

NORTHWEST LANDSCAPE PROFESSIONAL



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Cover Photo: Project By Living Earth • Grand Award | Kingman Residence

Official Publication of the Washington Association of Landscape Professionals

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Northwest Landscape Professional

The *NWLP – Northwest Landscape Professional* – is the official publication of the Washington Association of Landscape Professionals and is published and distributed to over 1,500 monthly. Price per copy is \$4.50. Subscription service is included with WALP Membership and extended gratis to select courtesy subscribers.

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Designed by Tammy M Reniche • Melby, Cameron & Anderson

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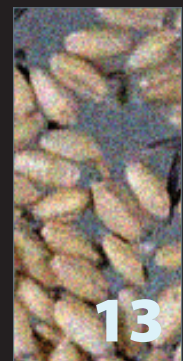
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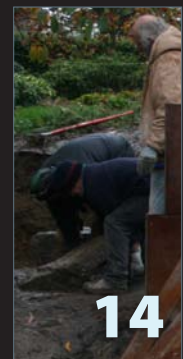
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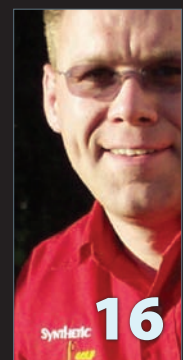
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2009 CALENDAR OF EVENTS

MARCH 13 - 15

Peninsula Home & Garden Expo

*Kitsap Sun Pavilion
Kitsap County Fairgrounds*



MARCH 27

WALP Board Of Directors Meeting

Vancouver, WA

APRIL 17 - 19

Everett Home And Garden Show

*Comcast Arena
Everett, WA*



APRIL 22

PLANET Day Of Service

New program designed to unite PLANET members for a day of giving back.

APRIL 24 - 26

Clark County Home & Garden Idea Fair

*Clark County Event Center
Ridgefield, WA*



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President's Message: So Much Going On, So Much Being Done!

By Richard Casey, 2009 WALP State President
Casey's Landscaping – Tenino, WA

Mission Statement For The Washington Association Of Landscape Professionals

To provide opportunities that promote professionalism, integrity, and education to a thriving membership within the Green Industry and the communities served.

Vision Statement For The Washington Association Of Landscape Professionals

- The Washington Association of Landscape Professionals is a publicly recognized and unified industry of landscape professionals who embody business and technical excellence.
- The Washington Association of Landscape Professionals provides and promotes the opportunity to mentor and support its members.
- The Washington Association of Landscape Professionals' members receive value and benefit by sharing knowledge, resources, and experience.

"Defining Professionalism In The Green Industry"



We have had quite a month since my last report - more snow, more rain - more February. Besides talking about the weather, there are many issues to discuss and some people to recognize for their ongoing support of our organization.

Let me start with Jeff Carroll, not only for the great job he has done leading the King County Chapter, but for taking his eight man crew down to the WALP site at Clover Park and spending a day cleaning up the grounds around our building. I stopped by the site the other day and it looked very nice. Many thanks to Jeff and his staff.

I had the opportunity to attend the first meeting in a long time of the Northwest Chapter. Byron Cooper and John Deere in Bellingham hosted more than 35 plus people for a daytime meeting, Vista Lighting presented a most informative lighting class, as well as there was good food and lots of door prizes - all the makings of a successful meeting. It is really good to see that the Northwest Chapter is the proverbial Phoenix, rising out of the ashes to regenerate. To Byron Cooper from all at WALP - our sincere thanks.

On February 11, WALP held its third annual Legislative Day in Olympia. It was the largest turnout to-date we have had for this event. Throughout the day, we had many productive meetings with our legislators and were able to explain our positions. I felt we were heard and, in two cases, was told that the information we presented would cause the legislator to change or re-think his/her position.

When Rick Longnecker, Mike Murphy, Steve Pash, and I met with Representative Richard DeBolt (20th District), his first question was how were we doing on the Landscape Architects Bill. This is an issue that has carried over from the 2008 Legislative Session and our discussions with legislators at that time. Representative DeBolt remembered and requested a copy of the agreement that

our Government Affairs Chairman, Randy Dasalla, so tirelessly worked to obtain in order to make sure the wording that we agreed to is in the bill. A small issue perhaps, yet three years ago we were being told, "I didn't know there was a Washington Association of Landscape Professionals". So to all those who were involved in this year's effort - great job!

I think there are several things we can and should do in the future to make WALP's Legislative Day more proactive. We will be revising our tactics to maximize our efforts next year. This brings up the fact that we need more involvement from the membership in the area of input of ideas, as well as your physical presence. Remember, "If you don't blow your own horn, someone else will use it as a spittoon".

I must take a quick moment to address the tardiness of the *NWLP* the past two months. I know that our staff is working very hard to produce a quality and timely periodical for us. I apologize for the delays the past few months and pledge a commitment to keep on our projected schedule in the upcoming months. It is imperative that we meet deadlines and deliver our articles and reports on time to allow our staff to do their job. Enough said.

As we progress into spring and hopefully find ourselves growing our businesses in 2009, let's try to remember to keep working on our business, not just at our business. Try to manage your time to work on the tasks involving customer retention, additional services, employee training and retention, and the like. Take advantage of the endless supply of WALP support services - affiliation with the Washington Farm Bureau, PLANET, our website, our Associate Members, to name just a few. There is a wealth of information and support available to help us through this uncertain economy. Enjoy the last bit of winter and be prepared for the increased activity we will hopefully all be experiencing soon.



Green Roofs Are Included In Cantwell Energy Bill

Senator Maria Cantwell introduced the Clean Energy Stimulus And Investment Assurance Act Of 2009 (S.320) in January that, if adopted, would provide financial incentives for commercial and household green roof installation.

“This is a watershed moment for the Green Roof Industry,” said Steven W. Peck, President of Green Roofs for Healthy Cities, a non-profit industry association. “This bill will deliver an enormous number of green collar jobs, not just today, but also in five years from now, while also saving energy, improving storm water management, cooling cities, cleansing the air, and beautifying our rooftops.”

Under section 506 of the bill, residential and commercial property owners will receive a 30 percent tax credit for qualified green roof expenditures. The tax credit applies to both new and retrofit projects, and requires that at least 50 percent of the roof area be covered with a green roof.

If adopted, the bill will provide much-needed, locally and regionally sourced green employment in areas such as design, manufacturing, installation, and ongoing maintenance.

“In these times of economic uncertainty, growing the green economy and investing in clean energy technologies is the key to job growth and breaking the United States’ debilitating dependence on foreign oil,” said Senator Cantwell. “While installing a green roof may seem like a small step, these upgrades save energy, filter and absorb pollution, and store carbon. As individuals and businesses continue to look for ways to combat high energy costs and improve the health of their neighborhoods and environment, providing green roof incentives just makes sense.”

Green Roofs for Healthy Cities and the American Society of Landscape Architects worked together to help draft the section of the bill that is focused on the green roof incentive, Peck said.

With the introduction of the new, multi-disciplinary Green Roof Professional (GRP) designation at its Annual Conference,

“...Growing the green economy and investing in clean energy technologies is the key to job growth...”

Awards and Trade Show in Atlanta, the green roof industry is positioned to provide green roof design, products, and installation services to meet new demands that will be generated from this bill.

Already, jurisdictions such as the City of Chicago, New York State, Philadelphia, Toronto, and Portland have chosen to invest directly in green roof infrastructure because of the multiple economic and environmental benefits they provide, Peck noted.

Green Roofs for Healthy Cities was founded in 1999 as a small network of public and private organizations and is now a growing 501(c)(6), not-for-profit industry association for green roof experts in North America. The mission of Green Roofs for Healthy Cities is to increase the awareness of the economic, social, and environmental benefits of green roofs and green walls, and other forms of living architecture. For more information, visit www.greenroofs.org.

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Collecting Debt Can Be Risky

Here's some good advice from the professionals.

Courtesy of GreenFlag Profit Recovery from Transworld Systems, Inc.

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If you would like additional information on Transworld Systems, please refer to the contact information on the following page.

> *Continued on next page*

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You are subject to some of the same laws that govern collection agencies. The following are some of the most common violations of the Fair Debt Collection Practices Act for which you could be fined. (FYI: Whether you or your agency is trying to collect, you are both debt collectors.)

The Following Actions Are Illegal:

1. A debt collector calls you at work and knows that it is inconvenient or that your employer forbids it.
2. A debt collector calls you before 8:00 am or after 9:00 pm in your time zone.
3. A debt collector makes an excessive number of phone calls to annoy or harass you.
4. A debt collector knows that an attorney represents you, whose contact information is known and easy to locate, and the debt collector continues to “dun” you.
5. A debt collector tells a person other than you, your spouse, or your attorney that you owe money. (If you are a minor, the debt collector can tell your parents or guardians about the debt.) Debt collectors can only communicate with any other people to obtain contact information. Information about the debt can not be given to any third party. Therefore, leaving a message on an answering machine regarding “past due money” or “your account”, etc., is considered a violation of the FDCPA.
6. A debt collector misrepresents the amount, character, or legal status of the debt.
7. A debt collector gives other credit information about you that is false, or should be known to be false.
8. A debt collector fails to honor your dispute or cease communications upon the debtor’s request.
9. A debt collector threatens to take your property or garnish your wages if this action would not be legal or if the debt collector does not intend to do it. Your property can not be taken and your wages can not be garnished without a court order (judgment). You can not tell a person that you are going to turn them over for collection or imply that they might have their credit ruined without the intent of actually causing said action; otherwise, your practice can be sued for violations of the FDCPA and for “breach of promise”.
10. A debt collector uses, or threatens to use violence or any other illegal means to harm you, your family, your reputation, or your property.
11. A debt collector uses profane or obscene language in communicating with you.

Julie Boyer, Senior Consultant

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Small Space Yields Big Dividends For Homeowner

Those in attendance at the WALP Annual Conference in January at the Great Wolf Lodge reported they were wowed by the quality of the work WALP members did in 2008. One of the most impressive projects netted a Grand Award in the Residential Construction (\$10,000-\$25,000) category for Living Earth Landscapes in Redmond.

The Kingman residence is located in the Trilogy neighborhood in Redmond, a planned residential community primarily for 55+ residents. The upscale development features small yards for individual residences and larger common spaces.

As a result, the project presented some challenges...

"The narrow yard is in a long row of many similar yards and is bordered by a 10-foot retaining wall," explained Bill Bowlus from Living Earth. "The client wanted a comfortable and lush outdoor living and entertaining space that offered some privacy without feeling claustrophobic."

The retaining wall dominated the small, flat back yard. One of the first challenges was to make the space appear bigger. So the contractor selected materials and multiple levels to accomplish that effect and help create a "garden-looking" back yard.

"We created as many dimensions in the space as we could to come up with the effect we were after," Bowlus said. "The flagstone was employed to create the garden effect. The different levels and vertical plantings added to the appearance of a larger space."

A small pool was installed to provide a negative level and balanced it off with the positive level behind the pool. The end result was an outdoor living area with interest and variety in a pretty small area - the

"The client wanted a comfortable and lush outdoor living and entertaining space that offered some privacy without feeling claustrophobic."

kind of place where the owner could entertain or simply enjoy it as a solitary retreat.

The project also featured some serious challenges with drainage. Everything was hard pan, and the construction task included installation of French drains plus a drainage system under the patio.

"In the end, everyone was happy," Bowlus reports. "The client got the kind of space he was after, and we got a lot of satisfaction from meeting the challenge plus the pride in creating a quality project."

Living Earth Landscapes was founded in 2000 by Bill Bowlus who has more than 30 years experience in the Landscaping Industry. He specializes in creating beautiful gardens and outdoor living spaces for his clients.

The WALP-member company focuses on environmentally-friendly projects and emphasizes high quality, good value and excellent customer service. (www.livingearthlandscapes.com)



*Photo:
Morning light shining on the plantings
creates an inviting view from the access
path to the area.*



1



2



3



4

Photo 1

Taken from the top of the retaining wall, this shot gives a perspective on the size of the yard and the impact of creating a garden-like space within a confined area.

Photo 2

A small pond with a waterfall adds negative space to the design, creates movement, and inserts a soothing sound.

Photo 3

Viewed from the west side of the yard, the flagstone adds extra dimension and interest to the yard.

Photo 4

A garden goddess graces the design and adds a meditative effect.



Legislative News From PLANET

LEGISLATION TO PROTECT AMERICA'S SMALL, SEASONAL BUSINESSES

Senators Barbara A. Mikulski (D-Md.) and Arlen Specter (R-Pa.) have introduced the Save Our Small And Seasonal Business Act of 2009, legislation that will protect small and seasonal businesses from a devastating cut to their workforce by providing an exemption for returning seasonal workers.

“This bill will provide businesses with the resources necessary for continued growth and expansion.”

“This bill protects our borders, protects American jobs, and rewards people who play by the rules,” Senator Mikulski said. “Without these seasonal workers, many businesses will not survive—they’ll be forced to limit services, lay off permanent U.S. workers, or, worse

yet, close their doors. As our nation confronts the most severe economic problems in generations, it is critically important that our government take bold steps to protect American jobs and small businesses.”

“In times of economic turmoil, it is important to address the needs of the small businesses that constitute the backbone of our national economy,” Senator Specter said. “This bill will provide businesses with the resources necessary for continued growth and expansion.”

The Save Our Small And Seasonal Business Act Of 2009 Will:

- Extend the H2B Returning Worker Exemption that expired on September 20, 2007 for an additional three years;
- Revise the “three year qualifying period” to include H2R workers, in addition to H2B workers. H2R visas are issued to workers who have possessed an H2B visa for the previous three fiscal years and are returning to the United States to work, and;
- Firmly cap the program based on the economic needs of the United States, guarantee-

ing that employers can only fill the positions with H2B and H2R workers only when no American workers are available to fill them.

Seasonal workers are crucial for the success of many small and seasonal businesses. Without seasonal workers during peak cycles, many businesses cannot afford to employ American workers the rest of the year. Over the past several years, the seasonal worker visa program has come under increasing stress with the number of applicants reaching statutory caps earlier in the year. This year, the cap was reached on January 7. Because of this, businesses whose peak seasons come later in the year may be unable to get the workers they need to keep their businesses going.

Senator Mikulski first introduced the Save Our Small And Seasonal Businesses Act in 2004 to address this problem. It was signed into law by President Bush in May 2005, making significant changes to the Federal H2B visa program, including: Exempting returning seasonal workers from counting against the national cap of 66,000 visas; creating new anti-fraud provisions; and ensuring a fair allocation of H2B visas among spring and summer employees.

PLANET Presents – “A Meeting Of The Minds”

All PLANET members are cordially invited to attend this year’s Summer Leadership Meeting at the Skamania Lodge in Stevenson, WA on the beautiful Columbia Gorge.

This major planning and networking event is an ideal time for PLANET members to get involved in the Association. Get a taste of the work done by the Board and various committees, network with the best in the Green Industry, and ensure that the issues that concern you most are being addressed.

Skamania Lodge, a magnificent mountain resort nestled on 175 wooded acres, is located in the spectacular Columbia River Gorge National Scenic Area. The resort, which overlooks the Columbia River, is near more than 70 waterfalls, including the famous 620-foot Multnomah Falls, the fifth highest waterfall in the United States.

The rustic yet elegant, grand mountain lodge is located 35 minutes from Hood River and just 45 miles east of Portland on the Washington side of the Columbia. It is easily accessible by ground transportation and is served from most major cities by the Portland International Airport.

During your free time, you can take in acres of breathtaking and tranquil mountain views, enjoy the challenging 18-hole, par-70 Skamania Lodge Golf Course, and visit the Waterleaf Spa & Fitness Center.

Helping make this great event possible is

the 2009 Summer Leadership Meeting Gold Sponsor: John Deere.

To reserve your hotel room for Summer Leadership, call (800) 221-7117 and mention PLANET. Guest rooms per night start at \$209 (plus \$12 daily resort fee and tax).



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WALP Booth Attracts Lots Of Visitors

NW Flower And Garden Show – Out With A Bang!

When the 2009 Northwest Flower and Garden Show said “adieu” to its last visitor on February 22, it may have marked the final “adieu” for the event itself as the show’s owners recently announced their intention to close the show forever. As reported in the last issue of *Northwest Landscape Professional*, Duane Kelly, Chairman of Salmon Bay Events, said it would be the swan song for the show that has been a part of the community for more than two decades.

Attendance at this year’s Northwest Flower and Garden Show was reported up over 2008 by about 4 percent at the time

of this writing. Almost 60,000 people flooded to the Washington State Convention and Trade Center in Seattle to wander through the displays.

WALP was represented with a special booth (see photos) staffed by volunteers who greeted visitors, provided information on the CLT and other WALP programs, and encouraged the public to hire WALP member firms to do their landscaping work.

According to WALP member Lloyd Glasscock of Pacific Stone Company in Everett, the Show’s \$20 admission fee was a good investment for attendees who were

exposed to some pretty creative exhibits.

“There was a lot of public enthusiasm for the 2009 Show since it was marketed as the last time it would be held,” Glasscock said. “And, it was a very nice show.”

Glasscock reported his firm had been contacted in early February to put in a major garden space due to a last minute cancellation. “With the help of some great WALP members, we were able to pull it off,” he said.

Just what the impact of losing this major consumer trade show will have on the Industry is yet to be seen, but it is possible that a buyer may step up and resurrect the event.



Banning Smuts

Not Just For Crops, Smuts Are A Problem For Kentucky Bluegrass, Too!

Smuts are fungi that infect grasses, including cereal crops such as wheat and corn. Infected plants are often stunted, though the reduced size is not noticeable until maturity. If not detected before harvest, millions of fungal spores are released, contaminating healthy kernels or landing on the soil to infect the next year's crop.

For grain and grass seed growers, smuts are a big deal. In 2005, for instance, nearly 15 million pounds of grass seed valued at \$9 million were exported from the U.S. to China. China and other countries ban imports of contaminated seed, so keeping smuts in check is economically important for U.S. growers.

But, as Associate Professor of Plant Pathology Lori Carris points out, "Identification of smut fungi found in grass seed shipments is difficult, as many closely related species have morphologically similar spores." This is a critical issue for Kentucky bluegrass growers in the

Pacific Northwest, as Chinese quarantine officials have said that 20 to 30 percent of seed exports from the Pacific Northwest are "highly contaminated". The problem is the species of smut Chinese scientists say is infecting the imported seed isn't known to infect bluegrass. The infection could be a contaminant from some other source - for example, weedy grasses - or perhaps a new species.

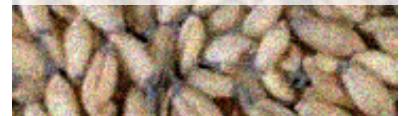
Carris and her colleagues have turned to genetic "fingerprinting" tools in order to distinguish one species of smut from another. Correctly identifying the infectious agent is a necessary step in the control of the fungus through seed treatments, weed control, or genetic resistance.

Reprinted from the February 18 issue of On Solid Ground, published by Washington State University, Pullman, WA. For more information, visit <http://onsolidground.wsu.edu/>.

WSU plant pathologist Lori Carris hunting for smut fungi in grasses growing alongside the road.



Wheat heavily contaminated with smut from cheatgrass. Cheatgrass seed and pieces of bunted (smut-infected) cheatgrass seed are visible among the grains of wheat.



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Employee Job Security Concerns

By Susan Hanley, CPH/SPHR / Signature Landscape Services, Inc.

Dear H.R. Pro:

I am very concerned about my employees' job security during this recession. We currently have some work on the books, but will possibly be faced with zero work coming into the spring season. I have worked very hard to get my guys up to speed on their skills and would really hate to see them jump ship to work for a competitor that is fortunate enough to have work. I really can't afford to keep these guys, but don't want to see them leave for good. What do I do?

Sincerely,

Concerned Contractor

Dear C.C.:

I've talked to a number of WALP colleagues lately and your story mirrors others. Some employers have put their crews out cleaning up

and even remodeling shops, detailing trucks, painting bathrooms, etc. Basically, whatever they can do to keep their workforce on the payroll, it's being done. There comes a time when your cash flow or labor budget negates those activities. That's when you have to make the decision to lay off some or all of your workers. This is always a tough decision, but it's so "going against the grain" to do it at the beginning of the busy season. Many of us, including myself, have withstood economic downturns and are still alive and well in this industry. The "doom and gloom" mentality can really get you down if you let it. Don't let it.

First, when the writing on the wall appears, it's important to have a discussion with your employees. Let them know your costs and the consequences of keeping people on the payroll in

an unhealthy economy. If you want to, it's very helpful to give them a little lesson in financial management. Nothing fancy, though. You can show a pie chart that clarifies costs. When they see how large that payroll pie section is, light bulbs will start going off. When you show them that there is little or no money coming into the company, they'll understand that your actions are justified. A little bit of explaining and education will go a long way in these circumstances.

You will need to explain further that you value their contributions to your organization and that you've invested time and dollars into their education and development. Hopefully, all the good employee relations strategies you've put in place will have engendered some company loyalty in your crews.

If you have an employee who can be your

> Continued on page 15

SAVE MONEY THROUGH NEW MEMBERSHIP PROGRAM



Your time is valuable. So are new WALP Members!

That is why for every new "Contractor" member you recruit between now and December 31, 2009, you will earn 50 WALP Bucks*. WALP Bucks are redeemable for any WALP event.

Recruit two new Contractor Members and your next WALP seminar is free. Recruit six new members and the 2010 Annual Conference is on the house!

To take advantage of this money saving offer, simply print out a membership application from the WALP website at www.walp.org

and give to a prospective Contractor Member. Most important: Don't forget to make sure your name is on the "Referred By" line so that you receive credit for any members you recruit!

For more information contact Membership Co-Chairmen Bruce Gaudette (landhoe1@msn.com) or Rick Longnecker (budsandblades@comcast.net), or contact the WALP Office at info@walp.org, (425) 967-0729.

* WALP Bucks to be awarded through December 31, 2009 or until the depletion of WALP Buck funds, whichever comes first.



> Continued from page 14

“voice” (especially with your Hispanic employees), coach him/her on how to communicate your heartfelt concern for their plight. Yes, you have a concern regarding the loss of good people, but their concern is about making the rent and covering all the expenses for their families. Don't be surprised if you're met with anger and frustration. An intelligent employee will understand the situation, but those emotions are valid and should be understood and accepted by you.

Do you have a plan for the continuation of your business? Do you feel that you can get work into the spring/summer of this year? Communicate your plan. Let your employees know that you are doing whatever it takes to keep your business afloat so that they can get back to work. Once you establish your employees' last day of work, celebrate their contributions to your success by bringing them in early for some pizza or other treats. Let them leave on a positive note, with a promise to stay in touch, stop by the shop or office, or to get together as a group sooner than later.

This is when you accept the fact that you will see some activity on your employment security

experience rating. It makes sense for you to assist your employees in how/where to claim for their benefits. Your help with this can really go a long way. It almost seems counterproductive to offer assistance in their acquisition of unemployment benefits, but just go with it.

For a smaller business, letting go a large percentage or your entire workforce can set you up for a lonely, depressing existence. Know that you

“Your help with this can really go a long way. It almost seems counterproductive to offer assistance in their acquisition of unemployment benefits, but just go with it.”

are not alone. Now is the time to take advantage of WALP and its members. Call your friends and colleagues and talk about your business. Exchange ideas and work to grow your business

out of this slump. I know for some this seems like the big hole you just can't dig yourself out of. Just remember, your fellow WALP members have the tools and the heart to help you regain your equilibrium. Take advantage of a good thing.

If you have an HR question/challenge you would like input on, please submit to Susan Hanley at Signature Landscape Services at Susan.Hanley@signaturels.com. Anonymity is guaranteed.

The information given is designed to provide general information with regard to the subject matter covered. It is given with the understanding that the author and editor are not engaged in rendering legal or other professional service. If legal advice or other expert assistance is required, the services of a competent professional person should be sought.

Susan Hanley, CPH, SPHR, is a partner with Signature Landscape Services, Inc., a Redmond landscape management contracting firm. She is certified with the Human Resource Certification Institute as a Senior Professional in Human Resources and has worked in the Green Industry in operations, management, and human resource management roles for over twenty years.



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Hedahl Landscape And Construction: Creating Inspiring Spaces Is Job One



Richard Hedahl (above), owner of Hedahl Landscape And Construction, really likes his work.

When Richard Hedahl was in junior high, he decided he wanted a career in landscaping. Then 13 years old, the Silverdale youngster got his start mowing his neighbors' lawns and maintaining their yards. By 15, he had purchased his first riding lawn mower, which he paid off in six months. By 16, he was into it big-time, completing his first installation project. But he then had to wait until he was of legal age (18) to get a contractor's license.

Richard says he did a lot of studying at Barnes and Noble when he was in high school, then secured some scholarships to help him finance his degree at Edmonds Community College. One of his scholarships was from the Washington Association of Landscape Professionals. As a result, he went on to being a speaker at a WALP Conference and sharing the platform with no less than Ed Hume. The experience made a big impression on Richard and was a great motivator.

Over the years, Richard has packed home seven WALP awards and has built a solid business in the process.

"We specialize in creating inspiring spaces for clients to relax and enjoy," he says. "That comes from combining top-quality materials, good design, doing the job right, and making sure the customer is totally happy with the result. We find that we are able to transform people's lives by what we do to their yards."

Hedahl says he gets his satisfaction from building friendship and trust with customers through his work. He takes special pride when his customers make referrals to his firm and brag to their friends about their new yards. He loves the design aspect of the work and is delighted when clients ask him, "How did you get my yard to look exactly like what you drew on the paper?"

"It's a connection that touches their hearts," he adds.

Hedahl also admits to a number of challenges. The current economic climate is posing special problems, but he feels people will be hunkering down and investing in their existing homes rather than building new.

Richard also is challenged by maintaining a strong workforce. Attracting and retaining an employee base that appreciates their job, takes pride in craftsmanship, takes care of the equipment, and focuses on good customer relations is hard, but he feels he has been successful. "I'm so overly passionate, it's difficult to be objective sometimes," he admits. "More and more, we have to compete for good employees."

While his staff has consisted of as many as seven employees, he generally averages three or four. He likes the smaller staff - finding it easier to monitor and keep the company more personal and customer-friendly. He stresses to his staff that he is striving to provide the highest pay he can afford and the best working conditions. Having the best tools, trucks, and other equipment is also a factor in keeping good people, he asserts.

Utilizing Artificial Elements

A couple of years ago, Hedahl Landscape forged an alliance with Dream Turf in Snohomish, a manufacturer of synthetic lawn, which he incorporates into many of his designs. Richard is the dealer/rep for the company for the Olympic Peninsula (Gig Harbor to Port Angeles).

Hedahl says he finds that combining artificial turf with natural landscaping elements is a great way to arrive at the best-looking landscape with the least amount of difficulty.

"In the Pacific Northwest climate, where we have so much shade, animal problems, moss proliferation, and other challenges, the artificial turf gives a nice effect, offers low maintenance, and is friendly to the environ-

> *Continued on next page*

ment,” he points out.

One recent project challenged him to provide a design and installation to totally transform a heavily treed yard that had been neglected for 25 years. The client wanted a water feature, hardscape, terracing, lighting, and also hoped to combine artificial and natural elements in the plan. At the end, the client was totally delighted. Although the project was completed prior to the WALP Awards submission deadline, it is likely to show up in next year’s competition.

WALP Is A Primary Resource

Richard Hedahl utilizes the Washington Association of Landscape Professionals as his major source for continuing education and professional relationships. This year, he takes over as President of the Peninsula Chapter of WALP. In addition to his participation in many educational seminars, Richard says he gets great tips from the *Northwest Landscape Professional*, especially from Susan Hanley’s articles on human resource management.

Richard says marketing is an important part of his business as well. He produces newsletters and client postcards to maintain an ongoing positive relationship. Much of his communication with customers highlights organic issues and ways to get a healthier landscape. He also has a comprehensive web-site (www.hedahlandscape.com).

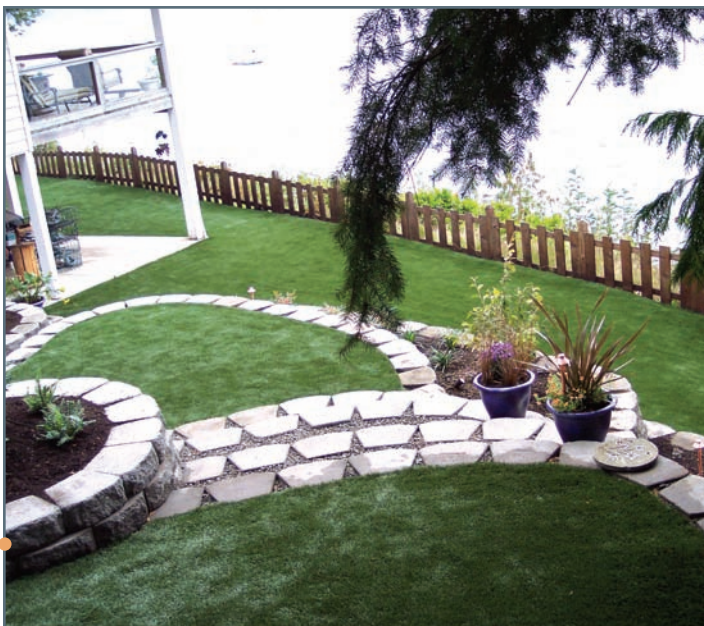
Congratulations to Richard Hedahl and Hedahl Landscape and Construction.



Richard Hedahl hard at work.



Backyard putting greens are a great example of combining natural elements with artificial turf.



This terraced waterfront home on the Kitsap Peninsula utilizes artificial lawn.



This recent installation featured a 25-year neglected yard rehabbed with water feature, terracing, new planting areas, lighting, and lawn.



Keep Up With The Competition

By Peter Dervin, CLP

Chairman, WALP Certification Committee

VPC Sales, Northwest Regional Sales Manager

As we are all aware, 2009 will prove to be a challenging year for many in the Green Industry. Companies will be looking at cutting costs, increasing margins, and striving to grow their business in a tough economy. Therefore, key considerations will be labor costs and having a skilled workforce that will produce improved results with less people.

One way for your business to be ahead of the competition is to have Certified Landscape Technicians on staff. Certification is a great marketing tool, especially when customers must decide between costs versus competence.

I have read in many industry trade publications that during an economic downturn you should continue to emphasize your services. What better way than to promote that you have Certified Landscape Technicians on staff who are trained and experienced professionals that enhance your company's professionalism.

The Washington Association of Landscape Professionals is offering an early registration opportunity for this year's Certified Landscape Technician test that will take place September 18-19, 2009 at Clover Park Technical College in Tacoma. Contact Ariel O'Donnell at the WALP Office to obtain Study Guides and registration information. It is my hope that every WALP Contractor Member registers a minimum of two

new candidates to take the CLT test. Certification is good for business!

A Tribute

This month's column is a tribute to my friend and co-worker Joe Wallis, CLT who passed on January 31, 2009.

Joe was a Certified Landscape Technician and a man who loved his work and the Industry. Joe and I met when I joined Lake East Landscape in 1989. We had a great working relationship and a fond friendship. Joe obtained his Certified Landscape Technician status many years ago and served as a CLT judge on several occasions.

Joe was a fun loving guy who enjoyed fishing and model airplanes. Whenever Joe and I would see each other, hugs and stories were shared and there was always a good laugh. Joe was on the staff at Edmonds Landscaping for many years and before that was with Teufel Landscape, working many years at the Microsoft Campus.

If you knew Joe, I am sure you have stories to tell. As a man who prided himself on his work and profession, I raise a glass in honor and memory of him, but most important, his friendship. Joe you will be missed by many.

PLANET has released the new criteria for recertification.

As of January 2009, PLANET is moving from an annual certification renewal process to a two-year recertification cycle.

Continuing education and industry service are still critical to maintaining the active status of your certification, however, these activities will be measured in Continuing Education Credits (CEUs) not points, and you will be required to report and submit 24 CEUs earned during a two-year cycle to maintain the active status of your certification.

For more information, visit the PLANET web page at <http://www.landcarenetwork.org/cms/certification/recert.html>.

Make Your Next Move... Save Money... Become Certified!



Individuals in the Green Industry need to be trained, knowledgeable, and competent. So make your next move and invest in your future today by registering for the Certified Landscape Technician (CLT) and Certified Landscape Professional (CLP) Program.

The CLT/CLP Program seeks to recognize proficiency in the landscape workforce, upgrade the status of the landscape professional, and provide the public with a means of identifying qualified landscape professionals.



The next exams are scheduled for:
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If you register on or before May 31, 2009, not only will you save \$50, you will...

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To receive a registration brochure and save \$50, contact info@walp.org or (425) 967-0729.

Horticulture Class Schedule

Spring Quarter 2009 • April 6 - June 19

Edmonds Community College

Plant Insects (HORT 116)

6:00-9:50 pm • Mon • 4 credits

Instructor: Gina McCauley

Insect pests, predators, and parasites of Pacific Northwest ornamentals; life cycles and damages; chemical and biological controls.

Class also meets three Saturdays, 1:00-4:50 pm, April 18, May 16, and June 6.

Plant Diseases (HORT 118)

8:30-11:50 am • Wed & Fri • 5 credits

Instructor: Walt Bubelis

Environmental problems, viruses, bacteria, fungi, and nematodes: Their life cycles and damages; cultural and chemical controls for landscape plants of the Northwest.

Interior Plants (HORT 134)

1:00-3:50 pm • Thurs • 3 credits

Instructor: Virginia Powers

Learn to identify and care for the most popular species according to industry and trends. S/U grade option.

Woody Plants for Gardeners (HORT 160)

1:00-4:50 pm • Mon & Wed • 5 credits

Instructor: Bess Bronstein

Learn 250 of the most commonly used woody landscape plants. This class is a primer on trees and shrubs for Northwest gardens. Be prepared to arrive and depart from field sites on your own.

Field Sketching (HORT 228)

9:00-11:50 am • Mon • 3 credits

Instructor: Polly Hankin

Learn drawing techniques that will help develop ideas and facilitate designer/client communication. Class includes field trips to area gardens for sketching practice.

Landscape Renovation (HORT 286)

1:00-4:50 pm • Tues • 4 credits

Instructor: Greg Butler

Design and maintenance are blended into renovation issues. Site analysis of existing plants and problems such as insects, diseases, spacing, etc., are worked into projected plans and management scheduling. Hands-on project and site project required.

Low Volume Irrigation (HORT 287)

8:00 am-5:00 pm • Tues & Thurs, March 24 & 26 • 2 credits

Instructor: George Keeney

Interpret, assemble, and design low-volume irrigation, including drip systems, in context with landscape design/existing gardens as a designer, installer, and maintenance professional.

Class meets prior to the published Spring Quarter start date.

Garden Writing (HORT 255B)

9:00-11:50 pm • Thurs • 3 credits

Instructor: Steve Lorton

Exploration of several forms of non-fiction writing including *The Garden Portrait*, *The Plant Profile*, and *The Book Review*. Work on developing your own voice through writing projects. Workshop format. S/U grade only.

Plants for Small Gardens (HORT 255C)

8:30-11:50 am • Tues, April 28-May 12 • 1 credit

Instructor: Bess Bronstein

A successful small garden results from proper plant selections and placement. Learn which trees and shrubs perform best in small garden settings. Class includes lecture and field trips.

Pine Pruning (HORT 255D)

8:50 am-4:50 pm • Fri, May 8 • 1 credit

Instructor: Bess Bronstein

Focus is on specialized pine pruning techniques. This hands-on class meets at Kubota Gardens, South Seattle. You'll need a hand pruner, folding saw, rain gear, and transportation. Map provided beforehand. Prerequisite: HORT 117 or instructor's permission. S/U grade.

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? What's New

TORO KICKS OFF SMOOTH OPERATOR TOUR

The Toro Company has launched its Smooth Operator Tour, a nationwide event offering landscape contractors an opportunity to see and try the new Toro® GrandStand™ stand-on mower and the next generation of zero-turning radius mowers, the Toro® Z Master® G3, for themselves. Every stop on the tour, each held at locally owned Toro commercial dealerships, will feature giveaways, great hospitality, and the opportunity to schedule or conduct a personal demo. More than 155 tour stops are scheduled during March alone, beginning with the opening stops on March 1 in Texas. Tour stops will continue across the country through May.

All of the mowers represent productivity-enhancing advancements in the Industry, and the Smooth Operator Tour gives contractors a chance for hands-on experience with these new machines. Contractors are encouraged to visit a Toro commercial dealer for a personal mower demo even if they are not able to attend the dealer's Smooth Operator event.

Contractors can learn more about the Smooth Operator Tour by contacting their Toro commercial dealer, calling The Toro Company at (800) 348-2424, e-mailing LCEproducts@toro.com, or visiting www.toro.com/smooth.

IRRIGATION ASSOCIATION'S 2009 WATER CONFERENCE: "WATER, IRRIGATION, AND THE ENVIRONMENT"

The Irrigation Association will host a 2009 Water Conference, "Water, Irrigation, And The Environment", July 22-23 in Park City, Utah, at the Grand Summit Resort.

The event will feature presentations by Industry professionals, government officials, and members of academia. Topics will include climate change, water scarcity, water regulation and legislation, irrigation technology innovations, water rights conflicts, and other issues facing the Irrigation Industry.

The intensive one-day Water Conference offers industry professionals a collaborating event to discuss all the issues and opportunities facing irrigation with peers from throughout North America. A reception will be held the evening of July 22 prior to the start of the Conference.

Check www.irrigation.org for updates and a list of events and speakers.

SPRING PLANT SALES: EARLY BLOOMERS & FLORABUNDANCE

The Arboretum Foundation will kick off its plant sale season with Early Bloomers on Saturday, April 11 from 10:00 am to 2:00 pm, at Washington Park Arboretum's Graham Visitors Center (2300 Arboretum Dr E, Seattle). Visitors can choose from a great selection of small trees, shrubs, and perennials, many donated by area gardeners and some unavailable at commercial nurseries. Parking and admission are free and proceeds benefit Washington Park Arboretum.

FlorAbundance, the region's largest plant sale, returns on Saturday, April 25 (10:00 am to 5:00 pm), and Sunday, April 26 (10:00 am to 3:00 pm), at Magnuson Park (Building 30, Special Events Center, 7400 Sand Point Way NE, Seattle). Dozens of specialty nurseries will present their choicest perennials, annuals, trees, shrubs, ferns, rhododendrons, native plants, vegetable starts, and more. Parking and admission are free and proceeds benefit Washington Park Arboretum.

For more information, go to www.arboretumfoundation.org or call (206) 325-4510.

HUNTER INDUSTRIES ANNOUNCES ACQUISITION OF FX LUMINAIRE

Hunter Industries has acquired FX Luminaire, makers of high quality, low voltage exterior lighting components. Expanding their presence beyond irrigation in the Green Industry is a natural progression for the irrigation innovators, who have been setting the bar and expanding the borders of residential and commercial irrigation for 26 years.

By combining aerospace-grade materials, superior workmanship, and a nearly architectural take on design, FX Luminaire, located in San Diego, CA, has been producing high-value exterior lighting components for over 18 years, complemented by the Industry's best exclusive warranty of 10 years.

> Continued on page 24

□ WALP Chapter News

Pierce County Chapter >

By Andy Aydelott, Chapter President
Pristine Landscaping, Inc.

As I am writing this letter, March is approaching fairly fast. Things will start popping and, before you know it, we'll be wishing it was fall and slowing down. I feel pretty positive that this year will be tougher, but also more rewarding.

There is a lot of business out there, but we are just going to have to work harder and smarter to get it. That's where being a WALP member has its advantages. You have the capability of networking with other businesses and vendors in the same position and wanting to succeed. As a business owner, that's what you want an organization to do and that's what WALP provides.

I would like to remind people that this St. Patrick's Day, March 17, we are having our New Member's Night gathering in the Rotunda Building at the Clover Park Technical College in Lakewood. What better way to celebrate St. Patrick's Day than with other professionals in the Green Industry. It starts at 6:00 pm with a free dinner and one free raffle ticket for a drawing for a new LCD television and many other raffle prizes provided by the many vendors present.

This will be a great time to network with the vendors and introduce other potential new members to the benefits of WALP.

Last year's event was very well attended and we would like to duplicate or exceed it. Just ask all the people that went home with great prizes and information. So all you WALP members, grab a contractor friend and come on out for an entertaining and informative night.

If you wish to contact me, I may be reached at (253) 606-7944. I am looking forward to meeting with current members, new members, and vendors in this upcoming year.

King County Chapter >

By Jeff Carroll, Chapter President
Jefferson Landscaping

While writing this column, it is the week before the Northwest Flower & Garden Show and snowing for the second day in February. I appreciate everyone's support with the WALP booth this year. The enthusiasm has been fantastic!

I would also like to thank all of our members who participated in the King County Chapter, making for such a successful year. A special thank you and acknowledgement to all of our associate vendors who supported our Chapter last year: T & L Nursery, Bamboo Gardens, Mutual Materials, Lake Washington Technical College, AW Pottery, and NC Machinery. We really appreciate all that you do!

With all the excitement of the Northwest Flower and Garden Show possibly closing, the buzz created has hopefully flushed out a new owner by now. The February meeting involved a behind the scenes walk-through of gardens and a brief presentation by Duane Kelly and Cyle Eldred. It was a new adventure for some and a chance to visit with old friends for others.

WALP's Legislative Day has passed and I would like to thank all that attended. A special thanks to Randy Dasalla, Bruce Gaudette, and Heather Hansen for all your hard work in coordinating this event. It is a huge benefit to all of WALP.

Is your business slowing down? Does the economy have you down? If so, you are not alone. The King County Chapter of WALP is ready to help with its own rescue plan! We have invited Rod Bailey, CCLP with Alder Springs, LLC to speak on these tough issues and more.

Rod Bailey is a Charter Certified Landscape Professional, holds a MBA degree from Stanford University, and has been involved in the Landscape Industry as a contractor and consultant for over 40 years. He specializes



WELCOME New WALP Members!

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Revival Property &
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Everett, WA 98208
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greg@revivalpcs.com
Snohomish County Chapter

in financial management, as well as strategic planning - consulting with small businesses nationally and locally in the Green Industry. His experience includes owning and running Evergreen Services Corporation, a successful landscape management company.

This event will be held in the banquet room of the Azteca Restaurant located at 150 112th Ave NE in Bellevue on March 18 at 6:00 pm.

We look forward to seeing everyone there!

? What's New

> Continued from page 22

“With a solid current product line and many exciting new brands in the pipeline, including an energy-efficient LED model line, FX Luminaire is an ideal addition to Hunter Industries,” states Richard Hunter, President and CEO of Hunter Industries. “With our similar foundations in individual innovation, exceptional construction, and pioneering approaches to our industries, both companies have come together in an obvious marriage of tradition and reinvention. We are especially thrilled to team up with another local company so we can do this all with one of our own neighbors.”

FX Luminaire founder and President Joshua Beadle agrees, “We are honored to have the Hunter name associated with our products. Both Hunter and FX stand for forward-looking product innovation, reliability, and superior customer service. Together we represent critical mass: Bringing our customers resource-efficient landscape components with a distributor and sales support network that will continue to define the industry.”

HORIZON DISTRIBUTORS OFFERS WATER REBATE RESOURCES

With water conservation becoming more important every day, many cities and water districts are offering rebates for installing smart irrigation products. In an effort to help landscape contractors provide water-saving solutions to their customers, Horizon Distributors has created a section on their website dedicated to water district rebates. The section is categorized by city and includes information on rebates currently available for installing smart irrigation products.

“The new water district rebates section of our website was designed to be a resource for our customers,” said Dan Puthuff, Irrigation Product Category Manager. “It gives them information on rebates available in their area—we hope that they’ll be able to use this site to provide water smart irrigation products and advice to

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their customers.”

Information available on Horizon’s new water district rebate information site includes approved water smart products, available rebate descriptions for both commercial and residential applications, and contact information for the city or organization offering each rebate or savings program.

For more information on smart irrigation products and water rebates available in your area, please contact your local Horizon Sales Center or visit www.horizononline.com/waterrebates.

RAIN BIRD’S ET MANAGER CARTRIDGE UPGRADES THE ESP-LX

Irrigation controllers that make automatic schedule adjustments based on changing weather conditions can ensure that water is applied to landscapes only when it’s needed. Rain Bird has introduced a simple cost-effective way to



upgrade its ESP-LX Modular Controller to an evapotranspiration (ET)/weather-based smart controller with the ET Manager Cartridge.

The ET Manager Cartridge upgrades new or existing ESP-LX Modular Controllers to utilize professional grade smart weather technology. The cartridge receives hourly weather information from a local

Weather Reach Signal Provider (WRSP). Using temperature, wind, solar radiation, humidity, and rainfall information, along with any site-specific settings, the ET Manager Cartridge automatically adjusts irrigation schedules accordingly. The ET Manager Cartridge also gives the ESP-LX Modular Controller the ability to display real-time weather conditions and log all system activity, including the amount of water applied and the number of days watered.

The ET Manager Cartridge offers a variety of benefits. Its ET technology eliminates the need for irrigation contractors to travel to controller sites to make weather-based adjustments or programming changes.

Using the ET Manager Cartridge with the ESP-LX Modular Controller can also translate to 30-50 percent water savings by eliminating watering in wet or windy conditions. Four separate moisture balance settings efficiently water various plant types, keeping them healthy by not over-watering and by properly watering to promote deep root growth.

Installation takes only a few minutes. An easy-to-use set-up wizard walks users through all key parameter settings.

For information about the ESP-LX Modular Controller, the ET Manager Cartridge or any of Rain Bird’s other irrigation products, visit www.rainbird.com or call (800) RAINBIRD.

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