



News

January, 2015

2014-2015

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Www.treeandlawncareCO.org

FREE CALCP Winter Breakfast EAB Management

Wednesday, January 28, 2015

Ramada Plaza Hotel

SE Corner of I-25 & 120th Ave., Northglenn

James Zwack, Davey Tree Expert CO from Plymouth, Minnesota will discuss EAB management options with emphasis on the role of insecticides. He will outline the pros and cons of available treatment options, what works, management suggestions and practical advice from other portions of the country.

Laura Pottorff, Col. Dept of Ag, will discuss the EAB situation in Colorado at that time.

A full hot breakfast will be served at 7:30 a.m. with the program starting at 8:15 and running til 11:15 a.m.

You MUST register attendees (up to 8 per company allowed unless not filled by Jan. 21.) Send your check and registration form —see attached to this email—member's check will be returned if you show up!

President's Message

Emilie Hudson

Happy New Year! I'm sure many of you are using the down time this winter to begin planning for the 2015 season. While policies and procedures are integral to the success of a business, no amount of planning will bring success without the people. Our employees are what make our organizations great. At times, it is easy to forget all of the effort our employees put in on a daily basis. We can get caught up in the policies, procedures and urgencies we face each day. Make the time to thank each employee and allow them to know they are appreciated. Often times, the small things will go the furthest. Taking lunch to the job site, giving them due credit in front of a client and even a heartfelt thank you can restore the motivation of an employee and will encourage them to take their performance to the next level. You never want to overlook the superstar within your staff that has not yet emerged above the group. A little appreciation may be the motivating factor for them to become the next key member of your staff.

We look forward to seeing you at our booth at the ProGreen Expo and the EAB Breakfast on January 28.

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Spring Training Conference is March 3 & 4, 2015 at Ramada Plaza Hotel

Speakers are lined up and the brochure has been mailed for our 27th annual spring training conference. For the first time in several years there will be a \$5.00 increase in registration fees. All of the core classes, the 2 Laws & Regs classes, right of way, rangeland, ag weed, forestry and aquatic credits will be offered in addition to 5 classes for 206 and 4 classes for 207 credits. Other classes will include one for snow contractors, one on GIS mapping (no-not GPS!), and a great Keynoter, Sherry Ray, former woman race car driver whose topic is "Dealing with Conflict is Easier than You Ever Thought". There is a class on the EAB update for Colorado by Whitney Cranshaw & Laura Pottorff, and a class on Organic Soil for Healthy Turf by Kent Holle from St. Vrain School District. A state Trooper will give the class on PS with the rules for Transporting Hazardous Materials, and Tony Koski will present on Maximizing Turfgrass Weed Control with pre-post emergents. Check now to be sure all employees' licenses and 16 hours of verifiable training are in order and plan to attend.

If you did not receive a brochure, call the office at 303 850-7587 and ask for one to be mailed to you. It is also on line at <http://www.treeandlawncareco.org/educational-programs/> Only cities, schools and municipalities can pay via accredit card-all others must submit your payment with your registration.



Only a few days left to register for this outstanding conference.

ProGreen EXPO 2015 will have promotional codes for Exhibitors to pass out as we have in the past...this year there is a special TWIST!

The ONLY way for attendees to get a free EXPO ONLY pass is to go through an exhibitor!

That's right! ProGreen EXPO exhibitors are attendees' ticket into the EXPO.

ProGreen EXPO will be promoting to attendees to reach out to vendors to get their free EXPO ONLY passes.

Along with our promotion you are encouraged to market to potential and longtime clients alike to come visit you at your booth this year!

How do they register and get the free EXPO ONLY pass? It's easy!

Step 1: Go to progreensexpo.com and click REGISTER NOW

Step 2: Complete the registration form

(This code will work for member, non-member and groups registering for EXPO ONLY)

Step 3: At the end of the registration process input in the "Promo code" box your personal company code of:

Step 4: Submit registration

DONE! Their complimentary EXPO ONLY pass will be printed when they arrive on-site.

(This code can be used for onsite registration)

**YOUR CUSTOM COMPANY EXPO ONLY PASS CODE:
PGE15CALCP**



New Year's Resolutions / Kent Kohn, Author

2015! Whoa. Hard to believe, but true.

I have a friend who makes a New Year's resolution almost every year to lose 10 pounds. We have been friends for over 20 years...he is considerably heavier now than the first day I met him.

My friend is a great guy but as long as I have known him, His annual plan is something like this: Get a health club membership; use it 3-4 times a week. Watch what I eat, cut back on carbs, eat more fruits and vegetables. His annual routine is something like this: Go to the health club 5-6 times in January, maybe 5-6 times total during the remainder of the year. Watch what I eat until Super Bowl Sunday (the first weekend in February), then eat anything; acknowledge there are fruits and vegetables for sale at the grocery store...but not to be purchased on most days. The result is that at the end of the year he is in the same condition or worse than at the beginning. As my friend is quick to admit...he lacks a little discipline.

How many of us are doing the same thing with our businesses? Each year we come up with a plan to improve our bottom line but get stuck in the same old routine. What can be done?

The solution to the problem starts with a plan. Make a plan. We can never end up where we want to be, if we do not know where we are going. Keep it simple. Start with small steps. Be disciplined.

One proven model to follow is to take only two steps (you pick the steps). Promise yourself you will absolutely, unequivocally, follow through on two improvements to your income statement. Two obvious choices may be increasing your revenue and decreasing your largest expense (labor??).

Resolve to determine a way to increase your revenue and decrease your labor expense. Sometimes this can be accomplished in subtle ways by simply insisting on greater efficiency.

Recently, one of our clients decided to personally call on the neighboring businesses of his existing snow and ice management clients. During one afternoon, he made four in-person calls and picked up two new clients. He repeated the exercise during the next few days. Revenue jumped with negligible change in expenses.

Another client asked his three-person office staff if they could cut their hours, hoping to get down to 36 hours each per week from 40 hours each per week (a 10% reduction). The office staff voluntarily came up with a flex plan to cover all the 8:00AM to 5:00PM existing office hours by working no more than seven hours per day each (35 hours per week per person) which resulted in a 12.5% savings...and they thanked him for helping them by being flexible.

Can it be done? Resolve to do it. Make a plan. Keep it simple. Avoid the routine. Stay disciplined.

You may even get thanked for doing it.

Kent Kohn is a Senior Consultant at Pro-Motion Consulting. As a Certified Exit Planning Advisor, he helps companies throughout North America successfully navigate difficult transition periods related to business sales, business acquisition, and generational equity transfers. Kent may be reached at kent@mypmcteam.com. This article was originally published in Pro-Motion Consulting's weekly e-newsletter, In-Motion. To subscribe, please visit www.mypmcteam.com.

Legislative Committee starts

The GreenCO legislative committee will begin again starting Tuesday Jan. 13 at 8:00 a.m. and continue to meet every other week during the legislative session. They will follow bills introduced in both the House and Senate that affect small business and the landscape industry in particular. Thanks to Vince Distrola from Davey Tree Expert Company who is the CALCP rep to this committee and devotes many hours to reviewing legislation that might affect your bottom line.

The Senate Agriculture Committee will be the review committee for the Pesticide Applicator Act and hearings will begin soon. The Coloradans for Responsible Pesticide Application coalition group has been meeting to provide feedback to DORA and provide a solidified front from many industries that use pesticides. They will continue to provide assistance and guidance and publicity when and where needed til the applicator act is passed.

Opposition has been raised by the Colorado Pesticide Reform Coalition who presented a multi-page document to DORA last summer wanting drastic changes to the pesticide applicator act. We are hopeful that our combined efforts and cooperation with CDA and DORA will prevail during the next few weeks of hearings and discussion. Your membership dues are at work on this issue. Stay tuned.

Calendar of Events:

Jan. 13-15—Sports Turf Managers Association Conference at Colorado Convention Center. Call 785-542-9243 or www.STMA.org

Jan. 13-16— ProGreen Expo at the Colorado Convention Center. Call 303 798-3664 or www.progreenexpo.com

Jan. 28—CALCP winter breakfast with topic on EAB Management. Ramada Plaza Hotel at I-25 & 120th Ave. Attendees MUST Register and send payment-check returned to members if you show up! Call 303 850-7587.

March 3 & 4— CALCP Spring Training Conference at Ramada Plaza Hotel at I-25 & 120th Ave. Brochures sent Jan. 2. Call 303 850-7587.

March 3— 5:30 p.m. CALCP Board meeting held at STC . Call 303 850-7587.

April 24 — Day of Service starting at 8:00 a.m. at Riverside Cemetery. Workers, hand tools, spreaders, tree equipment. Free lunch. Call 303 850-7587.

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FOR A QUOTE!**

Brett Adams, Green Industry Specialist
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Chuckles

Follow through on commitments you make, no matter how small. Don't ever say you will do something and then not do it.

Don't commit to something that will take time away from things that you deem of higher priority.

Obedience is the plumbline to solid character.

When introduced to someone new, try to use his or her name immediately.

Think of the things you'll look back on at 80 and wish you'd done more of. Do one of those things today.