

# NEWSCAPE *EXPRESS*

**Supporting Green Industry Professionals Since 1926**



The Official Newsletter of the CLA

December 2021

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## 2021 CLA Board

**Mike Moulton**—President  
*Five Season's Landscape*

**Dan McCarthy**—V P President Elect for  
2021—*Ahlum and Arbor*

**Daniel Huggett**—Past President  
*Columbus Turf Nursery CLA*

**Ellen Gallucci Purcell** - Treasurer  
*Riepenhoff Landscape Ltd.*  
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**Kim Spencer**—Trustee  
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**Jacob Basnett**—Trustee  
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*2022 Home & Garden Show Co-Chair*

**Roger Seely Jr.**—Trustee  
*Seely's Landscape Nursery*

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



# ***Notes from CLA President – Mike Moulton***

December 2021

*Michael Moulton*

President C.L.A.

Dear Members,

Fall is finally here, and it arrives with all the color that we all enjoy seeing this time of year.

I don't care much for cleaning up all of the leaves that fall brings down but the color this year has been tremendous.

Ohio is host to a number of great State parks that are teaming with visitors enjoying the fall and all that it brings.

Old Mans Cave is one of my Fall favorites with all of its color and majesty, from the caverns to the water falls it truly is worth the visit with all of the family.

As we get closer to the Holiday's Christmas and New Year, please remember some of the folks that have not prospered as we have in this profession that we have the pleasure to be a part of.

Give back something to those in need, pay it forward so to speak.

Donate some time to help at the local food pantry, give to the Salvation Army, Volunteers of America or any worth while organization that helps the less fortunate.

Our industry and its members should set an example for others that we are always grateful and caring.

I want to wish you all Happy Holidays.

Everyone please remember to please cast your vote or nominate someone for this year's C.L.A. slate of Officers and trustees

Until next newsletter.

*Mike*







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[colturf@columbus-turf.com](mailto:colturf@columbus-turf.com) or call us at 740-983-8873.

## Annual Membership Statements

Will be emailed and sent via post mail in December

**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 2022 and beyond. 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.

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

## *Now in Progress...*

### ✦ CLA Elections

- Elections now open during December
- Elect Board and Trustee Members
- The Polls function is being used to send official ballots to each active member.

## *Coming Soon...*

### ✦ Member Directory

- Will be published ONLINE in the Spring of 2022
- Is your membership information current?
  - Please take the time to update any of your information for the Find a Pro tab and general information

*Look for the Weekly Wednesday Emails for more details*

## **SPONSORS NEEDED !!!!!!!!!**

### *Member Meetings and Classes are in the Planning Stages*

In response to the very busy season, **CLA Member Meetings & Educational Programming (CEU based)** are being planned for late summer and Fall. All members are encouraged to submit location and topic ideas and attend the meetings.

### *Sponsors are needed to help provide Refreshments / Meals / Speakers*

It makes our meetings so much better to offer attendees these perks and it will give you the opportunity to Meet and Greet CLA Members, Speakers and Guests. Contact Mary Ann — [msmshrum@gmail.com](mailto:msmshrum@gmail.com)

**Meeting Sponsor:** Be recognized for your contribution to support Food, Refreshments and / or Materials to a Member Meeting. Contact Ellen 614-876-4683 or Mary Ann 614-323-7976.

*Sponsor: \$100.00*

*Sponsor: \$ 250.00*

*Sponsor: \$ 500.00*

*Open Sponsor \$ \_\_\_\_\_. \_\_\_\_ toward a member meeting.*

## Got Ideas?

### Member Meetings Ideas for 2022

- ✦ 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](mailto:Info@columbuslandscape.org)

## ***Member Meeting Announcement !!!!!!!***

### **Mark Your Calendars**

#### February CLA Member Meeting

Tuesday, February 22nd, 2022—2-4pm.

Location: Home and Garden Show Location

Expo Center—Celeste Center

During this meeting CLA Members will have the opportunity to explore the eight beautiful and creative gardens. Access will only be for the gardens. CLA member meeting attendees **WILL NOT** have access to any other part of the Home and Garden Show.

Registration and additional information will be emailed

*Potential Customers have been checking out our website and leaving voicemails asking for help!*

*Company searches are at an all time high this year!*

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Are all the services you offer clients listed ?**

Log into your profile page and check it out.

This is the site where the Find a Pro tab directs potential customers.

If you cannot log on or forgot your password leave a message with the [info@columbuslandscape.org](mailto:info@columbuslandscape.org) email address. We will get back to you with a solution to log it. The information below is what the website asks you to fill in.

If you would rather print the profile page, fill it in, you can scan it and send it to the email address about. Or you can print it fill it out and mail it to:

The Columbus Landscape Association PO Box 963 Columbus, Ohio 43216.

<b>Seasons of 2021</b>	<b>Astronomical Start</b>	<b>Meteorological Start</b>
WINTER	Tuesday, Dec.21, 10:58 A.M. EST	Wednesday, December 1

<b>Seasons of 2022</b>	<b>Astronomical Start</b>	<b>Meteorological Start</b>
SPRING	Sunday, March 20, 11:33 A.M. EDT	Tuesday, March 1
SUMMER	Tuesday, June 21, 5:14 A.M. EDT	Wednesday, June 1
FALL	Thursday, September 22, 9:04 P.M. EDT	Thursday, September 1
WINTER	Wednesday, December 21, 4:48 P.M. EST	Thursday, December 1

# Items to Put in Your Winter Driving Safety Kit—for work trucks and personal cars

- 1. Sturdy ice scraper and snow brush.** Put an ice scraper and snow brush in your car or truck as soon as the cold weather hits. Snow and ice on cars is dangerous because it could obstruct your view or fly off and hit another car. Always clear your ENTIRE car or truck of snow and ice before driving to prevent a crash.
- 2. Shovel.** Buy a small or collapsible shovel to keep in your truck. It will be useful if your car is stuck in snow or if you have to clear a path to drive.
- 3. Gloves and other winter clothing.** You have the snow brush and shovel, but now you need to actually use them. It also doesn't hurt to keep an extra pair of gloves and a few hand warmers in your car. Always be ready to bundle up to prevent frostbite!
- 4. Blanket.** Have extra blankets lying around your house? Put one in your car. If you get stranded, it'll get cold fast, especially if your car won't turn on. You can't always rely on your car's heater, so keep warm with a blanket.
- 5. Emergency flares or reflectors.** Snowstorms reduce visibility whether it's daytime or nighttime. Reflectors will help other cars and emergency vehicles see you if you are stopped on the side of the road.
- 6. First aid kit.** A first aid kit is crucial if someone is injured in a car crash. Although it's essential year-round, this is one of the most important things to keep in your car during winter because emergency vehicle response time may be slow if it's snowing. Administer basic first aid to the victim until assistance arrives.
- 7. Extra windshield washer fluid.** Make sure your windshield washer fluid has antifreeze components to prevent it from freezing.
- 8. Flashlight.** It gets dark early in the winter. If you stall or get stranded at night, use the flashlight to find out what's wrong. It can also make you more visible to others on the road.
- 9. Rope or chain.** A tow chain is a great tool.
- 10. Jumper cables.** Cold weather can affect a car's battery. You can't start your car if the battery's dead, which means you won't be able to use the car's heater for warmth.
- 11. Small tool kit.** You can fix minor vehicle problems with basic tools.
- 12. Sunglasses.** Wear sunglasses while driving to reduce glare.
- 13. Cell phone charger.** Have cell phone charges but having a having a charging cable and an additional charger will help in case of emergency or breakdown.
- 14. Water and non-perishable snacks.** Have available water, snacks (granola bars, candy bars, chips, fruit,). Staying hydrated will also help in keeping drivers alert during the long hours plowing.



## A SNOWPLOW DRIVER'S CHECKLIST

WRITTEN BY: LEAH JOHNSON

### Looking for some plowing best practices?

A white Christmas may look nice, but it can make holiday travel stressful, hectic, and downright dangerous. If you put a plow on your truck to make this time of year easier for your friends and family, or if you own a fleet of trucks and clear out parking lots, proper prep and maintenance is key to a successful season. There are a few boxes to check to get both your truck and plow ready for the hard work of shoving snow out of the way, but for the well-being of yourself and your equipment, it's best to get it done.

For your truck:

### Check Your Truck First

Even if you keep up with your regularly scheduled maintenance, it's a good idea to give your truck a once-over before plowing season. Keep in mind that failure to make sure your truck is in good working condition could get you stranded on the side of the road and paying for a tow truck.

#### 1. Check the snowplow's fluids

From brake fluid to windshield washer fluid and everything in between. Make sure you're topped off and ready to go.

#### 2. Check your snowplow's brakes

Change your brake pads if needed and make sure everything else is in working order.

#### 3. Tires and alignment for your snowplow

Check your tire pressure and have your truck aligned.

#### 4. Windshield Wipers

Make sure they're in good enough shape to give you a clear view.

#### 5. Heater

Keep yourself nice and toasty despite the freezing temps outside. Don't forget to check your defrosting system while you're at it.

#### 6. Snowplow Lights

Brake lights, headlights, turn signals. Make sure you can see others and others can see you.

#### 7. Battery

Check your battery and charging system.





## For your snowplow:

Even if you followed all of the proper steps after last season, it's a good idea to go over everything again before you start plowing.

### 1. Check the bolts

Tighten any bolts or nuts that seem to be loose.

### 2. Check the hydraulic system

Make sure your fluid is at a good level and check for leaks.

### 3. Grease

Lubricate any joints and pivot pins.

### 4. Check parts that may need to be replaced

If your cutting edge is 3.5 inches or lower then you'll need to replace it. Also, make sure your plow shoes are in good shape.

### 5. Adjust your spring tension

### 6. Check your plow lights

## Other Prep:

### 1. Mark drives

Use driveway markers to line areas where it might be tricky to tell where you need to plow.

### 2. Blade Markers

They'll help you know where your blade ends to avoid colliding with curbs, poles, etc.

### 3. Emergency kits

Be prepared if you're going out in harsh weather. Jumper cables, flashlights, shovels, and spare parts for your plow can help you in a pinch.

### 4. Motivation

Check your coffee maker to be sure it's in good working condition and you've got plenty of coffee on hand.

Follow these steps and your truck and plow should run smoothly through the winter but be sure to go through your owner's manual and make yourself familiar with your plow and how it operates.



# Get the most out of your website photos with an image gallery

Lindsey Getz  
Nov 29, 2021



When it comes to selling landscaping work, images on your website can be important—particularly for design/build jobs. But have you given much thought to how you display those images?

An image gallery is the best place to keep all of your different photos. However, to maximize the value of that gallery, you'll want to pay attention to some important factors. That includes how you organize the photo gallery and where you make it available. The fact is, if you're going to invest in having beautiful photos, you want to make sure that prospective clients see them.

## Why is an image gallery important?

According to Chad Diller, director of client success for sales and marketing agency Landscape Leadership, an image gallery is one of the top five pages that will be viewed on a landscape company's website. In fact, sometimes the only page that surpasses it in views is the homepage. Diller says that in analyzing page views for his clients, he has seen an image gallery receive up to 20 percent of a client's website traffic.

Considering how many prospective clients will end up looking at your image gallery, it's important that you set it up wisely. Keep in mind that the goal of an image gallery is to

help move prospects forward in the sales process. They've already come to your website because they've found you in a Google search or heard about you. Your image gallery will help to validate their interest and help them to determine whether you are a company worth pursuing.

## Organizing an image gallery

According to Diller, it typically works best to have a single photo gallery (one web page) with the images broken into specific categories. This makes for a user-friendly experience that allows website visitors to search (or filter) images based on the type of landscaping project they want to view.

"This is called a dynamic gallery," explains Diller. "It's not just a static web page with an overwhelming number of random photos. Website visitors can apply filters to help narrow down their search to images they want to see."

Diller says that [Rock Water Farm](#) is a great example of a dynamic gallery that has searchable content.

While there's no question that this is important for design/build companies, Diller says that commercial landscaping companies can also apply the same concepts. He suggests organizing images based on property types like Resorts/Hotels, Industrial, Community Associations, Retail, and more.

"No matter how you decide to organize your gallery, the goal should be to make the search and viewing experience as easy as possible for your prospective clients," Diller sums up.

## Where to feature your gallery

As mentioned, an image gallery is best-suited as a unique page on your website. The key, says Diller, is to ensure it's easy to find. That means it should be accessible from your website's main navigation. While the image gallery is rarely the first thing that prospective clients see, it will be one of the first ways that they start to "qualify" you as a company they might be interested in actually hiring.

In addition to having a link to your gallery on the main page, you might also want to consider featuring some of the top photos from your gallery on a particular service page. For instance, if you have a service page about the patios that your company builds, it might make sense to choose three really great photos of patios that you can include on that page, which link to the main gallery so that they can see more. This is a smart way to generate more interest.

Continued ...

## A few best practices

As you think about adding or enhancing your image gallery, Diller says to keep a few more best practices in mind.

For one, remember that five great photos are a lot more valuable than 20 average ones. Your image gallery should only show off your best work. If you are just starting out, don't assume that putting *every* photo up is a good idea. Less is more until you have better quality shots.

Another best practice is to use "Before and After" images when you have them available, says Diller. These can be incredibly powerful to demonstrate the way you were able to transform a property.

"Just make sure that these images must be positioned next to one another and with captions," Diller urges.

The last thing that you want is for a prospective client to think a "before" shot is your finished work.

Finally, make sure that you are investing in professional photography and getting the most out of that experience. You can read this entire [article on photography](#) for more tips on how to get the most of your photos. One tip from Diller is to make sure you include people in some of your shots. One static shot after another can get boring. But when you include people in the images, your prospects can start to picture themselves in that space.

At the end of the day, your image gallery won't be very impressive or meet your goals if you don't have great shots in it. Images are powerful and they can absolutely help you to sell more work—as long as you are using them wisely.







# Columbus Landscape Association

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](mailto: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](mailto:info@columbuslandscape.org)  
[www.columbuslandscape.org](http://www.columbuslandscape.org)**

**[Facebook.com/columbuslandscape](https://www.facebook.com/columbuslandscape)**

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# Columbus Landscape Association Membership Application

\* Required Information

Hard Copy Application

\*Organization  
/Company \_\_\_\_\_

Email \_\_\_\_\_

\*Phone # \_\_\_\_\_

Mobile Phone # \_\_\_\_\_

(for Text Alerts)

\*Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

\*City \_\_\_\_\_

\*State \_\_\_\_\_

\*Zip Code \_\_\_\_\_

Website URL \_\_\_\_\_

\*Licenses/Certificates ( (Check all that apply)

CERTIFIED ARBORIST ON STAFF

CERTIFIED IRRIGATION AUDITOR ON STAFF

CERTIFIED IRRIGATION CONTRACTOR ON STAFF

CERTIFIED LANDSCAPE PROFESSIONAL ON STAFF

CERTIFIED LANDSCAPE TECHNICIAN ON STAFF

EDUCATOR

HOME IMPROVEMENT CONTRACTOR ON STAFF

NURSERY (DEALER, GROWER OR STOCK INSPECTION)

OCNT ON STAFF

OCNT - MASTER ON STAFF

PESTICIDE APPLICATOR LICENSE ON STAFF

SPECIALTY ITEMS/MATERIALS

\*SERVICES/PRODUCTS PROVIDED (select all that apply)

☐ AQUATICS/WATER GARDENS/  
FOUNTAINS

ARBORIST

COMPOST/MULCH/TOPSOIL

EDUCATION

GARDEN CENTER - RETAIL

HORTICULTURE CONSULTANT

INTERIORSCAPES

IRRIGATION INSTALLATION

IRRIGATION SUPPLIES

LANDSCAPE CONSTRUCTION

LANDSCAPE DESIGN

LANDSCAPE LIGHTING

LANDSCAPE MAINTENANCE

LANDSCAPE PLANTING

LAWN MAINTENANCE

PESTICIDE APPLICATION

PUBLIC GARDEN

SEED/LAWN INSTALLATION

SOD/TURFGRASS

STONE/PAVER SUPPLIER

STONE/PAVER/CONCRETE INSTAL-  
LATION

WHOLESALE PLANT MATERIAL

EQUIPMENT DEALER/SALES/RENTAL

OTHER=GOODS/SERVICES NOT  
LISTED

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Return Completed application and Membership Payment to:

***Columbus Landscape Association***

***PO Box 963, Columbus, Ohio 43216***

***[Info@columbuslandscape.org](mailto:Info@columbuslandscape.org)***

***Phone- 614-741-5449 Fax# 614-876-4862***



## 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, **NewScapes 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.

**CLA WEBSITE.** Market your firm on our website, [www.columbuslandscape.org](http://www.columbuslandscape.org). Your logo in full color will be prominently displayed with your firm's contact information and 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.

**Full Page:** \$ 250.00      **½ Page:** \$ 150.00      **¼ Page:** \$ 100.00      **Back Cover:** \$ 350.00 (only 1 available)

**Meeting Sponsor:** Be recognized for your contribution to support Food, Refreshments and / or Materials to a Member Meeting. Please circle your selection. You will be contacted for details.

**Sponsor:** \$ 250.00      **Sponsor:** \$ 500.00      **Open Sponsor \$ \_\_\_\_\_.** toward the next meeting

**NEWSCAPES EXPRESS.** Published 8 times per year. Prices are per Advertisement. Circle your selection.

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Contact Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

City / State/ Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_

Email Address (Required) \_\_\_\_\_

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(Website, Member Directory, NewScape Express Ads, Outdoor Living Tour, Member Meeting Sponsorship)

My Check or Money Order is enclosed, Made Payable to : Columbus Landscape Association

Please bill my Credit Card for the total amount due: Name on Card: \_\_\_\_\_

Visa / MC number \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature (Required) \_\_\_\_\_ Security Code: \_\_\_\_\_

Please mail this completed form and payment to:  
Columbus Landscape Association PO Box 963, Columbus, Ohio 43216  
Phone: 614-450-0430 Fax: 614-741-5449 or [info@columbuslandscape.org](mailto:info@columbuslandscape.org)



## Spread Your Good News

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

## Contact Us

Columbus Landscape  
Association  
PO Box 963  
Columbus, OH 43216

[info@columbuslandscape.org](mailto:info@columbuslandscape.org)

614.741.5449

Fax# 614-876-4862

Visit us on the web at  
[www.columbuslandscape.org](http://www.columbuslandscape.org)



*Serving the Green Industry in Central Ohio Since 1926*

Columbus Landscape Association  
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