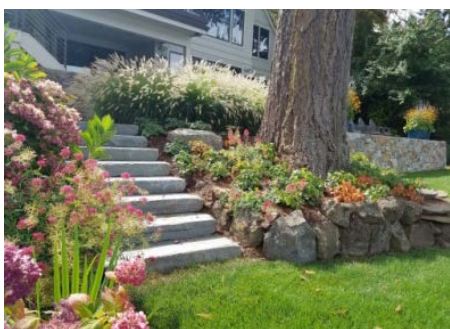
Nature Works - Baltensperger residence

Landscape Maintenance Residential over \$500/month- 1st place

Aspen Creek Landscaping - Lake Oswego Estate

Landscape Construction Residential \$35k to \$75k- Grand Award

Aspen Creek Landscaping - Lakeside Retreat





Portland Regional Chapter Landscape Expo Kick-Off & Landscape Awards Presentations

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OLCA's mission is to serve the needs of its members and to promote the growth and well-being of the landscape industry.

4 Ways to Handle Negative Customer Reviews

Posted on 12/10/2018 by Nicole Wisniewski, Reprinted from Landscape Industry Essentials – December 12, 2019

Service customers often rely on the opinions of their family and friends to make purchasing decisions. In fact, according to Zendesk, a customer service software platform, 88 percent of customers say they've been influenced by an online customer review when deciding what to buy.

That's why getting positive reviews is essential.

However, when you open your business to reviews on websites like Yelp and Angie's List, you open your business to negative as well as positive reviews. While negative reviews can adversely impact your business and drive down your overall rating on customer review sites, they also present opportunities.

"Negative reviews can benefit your business," explains Paul Chaney, author of "The Digital Handshake: Seven Proven Strategies to Grow Your Business Using SocialMedia." "If every review is positive and abounds with four- and five-star ratings, potential customers could become suspicious, feeling that the reviews are 'manufactured' rather than being left by real customers. As paradoxical as it sounds, the fact that negative reviews appear can contribute to building trust, rather than diminishing it."

And, "while dealing with unhappy customers has always been a challenge for business owners, in today's age, negative reviews are for everyone to see, which makes handling the situation properly even more important," explains Alain Parcan, director of marketing, Market Hardware.

Here are four ways to deal with negative customer reviews.

How to Handle Negative Customer Reviews #1: Monitor your online mentions.

To respond to reviews promptly—both the good and the bad—you first need to know what customers are saying and where they are talking about your business.

Online reputation monitoring tools like Social Mention (which is free to use), Reputology or Review Trackers (the latter two require a small fee) can help, Chaney shares. Also, set up Google Alerts to track your business name so you don't miss anything.

Social media management tools such as Hootsuite or Sprout Social also have built-in monitoring capabilities, Chaney adds.

How to Handle Negative Customer Reviews #2: Be polite, respond promptly and take the issue details offline.

Responding to positive and negative reviews alike shows customers you are attentive and care enough to address customer concerns.

To craft the best response, first "remove emotion from the equation," Parcan says. "Reacting emotionally tends to lead to an over-the-top response, which usually just adds fuel to the fire. Instead, take some time to relax and think about where the customer may have felt slighted (whether they are right or wrong).

"Also, you never want to air out an entire conversation in a public forum, so start with a simple, generic response," Parcan advises. "Be as polite as possible. A positive attitude will help get a positive result.

Rebecca Hussey, Market Hardware's director of account management, suggests the following responses:

Thank the customer for voicing his or her concerns. Say you are looking into the customer's account and will be in touch to work toward a resolution.

Apologize and say, "I'm sorry to hear that you weren't happy with your service. Can we contact you directly to try to resolve the error?"

"Communicating with an upset customer in a more personal manner, such as over the phone or in person can help eliminate any misunderstandings and help speed up solutions," Parcan says. "It will also show the disgruntled customer you are aware of the situation and are working to sort it out."

How to Handle Negative Customer Reviews #3: Encourage positive customer reviews.

To combat negative reviews, consistently encourage your happy customers to leave positive reviews.

Since only a small portion of your total customers may take the time to leave reviews, the people who do certainly have the strongest feelings toward your business—whether positive or negative. "Get in the habit of encouraging your customers to leave you reviews online or even consider sending out an email blast with a link to different review sites (Google being a priority)," Parcan says. "Chances are you have many happy customers who would be happy to take a minute or two to leave a review.

"One blemish won't have much of a negative effect when surrounded by several glowing reviews, and the fact that reviews boost your search rankings makes this an added bonus," Parcan adds.

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How to Handle Negative Customer Reviews #4: Share reviews with your employees.

At a company or team meeting, share positive and negative customer reviews with employees. Positive reviews provide great momentum as your team goes into the field that day.

And with negative customer reviews, the internal communication can “help ensure you prevent similar problems in the future and build a customer-centric mindset,” Chaney says.

Become Review Worthy

A PowerReviews study says 97 percent of consumers consult reviews before making a purchase, with 85

percent seeking out negative reviews specifically. The majority of consumers read between one and 10 reviews before making a purchase and 50 percent of consumers write reviews for products and services they’ve purchased, the study further revealed.

Commercial customers are also reading reviews. A State of B2B Procurement study from Acquity Group says 94 percent of business buyers do some form of online research before making a purchase—77 percent use Google search, 84.3 percent check business websites, 34 percent visit third-party websites and 41 percent read user reviews.

Your online reputation is vital to your business’ success. “It affects your online marketing strategy, so don’t take it lightly,” Parcan advises. “Monitor the popular review sites regularly, and make sure you follow these directions closely if you do happen to run into a negative review along the way.”

Editor’s Note: Want to learn more from Alain Parcan? Check out his webinar “Want to Sell and Retain More Clients in 2019?” at 1:30 p.m. on Jan. 23, 2019. He’ll also be hosting our upcoming workshop 5 Step Formula for Winning on the Web. Learn more about the webinar and workshop at landscapeprofessionals.org.



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