



News

January, 2016

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(303)944-6574 Fax (303) 347-1237

www.treeandlawncareCO.org

CALCP Office
6456 S. Niagara Ct.
Centennial, CO 80111
Phone: 303 850-7587
Fax: 303 220-5833
CALCP@treeandlawncareCO.org

Join CALCP's FREE program on "Recruiting, Hiring, Retaining Quality Employees"

The Ramada Plaza Hotel

S E Corner of 120th & I-25

Wednesday, January 20, 2016

7:00 a.m. Registration

7:30 a.m. Breakfast

8:15-11:15 a.m. Program with Q & A

Cost \$25.00 per person per CALCP member

\$40 per person per non-member company

(non-members don't get check returned)

Limit of 4 people per company unless not filled.

Send your check with your reservation or call the
office with credit card if you are a city/school.

Your check will be returned if you show up.

Sign up
NOW!

President's Message

Rick Roehm

Best of the New Year to all. I hope this finds all of you safe and looking forward to a prosperous and successful season. For your CALCP organization, this will be a year of change. Probably as pivotal year as CALCP has ever experienced. Allow me to explain...

This will be our second full year of operating with a new name, Colorado Arborists and Lawn Care Professionals. While tree folks have always been welcome, we've now tried to focus on activities and programs with tree care in mind as well. The emergence of Emerald Ash Borer has helped that focus along. The other motivator of this change will be the retirement of our Executive Director, Donna Ralston in October. While the exact number of years she's served is less important, let's just say the year started with a one, not a two. To that end, we have met as a board in a strategic planning session this past December. With the help of a strategic planner, we have come away with a more defined mission and vision statements, prioritized and set goals as well as began the process of hiring our next Director. The goals include items such as membership growth, continue as leader in the education of our industry, (Spring Training Conference is March 1st and 2nd this year) participation in the governmental processes affecting our industry and the stewardship of YOUR money to reach those goals. Increased use of current technology, branding, water use and environmental issues were also indentified as goals. But the highest priority will be the goal transitioning to a new director. We have a committee in place but there is plenty of work to be done. But our board, along with Donna, is committed to finding that replacement and transitioning as smoothly as possible. As we proceed, please feel welcome to offer ideas and insight to any board member and also, congratulate Donna as she makes her victory lap around the industry. Have a wonderful, 2016 season,

CALCP New Mission & Vision Statements

At the CALCP Strategic Planning meeting held on December 17, a new mission statement and a vision statement were formulated, along with 6 goals for the next 3-5 years.



Mission Statement: CALCP provides educational opportunities, support for research, and legislative advocacy to enhance the professionalism of Colorado's tree and lawn care industry.

Vision Statement: Our vision is to unite Colorado's green industry to make our state a better and safer place to live; a state where every tree and lawn care professional is properly trained, licensed and certified.

The 6 goals for the next 3-5 years are:

- 1. Executive Director transition- (1 year goal)**
- 2. Membership growth (3 year goal)**
- 3. Increase revenue stream/analyze financial model**
- 4. Have more presence in local government**
- 5. Be the premier education provider to the CALCP community**
- 6. Leadership development-volunteers and committees**

1. Executive Director Transition (1-year goal)

Determine search team. Define goals.
Write job description
Write annual calendar of activities
Determine salary/roles/responsibilities
Determine performance evaluation criteria
Write transition plan
Timeline – September 1 hire, August offer, March advertise

2. Membership growth (3-year goal)

5% annual growth for three years
Write membership plan
Focus on recruitment, retention, recovery
Focus on member type (new to industry, old-timers, small businesses, large businesses, suppliers, exhibitors, partners)
Include onboarding (communication and outreach at 1 month, 3 months, 6 months)
Create a membership committee
Track member demographics
Track benchmarks – renewal rate, conference attendance, value, net promotor score (would you recommend CALCP to a friend or colleague?)
Focus on member value
Possibly host new member reception at STC?

3. Increase revenue stream/analyze financial model

Look for areas of opportunity to increase revenue (STC exhibitors and sponsors)
Focus on net – increase revenue/decrease expenses
Develop a reserve policy (typically 3-6 months of operating expenses). Write it down.
Trend past years' data
Look at each program and major member value segment
Consider developing a finance committee
Consider fee schedule for membership – 3-year model (*moved from Education goal*)
Why? – increase CALCP footprint, more research, better website, more social media presence, more time from ED, more strategic plan progress

4. More presence in local government

Develop a plan for city councils, county governments, etc.
Be proactive on environmental concerns

Continued on next page.....

Goals continued from page 2.....

- Resources for public relations—give award to city/county who cooperates with CALCP
- Water issues
- Influence in green industry
- Find volunteers with relationships to commissioners
- Build outreach with other organizations
- Publish a fact sheet
- Consider Chambers of Commerce

5. Be the premier education provider to the CALCP Community

- Determine competition
- Survey attendees, solicit feedback and recommendations
- Consider getting more vendors in front of attendees
- Explore new venue for 2017 STC
- Consider speaker variety-out of state speakers?

6. Leadership development – volunteers and committees

- Consider culture – current Board is focused on operations and should/could be focused on strategy.
- How do you get everything in the strategic plan done? Volunteers and committees
- Plan for volunteers and committees
- Call for volunteers at STC and/or in newsletter.
- Plan on volunteer education (include goals/objectives, strategic plan, basic committee process, expectations, how to run a good meeting, annual charter and annual review
- Define committees with charters, define task forces, define ambassadors or advocacy champions
- Consider structures (task forces or committees that will focus on: Legislative Advocacy, Finances, Membership, Communications)



RMRTA Award winners

Donna Ralston received the RMRTA Distinguished Service Award and Kelly Gouge received the Professional of the Year Award at the Turf Show on Dec. 9, 2015. Donna has worked in the green industry since 1991 when she signed on with ALCC where she worked til 1995. Then she started her own company, Management Plus, Inc. and over the past 24 years she has been Executive Director with these organizations: Rocky Mountain Sod Growers, the Garden Centers of Colorado, the Colorado Arborists and Lawn Care Professionals, the Rocky Mountain Chapter of the American Society of Landscape Architects, the Colorado Weed Management Association, GreenCO Foundation, and partnered with GreenCO. She started the GreenCO Foundation bookstore at ProGreen Expo. When the Foundation folded in 2012, almost \$100,000 was given to CSU Hort Dept. to be used for horticulture research for many years to come. She has been married to Larry for 44 years and has 2 successful grown children. She will retire October 2016 to enjoy hiking, biking, sewing, gardening and grandkids.

Kelly Gouge was nominated to the Col. Dept. of Ag’s Pesticide Advisory Council where he has served for almost 10 years, and during the past year his role in getting the Colorado Pesticide Applicators Act through the sunset review process has been outstanding. He made many visits to the State House during the legislative session to lobby and educate legislators about the purpose of the Applicators Act and why it is so important for the safety of the applicators and the public to continue this act. He has been involved with the Green Industry since 1992 when he graduated from CSU with a degree in Forestry and was a teaching assistant. He worked for the US Forest Service and the Texas Forest Service.

Then he joined Swingle Lawn, Tree and Landscape in July 1997 as Foreman, became Asst. manager then Manager of Plant Health Care, was Protection Services Manager and is now Director of Operations at Swingle since 2012. He is a licensed qualified supervisor with the Colorado Dept. of Agriculture and his volunteer activity over the years has included being a board member for International Society of Arborists-Rocky Mountain Chapter where he chaired the pesticide applicators workshop for several years and holds the Certified Arborist certificate. He has been a board member of the Associated Landscape Contractors of Colorado where he has served as President this past year-2015. He has also ventured to Washington DC several years (including 2013, 2014, and 2015) to act on behalf of the Green Industry on a national level. He is married to Renea and has 4 children. His hobbies include time with his family, camping and outdoor activities.

H2B program passed Congress on Dec. 18

Thanks to the hard work of our national associations, [Ameri-canHort](#) and the [National Association of Landscape Professionals](#) (NALP), language providing H-2B relief was included in the federal FY 2015-2016 omnibus spending bill. President Obama signed that bill into law on Dec. 18 last year.

This was a major victory. The H-2B provisions faced stiff opposition from anti-immigration forces that included an alliance of far right Republicans and labor-union-supporting Democrats. Further, President Obama had threatened a veto of any spending bill that contained so-called “policy” provisions.

Given the political opposition, it’s astounding that American Hort and NALP, with the strong support of their members, were able to pull this off. Kudos for their hard, effective work.

The only downside of these reforms is that they are in force for **only nine months**, expiring with the FY 2015-2016 federal budget on Sept. 30, 2016.

To read more about this go to : www.landscape management.net/government-affairs-congress-comes-through-with-h-2b-band-aid-will-rip-it-off-in-nine-months

Calendar of Events:

January 20—CALCP Free member breakfast meeting at the Ramada Plaza Hotel, I-25 & 120th Ave. Recruiting, Hiring, Retaining Good Quality Employees. Call 303 850-7587.

Feb 9-12—ProGreen Expo—at Col. Convention Center. Call 970 219-0655.

March 1 & 2 — CALCP Spring Training Conference at Ramada Plaza Hotel, I-25 & 120th Ave. Brochures were mailed Jan.1-Call 303 850-7587

April 22 -Day of Service at Riverside Cemetery –tree planting and clean up. Call 303 850-7587.

June TBD—Finish Day of Service at Riverside Cemetery—plant Buffalo grass plugs. Call 303 850-7587.



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Daryl Erden, Green Industry Specialist
daryl.erden@bureninsurancegroup.com

Chuckles

Find ways to refresh others.

If you are on a diet, don't tell anyone. Let them see the results.

Remember your manners. Wherever you are, behave as if you're at the White House.

Pay attention to details. They are the mortar that holds together life's bricks.

When walking, biking, driving or running, don't trust the other guy.

Save for what you want, then buy it. Don't buy it and try to pay later.

Notice the little things. Sometimes they really do speak the loudest.