



**Colorado Association  
Of Lawn Care Professionals**

# News

Sept., 2011



Delegates to PLANET Day-on-the-Hill July 24-26 were: Steve Steele (Keesen Enterprises, ALCC), Joe Moroski (Lawn Dr. Col. Springs/Pueblo, CALCP), Rick Roehm (Helena Chemical, CALCP), Kristen Fefes (ALCC, Exec. Director), Eric Moroski (Weisburg Landscape, CALCP), and Deb Parker (JBK Landscape, ALCC). Photo credit Lawn & Landscape.

## **President's Message**

**Deb Zediker**

Welcome to September everyone.

This summer has seemed to pass me by like I was standing still. I hope that technology changes to our industry have not passed you by like the summer has. It seems as if emails, texts, tweets etc., have taken us hostage, but if you haven't kept up with the technology, you may have gotten left in the dust.

Most of us older people remember the advent of the cell phone, the bricks we thought were cool phones. Now you can keep track of your employees, their timesheets, and even their trucks with a smart phone. I remember the first time one of our employees texted me, calling out sick.....seriously!! Now we have policies in place for personal cell phone use, ipod use, and the like. Years ago, NO you can't drive to use the pay phone.....

A lot of those new technologies have also made us more efficient, being able to get a very quick text message to our crews enables us to serve our customers quicker, diagnose problems quicker and just be more available to assist our crews in the field. For example, sending a photo can save us the fuel driving to that property to personally look at a problem, and our crews can take care of it when they are there.

I resisted Facebook for quite some time and finally now have reconnected with several of my classmates from high school. That has been fun. Now, companies want you to LIKE them on Facebook. What happens if you DON'T LIKE them??

But even with all the new technology happening around us, there still isn't a replacement for the lawn mower, the fertilizer spreaders, and the water that needs to go to the turf. We still need human interaction for most of what we do.

You can't change Mother Nature either, even with a smartphone. Have a safe and prosperous fall.

## How Dedicated Are Your People?

7.12.11

by Phil Harwood, Pro-Motion Experience, 248-436-8121, [philharwood@pro-motionconsultingllc.com](mailto:philharwood@pro-motionconsultingllc.com)

With over 25 years of management experience, I understand the challenges of finding, and keeping, dedicated people. I also know that most businesses take the wrong approach in this area. They assume that people are either dedicated or not and fail to consider their own responsibility to create an environment that nurtures those who are dedicated.

In my experience, I've found there are six critical elements to bring about a culture of dedicated people. To begin with, organizations with dedicated people have the right people. You may ask, "Who are the right people?" While most hiring managers focus on candidates with the necessary skills and experience, this is not the correct answer. In other words, right from the start, most organizations hire the wrong people simply because they don't know who the right people are. Worse yet, they tend to keep the wrong people for too long - even after they know they aren't a good fit.

The "right person" question relates to what is called organizational fitness. In this context, fitness relates to the values of the organization. By conducting a fitness assessment based on values, it is possible to determine whether or not each person is right for the organization.

Of course, in order to conduct such an assessment, an organization's values must be understood and articulated. Understanding and articulating organizational values is beyond the scope of this brief article. However, it is a prerequisite for determining whether or not the right people are present in the organization.

Conducting a fitness assessment is a fairly straightforward process. For each person, an assessment is made regarding each of the stated values of the organization. Beginning with the first stated value, ask, "Does this person always, usually, sometimes, rarely, or never share this value?" Move onto the next value and ask yourself the same question. Continue this process until all values have been assessed.

As this fitness assessment is conducted, it is helpful to have some type of minimum threshold that a person must meet in order to be deemed "right" for the organization. This minimum threshold may depend on the position and/or level of the person. For example, a senior executive may have a higher minimum threshold than a person in an entry level role. In most organizations, fitness assessments are incorporated into performance reviews for ease of administration.

In an interview situation, it's very difficult to assess whether or not a person shares organizational values. Nevertheless, hiring managers should communicate the values of the organization to the candidate. As values are being stated, one of two things may occur. The candidate may be even more motivated - dedicated - to join an organization that shares their values, as is often the case. After all, it should be no surprise that a person who is attracted to a particular organization in the first place shares its values.

Alternatively, the candidate may realize that they aren't a good fit. They may not speak up, but they may also not accept an offer, which is a good thing. If they do accept an offer, they will have the benefit of knowing what the values and associated expectations are.

There are two great tools that may be used to implement the fitness assessment concept in any organization. These tools, along with the remaining five critical elements, are included in our consulting program, "The Pro-Motion Experience." I would like to personally invite you to consider joining us in our LIVE or VIRTUAL program. We are in the process of enrolling a new class in our VIRTUAL program, which is offered twice per year.

### **Terracare Associates acquires Cimmaron Landscape in CA**

Congratulations to locally owned Terracare Associates who recently acquired a large landscape company in Sacramento, CA. Established in 1983, Cimmaron has a large clientele and the 2nd acquisition for Terracare since 2008 when they bought Perry Lake Management, also in Sacramento. Terracare Associates serves a variety of premier commercial properties and municipal agencies with experienced, highly trained, professional team leaders and uniformed crews.

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**CALCP Hat**

This hat is available from the CALCP office for you to purchase. Please send your designated donation and the shipping and handling fee \$4.95 (your donation plus \$4.95). All contributions for this hat will go toward our efforts at Riverside Cemetery to revitalize the landscape there. Thanks for your support.



## **PLANET celebrates 15 years of Renewal and Remembrance in Washington DC**

**HERNDON, Va., July 28, 2011** — The Professional Landcare Network (PLANET) held its 15th annual Renewal & Remembrance event at Arlington National Cemetery on Monday, July 25, 2011. The next day, members went to Capitol Hill to talk with congressional leaders about key issues facing the industry.

More than 400 individuals from across the nation participated in Renewal & Remembrance. They spent the day mulching, caring for and cabling trees with lightening protection, pruning, liming, planting, and aerating the soil. This gift is valued at more than \$200,000. To date, PLANET has contributed more than \$2 million to the care of this historic landmark.

“We are signifying our continued commitment to honor the men and women to whom we owe our liberties and freedom. By contributing to the environment at this sacred place, we are giving back to the many heroes and their families,” said Walter Wray, Landscape Industry Certified Technician, PLANET member and chairman of the event. “Our members consider it a privilege to be able to lend our time and talents to such a worthwhile project.”

As Renewal & Remembrance has grown, more and more PLANET members bring their families as well as their company employees. The event includes special projects for children of PLANET members. This year, children planted native grass in key locations at Arlington National Cemetery and participated in the laying of the wreath at the Tomb of the Unknown Soldier.

The logistics of the event are significant. Here are some of the numbers:

395 adults and 58 children participating	101 companies were represented
28 states represented	30 area captains
120 tons of lime was applied to 271 acres	30 acres of turf was aerated
24 yards of soil was installed	24 yards of mulch was applied
Four trees were installed	1,381 perennials were planted
Six trees were pruned, cabled, and had bracing installed	Lightning protection was installed on seven trees

The Columbarium and Receiving Vault irrigation systems were updated

The Irrigation Association and Tree Care Industry Association partnered with PLANET to host this year’s event, along with Platinum sponsor Syngenta.

In addition to the Capitol Hill visits on Tuesday to discuss H-2B guest worker program, the EPA’s WaterSense, and H.R. 872, the Reducing the Regulatory Burdens Act of 2011, legislative day participants enjoyed presentations from ABC News Senior Congressional Correspondent Jonathan Karl on Monday afternoon, Rep. Robert Dold during a dinner held Monday evening, and Rep. Kurt Schrader at Tuesday’s breakfast.

## **Colorado report on DC trip**

**By Rick Roehm**

When the sun came up in our nation’s capital on July 26 of this past summer, it was already 93 degrees outside. This was preceded by a day when the high was in the upper 90’s and the humidity was so stifling that the only relief was the afternoon downpour. The mood among the masses was apprehensive. Law makers were struggling to find a way to raise the debt ceiling while still saving grace in the eyes of voters. And they were running out of time. Into this, this year’s GREENCO delegation proceeded on to inform the entire Colorado legislative delegation our views on H2-B and NPDES permits.

This was my second trip in the past three years and this one played out to be much more enlightening. After flying in on Saturday, I took the train to Baltimore for the Orioles game, the temperature at which was a record setting 103 at game time. Sunday was spent at a couple of conferences in which I came away with the impression that our part of the country is healthier than most. Most of the landscape, lawn care and tree company operators I spoke with talked of layoffs and business being down 25% to 40%. Mem-

bership in trade organizations is something that is often cut in tough times and PLANET is no exception. How to add value to a trade organization membership was on many minds.

Monday was the most powerful day, in terms of labor and heat index. That is the day known as Renewal and Remembrance, when many hours, tons and attention is donated by our national organization to the maintenance of Arlington National Cemetery. I was assigned to a lime spreading crew which went pretty well in spite of one tractor and one skid steer breakdown. And I’m not sure that I’ve ever seen it rain as hard as it did that afternoon when we were finishing. Perhaps the Irene produced rain and wind but to someone who never saw a hurricane, I was impressed. Also, there is nothing refreshing about an air conditioned hotel lobby when one is soaking wet. The sense of country, duty, sacrifice and reverence were even stronger this year than in the past. And a feeling of pride that comes with being allowed to be a part of this heritage was also an emotion of mine.

On Tuesday, we called on the entire Colorado delegation at one time or

another during the day. Of the nine, we spoke personally with two of the Congress people, Diane DeGette and Scott Tipton. The rest were with aides. I’m told this makes a difference and is most valuable when it comes time to vote and support legislation. I hope so. The pending rules for the H2-B will make that system very expensive and unworkable if allowed to go through and all heard the “why nots” from us. The NPDES permit law pertains to the Clean Water Act and while I’m all for clean water, this piece of legislation will also impose more fees and regulations on our industry while not translating into cleaner water. The details will be covered at our Spring Training Conference in March. For this one, there is still time to contact our Senators Bennett and Udall. Again, I’m told this matters and makes a difference in our lives and businesses and for these reasons I’ll make these calls and efforts. I hope some of you will, too.

Thank you for allowing me to represent CALCP at this function. Please read the efforts put into Arlington above and be proud that you helped too.



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## Data Toolbox Available

The most useful guide to information needed daily in the Green Industries is now all available in one tabbed manual with 12 sections. The NEW book is being edited/produced by Donald H. Godi, FASLA, RCA#444 and Zachary Johnson, RLA, CLP, CLT with GreenCO Foundation as the sole distributor. The prototype was available at ProGreen Expo for viewing. Orders are being taken for \$39.95 plus shipping & handling and tax. You can place your order online at [www.greencofoundation.org](http://www.greencofoundation.org).

The 12 sections include Calculations & Conversions, Soils, Irrigation & Hydrology, Site Inventory & Analysis, Electrical Systems, Construction, Arboriculture, Planting & Nursery, Masonry & Concrete, Site Planning & Design, Lumber & Timber, and Appendices.

This 5 1/2 X 8 1/2 tabbed book should prove to be a valuable resource for years to come for students, designers, consultants & contractors. Order your copy today online or by calling 303 850-7587 for discounts on bulk orders.



## Calendar of Events

**Sept. 14**-GreenCO Foundation Casino night at Colorado Hardscapes, 8085 E. Harvard, Denver. Call 303 850-7587.

**Sept. 15**-Snow & Ice Management Seminars Series in Denver. Call 303 523-5373.

**Sept. 15**—CNGA Women in Hort luncheon 11:30-2:30 at Lakewood country Club. Call 303 758-6672,

**Sept. 22**-CALCP Board meeting at Denver Botanic Gardens from 2:00 to 4:30. Call 303 850-7587.

**Sept. 22**-CALCP member FREE tour of Denver Botanic Gardens from 4:30 to 5:30 p.m. Annual meeting at 6:00 pm at Saucy Noodle Restaurant, in Bonnie Brae on University Blvd. Call 303 850-7587.

**Sept. 26**-Noon CNGA-CFF golf tournament at Red Hawk Ridge Golf Course, Castle Rock. Call 303 758-6672.

**Oct. 26**-GreenCO Foundation board meeting at Keller Lowry Insurance office. Call 303 850-7587.

**Dec. 8**-2:00 pm. GreenCO board at CNGA office. Call 303 758-6672.

## Chuckles

Every man is the architect of his own fortunes, but the neighbors superintend the construction.

A pint of example is worth a gallon of advice.

When you depart, leave a vacuum, not a wake.

Some people get up and go to the window and shout, "Good morning, Lord!", others pull the sheet over their heads and say "Good Lord, it's morning!"

If you are green with envy, you're ripe for trouble.

Nature creates wonders that science only contemplates.

Use it up, wear it out, make it do or do without.