

# NEWSCAPE Express

Supporting Green Industry Professionals Since

The Official Newsletter of the CLA

October 2023

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# Coming Soon ...

# CLA Fall Elections !!!

## Elections for Officers and Board of Trustees will be held

November 8th through December 15th, 2023

#### **Notes from CLA President**

### **Dan McCarthy**

October 2023

Dear Members,



The First Lady and I went camping at Hocking Hills State
Park the second week of October. It is our favorite Ohio State Park, not only because it is the
most beautiful State Park, but because of the sentimental reason. I talked to the First Lady into
going camping with me in the Fall of 1990, and only after seven months of dating. My one
brother and his wife had invited us to go along. The First Lady and I slept in a small two-person
tent that my two brothers and I slept in as little kids. Of course, the zipper was so corroded it
would not close. The First Lady and I awoke to snow in our tent the first morning. The First Lady came crawling out of the tent, looking beautiful and dressed for a fashion show. My brother
mentioned to me, "I can't see her ever wanting to camp again". Surprise, the First Lady has
gone with me every fall since then (33 years). We upgraded to a camper in the past several
years, which the First Lady loves. She will never do tent camping again.

Conkle's Hollow and Cedar Falls are my favorite parts of Hocking Hills. I would like Cedar Falls to be changed to Hemlock Falls. I know the early settlers misidentify the Hemlocks as Cedars trees. But can we please now correct that mistake? There were several beautiful large Hemlock specimen trees there. Hemlocks are one of the harder evergreens to establish in the land-scape.

Email me with your favorite camping locations. Please share and don't keep them a secret.

**Thought for the Day:** Don't tell someone that we need to be more direct with each other, and then get mad when they are direct. (It isn't a one-way street)

Looking into the future, the 2024 Home and Garden Show is February 17-25, 2024. As of me writing this message, it is now 121 days until the 2024 Spring Home and Garden Show.

Elections are coming up next month for two new CLA Board Members. Please take the time to vote for our candidates. It isn't hard and doesn't take more than a minute of your time.

We are always looking for new ideas for member meetings. If your company would like to host a member meeting in the final months of 2023 or in 2024, please let me know or someone else on the CLA Board. We would love to tour your location.

Please feel free to contact me at DanM@QualityYHM.com I look forward

Let's be safe out there!

Dan McCarthy

President of C.L.A.

# Voting to Begin on CLA Officers and Board of Trustees

In a few days, Active CLA Members will receive email Ballots through Wild Apricot Polls calling for votes for CLA 2024 Officers and Board Trustee Members.

The Ballot will also be included in the November NewScape Express. Reminder emails will also be sent from the Polls tab on our website Wild Apricot. Per the By Laws, only Active Members and One Member per Member Firm have voting rights.

Voting will last until December 15, 2023. It is very important to vote for the Board and Trustees for your organization. Please participate.

#### 2023 CLA Board

**Dan McCarthy**—President 2023

Quality Yard and Home

Maintenance

Ellen Gallucci Purcell -Treasurer Riepenhoff Landscape Ltd.

Fred Blyth- Secretary Worthington Landscape

Jason Bornhorst-Willoway Nurseries 2024 Home & Garden Show Chair

Kim Spencer—Trustee Benchmark Landscape Construction

Roger Seely Jr.—Trustee Seely's Landscape Nursery

**Crystal Harrell** - Trustee Ryan's Landscaping

**Daniel Huggett— Trustee**Columbus Turf Nursery

Mike Moulton— Past President Cromwell Landscape

Jacob Basnett- Trustee Landscape Design Services

# THE 2023 CLA MEMBER DIRECTORY IS AVAILABLE ONLINE

Look for the Member Directory in the extended tab banner on the CLA home page. Next update—March 2024

## Calendar of Upcoming Events

#### November

- 1 All Saint's Day
- 1-2 <u>Dia de los Muertos (Day of the Dead)</u>
- 2 All Soul's Day usually on the 2<sup>nd</sup>
- 5 Daylight Savings time ends gain 1 hour of sleep Sun, Nov 5, 2023
- 7 <u>U.S. General Election Day</u> please exercise your right to vote
- 7 Board Meeting
- 11 Veteran's Day
- + 12 CLA Election Begins
- 23 Thanksgiving Day fourth Thursday
- 28 Home & Garden Show Meeting

#### December

- 3 Advent begins
- 7 <u>Chanukah</u> lasts 8 days
- 7 Pearl Harbor Day
- 10Board Meeting
- 12 Poinsettia Day
- 15 CLA Election Ends
- 19 Home & Garden Show Meeting
- 21 Winter Solstice -Thu, Dec 21, 2023, 10:27 PM
- 23 Festivus for the rest of us!
- 25 Christmas
- 26 Kwanzaa
- 27 National Fruitcake Day
- → 31 New Year's Eve

# WELCOMING NEW MEMBERS INTO THE 2024 HOME AND GARDEN SHOW

Plans are taking shape as the CLA prepares for the 2024 Home and Garden Show. The CLA will feature eight professionally designed and installed gardens. The theme for 2024 is Private Places - Beautiful Places.

New Designers and New Members will be part of the Home and Garden Show. Lori Botkins will be designing a garden for Oakland Nursery. Greg Gilbertsen will design a garden for Landscape Design Solutions. New Members to the CLA and the Home and Garden Show are Blue Oak Patio and Landscape – Pete Marsh and Shelby LeVett, Union III Outdoor Living-Scott Ross, and Creative Roots Landscaping– Austin Biller. Don't forget the perennial and guest favorites Riepenhoff Landscape, Seely Landscape Nursery and Peabody Landscaping will also bring stunning designs to welcome spring.

This is the 68<sup>th</sup> year for the CLA's participation in the Home and Garden Show. The Show runs February 17-25, 2024, at the Ohio Expo Center.

# Want to participate in the Home and Garden Show without designing and installing a garden?

Any CLA Member Can be a speaker on the Garden Stage. If you are interested in giving a 30-45 Minute presentation include Q & A time.

If you are interested, contact Steve Buzza, <a href="mailto:sbuzza@usatventures.com">sbuzza@usatventures.com</a>



# 9 Security Practices to Protect Your Business's Sensitive Information

Updated Feb 21, 2023

#### Max Freedman

Contributing Writer at business.com

You don't need to look far to see the repercussions when a business fails to protect sensitive information. Equifax, Adobe, Target were all victims of significant data breaches that resulted in a massive blow to their reputation and bottom line. [Learn the most effective ways of how to manage your online reputation.]

Data breaches and fraud are problems for businesses of every size, affecting over 25% of businesses with an average fraud loss of \$38,000. That's enough to push many small businesses into bankruptcy.

#### Types of security risks businesses face

Businesses face an increasing number of threats on a daily basis. Research shows that ransomware, phishing, data leakage, hacking and insider threats are all security issues businesses are dealing with.

Information security issues have a major impact on a business. Loss of revenue can result from remedying the problem and damage to your brand's image.

Hackers are responsible for the majority of information security breaches. Cybercriminals look for ways to make monetary gain from businesses by using malware and phishing scams to collect sensitive data. The cost to remedy a data breach can be astronomical. Large companies that have to deal with major data breaches have paid out millions to specialists to become compliant once again. According to IBM Security, the average cost of a data breach in the United States in 2020 was \$150 per record.

Here is more about some of the threats businesses are facing.

#### **Email phishing scams**

Phishing is the act of a bad actor sending someone an email designed to look like an official communication from a legitimate, reputable company. This email may ask you to log in to an account or share your credit count information to prevent something drastic from happening. This information then goes not to the reputable company, but to the bad actor. You're best off not responding no matter how legitimate the email looks.

To determine whether an email is a phishing attempt or a legitimate communication, check the email address that sent it. It's easy to not think of doing so when you receive concerning emails, but the one second this takes can strongly protect your business. And if you're not sure whether the email is legitimate, just call the company apparently behind the email. They'll know for sure.

#### Device and computer hardware theft

<u>Nearly 650,000</u> laptops are lost every year – and that's just in airports. Surely, the number of laptops lost or stolen in both airports and other settings is in the millions. And a stolen laptop, if not password-protected, gives anyone who uses it full access to your information. The good news is that avoiding this security threat is easy: Always keep your password-protected laptop in sight or on your person.

#### **Unauthorized network users**

When you password-protect your Wi-Fi network, you block hackers from stealing your information. That's because computer-savvy unauthorized network users can access any information you transmit via your Wi-Fi network. This information includes credit card numbers you use for online payments and passwords with which you log into your accounts.

# How to protect your business from cybersecurity threats

To lower your risk and keep sensitive information safe, follow these essential security practices.

#### 1. Only save what's necessary.

The more information you collect about your customers and employees, the more you need to protect them. Companies often save more information than necessary, and their customers are the ones who suffer if a data breach occurs.

To limit what hackers could steal, only save the information you absolutely need to run your business. Avoid collecting anything extra, and if you only need information temporarily, get rid of it properly after you've used it.

#### 2. Keep an information inventory.

Laptops, smartphones, tablets and flash drives provide plenty of convenient ways to store and transfer information, but this also results in more opportunities for data to fall into the wrong hands. Keep track of what information you're storing, where you store it and who has access to it. Make sure this information inventory includes both electronic files and physical documents with sensitive information.

#### 3. Stay up to date with your cybersecurity.

There are quite a few top cybersecurity programs that can protect businesses of any size from malware and other threats. Look for a paid program that can secure your network and every device on it. The money you spend is well worth it, as a breach could cost you much more. Once you have your cybersecurity program in place, install all updates immediately.

#### 4. Store physical documents securely.

Cyberattacks may be a more common threat, but lost or stolen documents can be just as bad. Whenever documents contain sensitive information, it's important to keep them safe from prying eyes. Store documents in a locked file cabinet or room that only your most trusted employees can access. Dispose of documents by running them through a shredder.

#### 5. Pay for expenses with a business credit card.

For business expenses, the best and most <u>secure payment method</u> is a <u>business credit card</u>. Most will have zero-liability fraud protection, and if you need to dispute a transaction, you won't be out any money during that process. You can set spending limits on employee cards and receive immediate notifications of any transaction via text alerts.

Any payment method has its risks, but credit cards have the most safeguards and security features. Security isn't the only benefit of business credit cards, as they also provide detailed expense reports and the opportunity to maximize your travel rewards.

#### 6. Set internal controls to guard against employee fraud.

Regardless of how much you trust your employees, it's wise to use internal controls to limit your employee fraud risk. Otherwise, employees could misuse company funds or steal customer information.

Limit each employee's access to only the information they need for their job. Make sure your systems log what information each employee accesses. Set up segregation of duties to prevent any single employee from having too much responsibility. For example, instead of having one employee make purchases and go over expense reports, split those tasks among two employ-

#### 7. Monitor your employees' accounts.

Any employee's account is a potential hacker's portal to your most valuable information. To protect your business from employee account hacks, you should analyze their logs and behavior while setting rule-based alerts. In doing so, you can identify unusual login attempts that often indicate a hacker inside the account.

#### 8. Create firm employment agreements.

# How to protect your business from cybersecurity threats -cont.

8. Create firm employment agreements.

In all your job contracts, include text that forbids your employees from sharing certain types of information. Every time an employee shares information, they transmit data through a channel that, even if highly secure, could still theoretically be breached. If this information isn't shared in the first place, it can't be accessed.

9. Plan your response to data breaches.

You always need to be prepared for a worst-case scenario. How you respond to security incidents can be the difference between a minor data loss and a costly breach. Your plan should include the following steps:

- Close any holes immediately. Disconnect and shut down any compromised computers, and stop using any compromised programs.
- Notify the appropriate parties. Depending on the information that was stolen, you may need to let customers and law enforcement know about it.
- Investigate what happened. Conduct an internal review or hire an agency to find out what went wrong.

Giving your business maximum protection

Preventable security issues have brought down many small businesses. Although you can't eliminate the possibility of data breaches or fraud, with the right security practices, you can reduce their likelihood and minimize the damage if one occurs.

## Start A Habit - Plan to Recycle in 2024

You can participate in this effort by starting a routine with employees. At the end of an installation or at the end of each day, please remember to sort your containers.

#### Recyclables labeled 2, 5 and 6 qualify as well as FLATS, CELLPACKS, and TAGS.

Containers do not have to be sparkling clean, a little soil is acceptable. Collection of these materials and packaging will begin in July. More details will be available soon. Interested in starting a recycling program?

Contact Amanda Murphy at MJDesign 614-873-7333 amurphy@mjdesignassoiciates.com









Browse our Web site: Call <u>740-983-8873</u> to order or email us for more information at <u>colturf@columbus-turf.com</u>





Hours: M-F: 7:30A - 6P Sa: 9A-2p Su: CLOSED!

14337 US Highway 23 Ashville, OH 43103

## Articles Appreciated

I am always looking for articles and additional information to share with CLA Members Send info. and Articles to

info@columbuslandscape.org

Share Company Good News Equipment for Sale Have Safety Tips Share Employee Accomplishments Hosting CEU classes Learn Any New Techniques

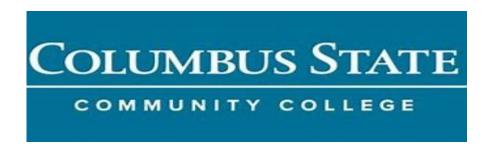
Have professional articles and tips you want to share with members.

#### How about mental relaxation?

It's not just your body that feels tired, your mind too needs to be uplifted. Physical wellbeing depends on mental wellbeing.

Here are a few techniques to help you calm your mind-

- 1. Practice deep breathing. It relaxes your mind instantly.
- 2. Read. Science has proven that reading can reduce your stress levels by as much as 68%.
- 3. Perform activities that you like such as cooking, baking, gardening etc. this will release endorphins.
- 4. Practice yoga.
- 5. Take time off from your phone. Social media can spike up your stress levels.
- 6. Count your blessings. Be thankful for the good things in your life and focus on them.
- 7. Spend quality time with people who love and care for you like your family and friends.



### Support the Future Stars the Green Industry.

The Columbus State Community College Landscape Design and Management program is actively seeking donation to help support students throughout the academic year. Donations accepted anytime for any amount.

Contact **Richard K. Ansley,** Professor / Program Coordinator Phone: 614-287-5031 or Email: <a href="mailto:ransley@cscc.edu">ransley@cscc.edu</a>

Many CLA Members have employees who have been part of this program or have been involved themselves. Continue and encourage students to join the Green Industry. Also, offer to do your part. Be a speaker, be a mentor, support interns.

# Set your business apart from the others: 7 Benefits of YouTube for Businesses

August 02nd, 2023 | Author: Shannon Purcell | YouTube

Are you struggling to drive web traffic, engagement on social media, and conversions for your business? Look no further than YouTube, the ultimate platform for video content. From quick laughs to music, gaming live streams, movie trailers and highlights, vlogs, unboxing videos, and more, YouTube is the biggest library of video content and the top video-sharing platform.

But did you know that the benefits of YouTube extend beyond entertainment and pop culture? YouTube for business offers brands a great opportunity to engage audiences and share their stories. Next to Google, it's the second largest search engine—and the number one for video. And with video being one of the most popular and effective pieces of content, there's no better platform for video marketing.

That's why, if you're struggling to drive web traffic, engagement on your social media channels, and conversions, now is a great time to look at video marketing. With billions of viewers, there's no time like the present to get in front of the camera and offer your customers an authentic, brand-new experience.

In this blog, we will explore the numerous benefits of <u>YouTube for business</u> and how you can leverage this powerful platform to enhance your <u>digital marketing strategy</u>.

#### Features of YouTube for Business

If you've never delved into video marketing before, don't worry—you're not alone. Making the shift from traditional photo-based content on platforms like <u>Instagram</u> and <u>Facebook</u> to video may seem daunting, but YouTube for business is a game-changer that's worth the investment. Here are some standout features that make YouTube the ideal video-sharing platform for your business:

- **Cost-Effective Accessibility:** YouTube is free to use, and even with ads, it remains an affordable option for businesses of all sizes.
- **No Need for High-End Production:** You don't need a fully equipped video production team; even videos filmed with a smartphone can be excellent and engaging content.
- **SEO Advantages:** As a Google product, YouTube videos rank on search results, providing significant benefits to your overall SEO strategy.
- **Organized Brand Content:** With the ability to create multiple channels and playlists within your brand account, you can curate video content according to specific products, campaigns, and more.
- **Enhanced Accessibility:** The platform allows you to add captions and transcripts to your videos, making them more accessible and engaging to a wider audience.

#### 7 Top Benefits of YouTube for Business

Now that you know the unique advantages of using YouTube for business, let's dive into the seven top benefits that can significantly boost your brand's online presence and conversions.

#### 1. Rank on Google

As mentioned earlier, YouTube is a <u>Google product</u>, so videos rank on search. This is great news for your <u>SEO</u> strategy. Since you can optimize video titles and descriptions in line with your keywords, video can help boost SEO and your search rankings. And even better, Google prioritizes video content hosted on its ecosystem of platforms.

Now, you can occupy valuable real estate on competitive search result pages, allowing you to maximize your brand's visibility on search. Ultimately, the result is increased traffic to your site and YouTube channel.

#### 2. Reach a massive audience

With over <u>2 billion users</u> and over 122 million visitors daily, one of the biggest benefits of YouTube for business is placing your videos in front of a massive audience. With every video expertly optimized according to YouTube and Google's ranking algorithms, and created in line with the latest trends, you'll easily reach new customers across demographics. And not just in your local market, since YouTube is international, with local versions in over 88 countries and 76 languages.

#### 3. Boost brand credibility

If there's one piece of media that instantly makes your brand appear more authentic to customers, it's video. It's the number one tool for brand storytelling, with many possibilities, from customer and employee <u>testimonials</u> to influencer reviews, behind-the-scenes tours, product demos, and more.

Video keeps audiences engaged for longer and more meaningfully, thanks to a compelling narrative, visual, and audio. As a result, using YouTube for business boosts your brand's credibility. Simply, video allows customers to put a name to your brand. It builds recognition and trust, from their first purchase to a lifetime of customer loyalty.

#### 4. Video has a higher conversion rate

Did you know that videos are 12 times more likely to be watched than text is read? Whether or not you should invest in video marketing comes down to the return on investment (ROI). The numbers don't lie—92% of video marketers in 2023 say video gives them a good ROI, a record high compared to 78% just five years ago. These impressive statistics highlight the growing impact of video marketing in driving business success. It's designed to captivate. And once you have your customers' attention, it's very easy to convert them afterwards and move them along the sales funnel.

Wondering what drives conversions from video? It's simple: emotion—and no amount of text can humanize a brand as much. This is a major benefit of YouTube for business. Once customers are hooked, all they need is a clear call-to-action to follow, allowing you to convert views to purchases and lasting trust.

#### 5. YouTube for business is a constant

Are you worried about losing old assets? You never know the power of a complete library of brand creatives until you can't find them for a big anniversary campaign or other business milestones.

An often overlooked benefit of YouTube is providing a reliable channel for keeping your videos online. You can filter through the years and look back at old content and even use these analytics for benchmarking. Plus, since YouTube videos stay up and searchable for years, they can always get more views and continuously improve their performance.

#### 6. Repurpose video content

In the quickly evolving digital marketing landscape, you always need new ideas to stay fresh. This means, it's crucial that you're nimble and resourceful, so you never run out of content to share.

The good news? Your YouTube videos are a goldmine. Did you know that you can repurpose a lot of this content? Maximize the benefits of every video by sharing them across your <u>social media</u> channels, embedding them on your website, adding them to your <u>newsletter</u>, and more. Plus, you can easily recreate video content in other formats, such as infographics.

By adding videos to otherwise static web pages, you can easily break the monotony and keep audiences <u>on-page</u>. On social media, you're able to leverage new formats, such as Reels and Stories. And on newsletters, you can increase clickthrough rates.

With YouTube Shorts, you can now craft short and captivating videos that resonate with younger audiences. The possibilities are limitless – start repurposing your videos today and unlock YouTube's true potential for your business!

#### 7. Reach a bigger audience with YouTube ads

And finally, if you've already tried all the latest trends and <u>video content</u> formats, you can try to reach a much bigger audience with YouTube ads. With YouTube for business, you can view your channel's analytics, see which demographics are worth expanding into, and target them with ads.

YouTube ads are incredibly powerful and cost-effective. With options such as paying only for views without clicking on the Skip Ads button, you can run an efficient <u>video marketing</u> campaign that attracts a lot of customers, but without the big cost. Now, it's much easier to convert more views to sales.

## Sponsors/Advertisers Wanted...

If you have suppliers who would be interested in becoming a sponsor / advertiser for the Weekly Email, NewScape Express issues or the Member Directory, PLEASE give me a contact name and number. I will reach out to them. Having Information online does incur costs for the Web Server and Domain Name.

## Is Your Membership Information Up To Date?

#### Your membership to the Columbus Landscape Association is important.

We are striving to bring you important information that will help you with your business.

We have some new programs in the planning for the future. Keep a look out for your CLA Membership Statement. Don't forget you can add employees as Associate Members for just \$25.00 each.

Please pay your annual dues and continue to be a member of the CLA. Suppliers are also encouraged to join the CLA. Memberships paid on the website will renew automatically annually through your credit card used for payments.

It is never too late to renew your membership and add associates!

# Potential Clients have been leaving voicemails asking for help!

Each week I am receiving calls for referrals. I am making these potential clients aware that most members have full calendars and may not be available to respond immediately.

Callers and potential clients are being directed to the **FIND A PRO** Tab to locate a Green Industry Professional. This is why it is VERY important to keep your CLA information up to date!

## Member Meetings Ideas for 2024?

- + Got idea or suggestion for future CLA Member Meetings?
- + Know of any great speakers you would like to hear address the members?
- + Have you found a location that members just have to see?
- + Ideas for topics that will qualify for CEU's?

Please share them. Send your ideas / suggestions to:

Info@columbuslandscape.org



The Columbus Landscape Association was organized in 1926 by a small group of landscapers and nurserymen in the Columbus. Now our association includes nearly one hundred members from the Central Ohio area.

### Green Industry Professionals. Become a part of the decision-

making process that will affect your business and the industry as a whole. Become better informed through our educational programs and become part of the CLA family. Above all, present your organization as one committed to the highest standards landscaping.

#### Membership Benefits include:

- ◆ The opportunity to participate in the Central Ohio Home & Garden Show (Spring and/or Fall) and annual Outdoor Living and Landscape Tour
- Member meetings are held on the second Tuesday of the month throughout the year. Members are notified of meeting time and location through email.
- Educational and networking opportunities, such as CLA-sponsored seminars and educational speakers at CLA meetings.
- Inclusion in the Member Directory and the Find A Pro page on the CLA website.
- Access to the CLA's bimonthly newsletter, CLA NewScapes Express, which contains association and industry information.
- Committee and Board participation opportunities.
- Become involved in community activities, including support of the Chadwick Arboretum, education of the
  public on planting and watering techniques, promotion of local landscaping laws and participation in Arbor
  Day activities. These are just a few of the activities of the CLA.

# The Columbus Landscape Association gives strength, effectiveness and identity to Central Ohio's Green Industry.

"The mission of the Columbus Landscape Association (CLA) is to serve its members by providing them with technical and professional education, by providing them with quality services, by representing their professional interests in central Ohio and by promoting the 'Green Industry'".

#### To Join Go to the CLA website:

info@columbuslandscape.org
Professional Membership Pulldown
Join Tab.

Follow instructions.

Columbus Landscape Association PO Box 963

Columbus, OH 43216-0963

Phone: 614-450-0430

Fax: 614-876-4862

info@columbuslandscape.org www.columbuslandscape.org

Facebook.com/columbuslandscape

## Columbus Landscape Association Membership Application

* Required Information	Hard Copy Application
*Organization /Company	
Email	
*Phone #	
(forText Alerts)	
*Licenses/Certificates ( (	Check all that apply)
CERTIFIED ARBO	RIST ON STAFF
CERTIFIED IRRIG	ATION AUDITOR ON STAFF
CERTIFIED IRRIG	ATION CONTRACTOR ON STAFF
CERTIFIED LAND	SCAPE PROFESSIONAL ON STAFF
CERTIFIED LAND	SCAPE TECHNICIAN ON STAFF
EDUCATOR	
HOME IMPROVEM	MENT CONTRACTOR ON STAFF
NURSERY (DEAL)	ER, GROWER OR STOCK INSPECTION)
OCNT ON STAFF	
OCNT - MASTER (	ON STAFF
PESTICIDE APPLI	CATOR LICENSE ON STAFF
SPECIALTY ITEM	S/MATERIALS

■ AQUATICS/WATER GARDENS/FOUNTAINS

**ARBORIST** 

COMPOST/MULCH/TOPSOIL MOWING COMMERCIAL

EDUCATION MOWING RESIDENTIAL

GARDEN CENTER - RETAIL PESTICIDE APPLICATION

HORTICULTURE CONSULTANT

PUBLIC GARDEN

INTERIORSCAPES SEED/LAWN INSTALLATION

IRRIGATION INSTALLATION SNOW REMOVAL COMMERCIAL

IRRIGATION SUPPLIES SNOW REMOVAL RESIDENTIAL

LANDSCAPE CONSTRUCTION SOD/TURFGRASS

LANDSCAPE DESIGN STONE/PAVER SUPPLIER

STONE/PAVER/CONCRETE INSTAL-

LANDSCAPE LIGHTING LATION

LANDSCAPE MAINTENANCE WHOLESALE PLANT MATERIAL

LANDSCAPE PLANTING EQUIPMENT DEALER/SALES/RENTAL

LAWN MAINTENANCE OTHER=GOODS/SERVICES NOT

**LISTED** 

\_\_\_\_\_\_

Return Completed application and Membership Payment to:

Columbus Landscape Association PO Box 963, Columbus, Ohio 43216 Phone- 614-741-5449

Info@columbuslandscape.org

## A Member Perk to Share...

Just contact me and I will give you the passcode information. cla.columbus@gmail.com



Congratulations! CZ Affiliate Columbus Landscape Association has signed up for wild savings on admission tickets to the Columbus Zoo and Aquarium/Zoombezi Bay. Getting your deeply discounted tickets is easy and convenient! Just use the CZ Affiliate Columbus Landscape Association ticket shop link to purchase and print your tickets at home. Then, bring your tickets with you when you visit and go straight to our ticket turnstiles.

Don't waste time, start your adventure today and explore the wonders of wildlife from around the world at the Zoo or splash into the wildest water park in central Ohio, Zoombezi Bay.

TO ACCESS YOUR SPECIAL TICKETS, click the link below, then log into the site with the username and password provided.

#### **Program Benefits**

- Best year-round savings!
- · FREE for companies to sign up
- No deposit or down payment required by your organization
- Easy to administer without time consuming paperwork or the handling of tickets
- Payment is made by employees or members directly to us by using a credit card at the time of purchase
- Tickets are good any day during the 1 regular operating season
- Your account will automatically update for the 2 season
- Offers convenience of tickets inhand for immediate entrance upon arrival
- Promotional materials readily available for internal use

Single Day Tickets	Price per ticket		
Zoo General Admission	\$15 (reg. \$21.99)		
Zoo Ages 3-9/Senior 60+	\$10 (reg. \$16.99)		
Zoombezi Bay General Admission Includes admission to the Zoo	\$32.99 (reg. \$42.99)		
Zoombezi Bay Ages 3-9/Senior 60+ Includes admission to the Zoo	\$29.99 (reg. \$36.99)		
Parking Passes	\$10		

\*Prices subject to change

Membership/Season Pass 2022	Franklin County	Non-Franklin County	
Individual	\$54 (reg. \$59)	\$64 (reg. \$69)	
Individual Plus	\$84 (reg. \$89)	\$104 (reg. \$109)	
Family	\$124 (reg. \$129)	\$164 (reg. \$169)	
Family Plus	\$174 (reg. \$179)	\$224 (reg. \$229)	
Gold Individual	\$164 (reg. \$169)	\$174 (reg. \$179)	
Zoombezi Bay	\$119.99	\$119.99	
Zoombezi Bay Child (3-9)	\$95.99	\$95.99	

<sup>\*</sup>Prices subject to change





#### SPONSORSHIP / ADVERTISEMENT FORM

The Columbus Landscape Association offers many opportunities for member firms to promote their business. If you are interested in placing an advertisement in our newsletter, *NewS-capes Express*, in our member directory, on our website, our Landscape Tour Directory or provide sponsorship for our Member Meetings, please complete and return the form below.

<u>CLA WEBSITE</u>. Market your firm on our website, <u>www.columbuslandscape.org</u>. Your logo in full color will be prominently displayed with your firm's contact information ad link to your website on our sponsor page. Your add will run for one year. **Website Sponsorship 1 year .... \$200.00 (please provide Company Logo)** 

**Member Directory.** Provided in print to all members. Released March of even years, Updated provided digitally on uneven years.

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#### **COLUMBUS LANDSCAPE ASSOCIATION**

#### **CODE OF REGULATIONS**

#### **REVISED 01/12/2010**

#### Article 1—Organization Name and Mission

**Section 1. Organization name**—The name of the Organization shall be The Columbus Landscape Association. It was organized in 1926, incorporated under the laws of the State of Ohio as a Non-Profit Organization (501(c)(6)) and is located in Columbus, Ohio.

**Section 2. Mission**—The purposes of the Organization are to:

- Foster greater knowledge and appreciation of landscape plants and their appropriate use in a formally adequate, aesthetically pleasing environment;
- Promote and improve the practice of professional landscape horticulture;
- Stimulate greater public interest in the planting, preservation, and proper use of shade trees and landscape plants;
- Encourage and support investigation of problems with horticulture and related disciplines;
- Bring together persons and/or firms engaged in the various phases of the horticulture profession for a free exchange of information;
- Uphold a Code of Ethics established to maintain a high standard of ethical conduct of practice by those in horticulture professions; and
- Increase public awareness of the value of the professional landscape industry.

#### **Article II-Meetings**

**Section 1. Annual Meeting of Members**– The annual meeting of members shall be held on the second Tuesday in November of each year, unless otherwise determined by the Board of Trustees, at the hour designated on the notice therefore, one of the purposes of which shall be the election of members of the Board of Trustees and Officers.

**Section 2. Monthly Meeting of Members-**Monthly meetings of members shall be held on the second Tuesday of each month, unless otherwise determined by the Board of Trustees.

**Section 3. Special Meetings of Members-**Special meetings of members may be held at any time upon call of the President or a majority of the Board of Trustees. At least 10 days prior to the date fixed for the holding of any special meeting of members, written notice of the time, place, and purposes of such meeting will be sent by the Secretary, or person designated by the Secretary, to each Active member. No business not mentioned in the notice shall be transacted at such meeting.

**Section 4. Regular Meetings of the Board of Trustees-**Regular meetings of the Board of Trustees shall be held at such time and place as the Board of Trustees shall from time to time determine or upon the call of the President.

**Section 5. Special Meetings of the Board of Trustees-**Special meetings of the Board of Trustees may be called by the President at any time by means of such notice as the President, at his or her discretion, shall deem sufficient. The President shall call a special meeting if requested in writing, signed by not less than three (3) active members, or not less than two (2) trustees.

Section 2. Number, Term, and Qualifications of Trustees-The number of Trustees shall be nine, all of whom shall be voting Trustees. The Trustees shall be President, President-elect, immediate past president of the Organization, a Secretary and Treasurer, together with four other persons elected by the membership, who are active or individual members of the Organization. Trustees shall be elected from those persons nominated, as provided in Article XI, Section 7. Only one person from a firm may serve on the board at any one point in time.

Three Trustees shall be elected each year by the members of the Organization at the annual meeting. The term of each Trustee shall commence on the first day of January following his or her election.

Each Trustee shall serve for a term of three years, except that the past-president's term shall end one year after his or her presidential term ended.

Each year, up to two of the three terms that commence will automatically be filled by the incoming President, President-elect, or past-president, whenever one or two of these Trustees will be starting the first year of his or her term. A new Trustee needs to be elected to fill each new trustee term that is not filled automatically.

Each Trustee shall hold office for the term for which he or she is elected and until his or her successor is elected and qualified. Except as otherwise provided herein, no Trustee shall be compensated.

**Section 3. Vacancies**-Vacancies in the Board of Trustees shall be filled by appointment made by the remaining Trustees. Each person so appointed to fill a vacancy shall remain a Trustee until his successor has been elected by the members, who may make such election at their next annual meeting or at any special meeting duly called for that purpose and held prior thereto.

**Section 4. Action by Unanimous Written Consent**-If and when the Trustees shall severally or collectively consent in writing to any action to be taken by the Organization, such action shall be valid as though it has been authorized at a meeting of the Board of Trustees.

**Section 5. Power to Make Rules, Policies, and Procedures-**The Board of Trustees shall have power to make and alter any rules, policies, and procedures contained in documents separate from this Code of Regulations that define how the Board of Trustees, Officers, and any assistants, contractors, or employees manage the affairs of the Organization, provided that the Board shall not make or alter any rule, policy or procedure to contradict this Code of Regulations.

#### Article VI—Officers

**Section 1. Officers**-The officers of the Organization shall be the President and the President-elect, a Secretary and a Treasurer, who shall be active members.

**Section 2. President and President-elect**-The President-elect shall be elected at the annual meeting for a term of one year and until his or her successor is elected and qualified. No person shall serve two consecutive terms as President-elect. The President-elect shall serve as President during the year following his or her term as President-elect.

A. The duties of the President shall be:

- Preside at all meetings of the Board of Trustees and of members;
- Convene the Board of Trustees whenever the affairs of the Organization demand or when two or more members of the Board of Trustees petition him/her in writing;
- Be an ex-officio member of all standing committees and to supervise such committees and ensure fulfillment of committee responsibilities; and
- Perform such other duties as may be assigned to him/her by the Board of Trustees from time to time.

#### B. The duties of the President-elect shall be:

- Assist the President in the performance of his/her duties, and to officiate for him/her in his/her absence, or in his/her incapacity as determined by a vote of seven (7) or more members of the Board of Trustees;
- Appoint for the ensuing year, all committees as specified in Article XI; and
- Perform such other duties as may be assigned him/her by the Board of Trustees from time to time.

**Section 3. Secretary**-The Secretary shall be elected at the annual meeting for a term of one year and until his or her successor is elected and qualified. The term of appointment of the Secretary may be extended by vote of the members of the Board of Trustees.

The duties of the Secretary shall be to:

- Provide reports on the performance and progress of the Organization;
- Keep and maintain a copy of the Articles of Incorporation, a copy of this Code of Regulations, and a full set of minutes of all board member meetings;
- Record all minutes of all meetings of members and the Board of Trustees;
- Publish the minutes of all meetings of members and send to all members;
- Keep all reports, correspondence, and other documents of the Organization and hold these open for inspection by any
  active member in good standing who wishes to review same for proper purposes;
- Notify members of all annual, monthly, and special meetings, and make necessary arrangements for such meetings;
- Notify Trustees of all Board of Trustees' meetings, and make necessary arrangements for such meetings;
- Keep an authentic record of the Organization membership and applicants for membership;
- Prepare and publish a correct membership list and committee list at the beginning of each year;
- Receive applications for membership and submit same to the Board of Trustees, and inform applicants of membership status;
- Attend to correspondence;
- Perform such other duties as may be assigned him/her by the Board of Trustees or as is inherent and pertinent to the duties of his/her office; and
- Upon approval of the Board of Trustees, the Board of Trustees may hire outside assistants to aid in the performance of his or her duties.

**Section 4. Treasurer**-The Treasurer shall be elected at the annual meeting for a term of one year and until his or her successor is elected and qualified. The term of the appointment of the Treasurer may be extended by a vote of the members of the Board of Trustees.

The duties of the Treasurer shall be to:

- Have custody of all corporate funds and securities and keep in books belonging to the Organization full and accurate accounts of all receipts and disbursements. Such corporate records shall undergo the following procedures: a review every year as directed by the Board of Trustees, and an examination every three years by an accounting firm selected by the Board of Trustees and such firm shall present a written report to the Board of Trustees;
- Deposit all monies, securities, and other valuable effects in the name of the Organization in such depositories as may be designated for that purpose by the Board of Trustees;
- Disburse the funds of the Organization as may be ordered by the Board of Trustees, taking proper vouchers for such disbursements;

- Prepare and send annual dues statements to be received by members on or before November 1 each year;
- Render to the President and Trustees at the regular meetings of the Board whenever requested by them, an account of all his/her transactions as Treasurer and of the financial condition of the Organization;
- Perform such other duties as may be assigned to him/her by the Board of Trustees or as are inherent in and pertain to the duties of his/her office; and
- Upon approval of the Board of Trustees, the Board of Trustees may hire outside assistants to aid in the performance of his or her duties.

**Section 5. Election of Officers**-Officers shall be elected from those persons nominated for each office, as provided in Article XI, Section 7. An election shall be held at the annual meeting of the members each year. The term of each office shall commence on the first day of January following his/her election. Each officer shall hold office for a term of one year and until his successor is elected and qualified. No person other than a member of the Board of Trustees shall qualify and be elected as President or President-elect.

**Section 6. Power to Appoint Other Officers and Agents-**The Board of Trustees shall have power to appoint such other officers and agents as the Board may deem necessary for transaction of the business of the Organization.

**Section 7. Removal of Officers and Agents-**Any officer or agent may be removed by the Board of Trustees whenever, in the judgment of the Trustees, the best interest of the Organization will be served thereby. Removal of President or President-elect shall require a vote of seven (7) or more Trustees.

**Section 8. Power to Fill Vacancies**-The Board of Trustees shall have power to fill any vacancy in any office occurring from any reason whatsoever. The nominating committee shall provide a nominee to the Board of Trustees for any vacancy in the office of President or President-elect.

**Section 9. Delegation of Powers**-For any reason deemed sufficient by the Board of Trustees, whether occasioned by absence or otherwise, the Board may delegate all of any of the powers and duties of any officer to any other officer or trustee, but no officer or trustee shall execute, acknowledge, or verify any written instrument in more than one capacity.

#### Article VII—Membership

**Section 1. Classification**-Persons who shall qualify as otherwise provided in this Code of Regulations shall be eligible for membership. There shall be six (6) classes of members, viz. active, individual, senior, honorary, life and student.

Section 2. Active Members- Businesses (firms) that are presently engaged in providing green industry services and / or products, including but not limited to landscape firms, nurseries, garden centers, tree service firms, golf courses, landscape architectural firms, and horticultural supply firms shall be eligible for active membership. Each active member firm shall designate and pay dues for one primary representative who shall be eligible to hold office and to vote. Each active member firm may also designate and pay dues for one or more secondary representative(s) who shall be eligible to hold office and to vote only in the absence of the primary representative. Representatives shall be employees, proprietors, partners, or corporate officers.

**Section 3. Individual Members-**An employee, proprietor, partner or corporate officer of a green industry firm, as defined in Section 2 above, shall be eligible for individual membership if the firm is not an active member. Individual members shall be eligible to hold office and to vote. If there is more than one individual member from a firm, then one shall be designated as primary, and the others are secondary with the right to vote only in the absence of the primary member.

**Section 4. Senior Members**-Senior membership shall be granted to retired active members who request such classification. Senior members shall be entitled to the benefits of membership other than the right to vote and to hold elective office within the Organization. Senior members pay no annual dues, but shall pay for meals at all meetings attended.

**Section 5. Honorary Members**-Honorary membership may be awarded by majority vote of the Board of Trustees to individuals, including employees of non-profit organizations, not otherwise qualified for membership, who have demonstrated outstanding interest in the objectives and welfare of the Organization. Honorary members shall be entitled to the benefits of membership other than the right to vote and to hold elective office within the Organization. Honorary members pay no annual dues, but shall pay for meals at all meetings attended.

Section 6. Life Membership-Life membership may be awarded by majority vote of the Board of Trustees to active and senior members who have made significant contributions through their service and leadership to the Organization and to the industry. Life members shall be entitled to the benefits of membership other than the right to vote and to hold elective office within the Organization. Life members pay no annual dues and are entitled to free meals at annual meetings and regular monthly member meetings.

**Section 7. Student Members**-College or university students, who are not yet eligible for active or honorary membership, shall be eligible for student membership while pursuing a degree program. Student members may apply for active or honorary membership when eligible. Student members shall be entitled to the benefits of membership other than the right to vote and to hold elective office within the Organization.

#### **Article VIII-Admission to Membership**

Application for membership shall be made in such manner as prescribed by Article XI, Section 6. A prospective member who may qualify for active, individual, honorary, or student membership shall complete a written application for membership as prescribed by the Board of Trustees. The completed application, plus a check for the appropriate dues amount, payable to the Columbus Landscape Association, shall be mailed to the official association address or presented to the Secretary or the person designated by the Secretary. Any person who meets the membership qualifications prescribed by Article VII may be elected to membership by a majority vote of the Board of Trustees. New members shall be recognized and welcomed during a monthly meeting and in the association newsletter.

#### **Article IX-Termination of Membership**

Any member may be removed from membership by a two-thirds (2/3) vote of the members present and entitled to vote, at any regular meeting or at any special meeting of the members called for that purpose, for conduct deemed prejudicial to this Organization, including violation of the Code of Ethics, provided that such member shall have first been served with written notice of the accusations against him/her, and shall have been given an opportunity to produce witnesses on his/her behalf, if any, and to be heard at the meeting at which the vote is taken.

#### **Article X. Dues**

Section 1. Annual Dues-The Board of Trustees may determine from time to time the amount of annual dues payable to the organization by active or individual – primary, active or individual – secondary, and student members, subject to the approval of the membership. Secondary dues shall be less than primary dues. Primary dues shall be the same for both active and individual members; the same holds for secondary dues. Members shall be notified of any proposal to change dues at least thirty (30) days before the meeting when such action is to take place.

**Section 2. Payment of Dues**-Dues shall be payable on the first day of November and shall be due no later than December 31 each year. Dues payment in this manner shall entitle elected members to the rights of membership during the following calendar year. Dues of a new member shall be prorated as directed by the Board of Trustees. Dues of a new member shall be paid when his/her membership application is presented to the Secretary or the person designated by the Secretary.

Section 3. Default and Termination of Membership-Whenever the Treasurer is not in receipt of a member's dues by the January meeting of members, such member is in default in the payment of dues and his/her membership may be terminated by the Board of Trustees by notice in writing to the member at his/her address as it appears on the records of the Organization. Any such member in default shall lose his/her membership privileges. Memberships in default may be reinstated by payment of annual dues plus payment of a reinstatement fee, as determined by the Board of Trustees.

#### **Article XI-Committees**

**Section 1. Appointment of Committees**-The President-elect shall, with the approval of the Board of Trustees, appoint all standing committees as hereinafter provided, and such other standing or special committees of such size as the President-elect or Board of Trustees may deem necessary to properly carry on the activities and carry out the objectives and purposes of the Organization during the following year as President. Any member thereof may be removed by the President, with the approval of the Board of Trustees, whenever the best interests of the Organization are deemed served by such removal. A limit of one committee member per firm shall apply to all committees.

**Section 2. Term of Office-**Each member of a committee shall continue as such during the term of the President-elect appointing him/her and until his/her successor is appointed, unless the committee shall be sooner terminated, or unless such member is removed from such committee, or unless such member shall cease to qualify as a member thereof.

Section 3. Chairperson-The President-elect shall appoint one (1) member of each committee as chairperson.

**Section 4. Vacancies**-Vacancies in the membership of any committee may be filled by appointments made in the same manner as provided in the case of original appointments.

**Section 5. Finance Committee**-The committee shall be comprised of three (3) members. The President, President-elect and Treasurer shall be ex-officio members. It shall serve as advisor to the Board of Trustees on all financial matters, shall make recommendations regarding dues and special assessments, and shall prepare and submit each year to the Board of Trustees a recommended budget for consideration at the January meeting of members.

**Section 6. Membership Committee**-The committee shall be comprised of the President-elect, who shall serve as chairperson, two members and the Secretary, who shall serve as an ex-officio member. It shall be the duty of this committee to receive and review written applications for membership and to recommend action to the Board of Trustees.

Section 7. Nominating Committee-The committee shall be comprised of a chairperson who shall be a member of the Board of Trustees, preferably the immediate past president, and two or more members of the Organization. The nominating committee shall make as many nominations for election to the Board of Trustees as it shall at its discretion determine, but not less than the number of vacancies to be filled The committee shall also make at least one nomination, as it shall, at its discretion determine, for election of the President-elect of the Organization. The committee shall also make at least one nomination, as it shall at its discretion determine, for election of Secretary, and for the election of Treasurer, unless the Board of Trustees has voted to extend by appointment the term of Secretary or Treasurer for the following year. All such nominations shall be reported to the members at their meeting in October each year. Nominations may also be made from the floor at such meeting.

Section 8. Garden Show Committee-The committee shall be comprised of the Secretary who shall be an ex-officio member, a chairperson, an assistant chairperson, the immediate past chairperson, three members proposed by the current chair, and three members proposed by the President, subject to final selection and approval by the Board of Trustees in January, approximately thirteen (13) months prior to each garden show. The Chairperson shall serve as a voting member of the Board of Trustees during their tenure as Home and Garden Show Chair. The committee shall serve from the closing of each garden show through the completion of the show for which the committee has

**Section 9. Program and Entertainment Committee-**The committee shall be comprised of a member of the Board of Trustees and two members. It shall be the duty of this committee to arrange for such educational and social activities as will best promote the interests and welfare of the Organization.

**Section 10. Garden Tour Committee-**The Board of Trustees shall appoint as many members to the committee as needed, including a chairperson and an assistant chairperson. The committee shall be appointed the month after each tour and shall serve until tour is completed. The committee shall submit a budget for each tour to the Board of Trustees for approval, and shall submit a final accounting after the completion of each tour. The committee shall have responsibility for planning and supervising the tour and shall be accountable to the Board of Trustees.

**Section 11. Past President's Committee**-The committee shall be comprised of the five immediate past presidents of the Organization who retain membership in the Organization as active members. It shall be the function of this committee to serve in an advisory capacity to the Board of Trustees and to initiate subjects for consideration by the Board of Trustees. The members of this committee shall select its chairperson. The committee shall hold such meetings as are called by the chairperson or by a majority of the members of the committee. Three members of the committee shall constitute a quorum.





**Spread Your Good News**Member firms with good news to share are welcome to submit articles and information for the NewScape Express.



Serving the Green Industry in Central Ohio Since 1926

#### **Contact Us**

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