



Columbus Landscape  
Association

# NEWSCAPE *EXPRESS*

The Official Newsletter of the CLA

Winter 2019

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## 2019 CLA Board

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

Ellen Gallucci Purcell - Treasurer  
Riepenhoff Landscape Ltd.

Fred Blyth- Secretary  
Worthington Landscape

Andrew Muntz -Trustee  
Green Velvet Sod Farm

Craig Shearer—Trustee  
Shearer Patio & Landscape Services

Roger Seely Jr.-Trustee  
Seely's Landscape Nursery  
2019 Home & Garden Show Chair

Dan McCarthy—Trustee  
Ahlum and Arbor

Mike Moulton—Trustee  
Five Season's Landscape

## March CLA Member Meeting Visiting the Landscape Design & Management Program

**TUESDAY, MARCH 26TH 2019, 11:00 AM**  
**Eastland-Fairfield Career Center**  
4300 Amalgamated Place  
Groveport, OH 43125  
P: 614-836-4530

### Tour the Program Facilities

Discuss the current curriculum with program instructor Joe Boff

Enjoy a delicious Lunch Prepared by the EFCTS Students

Get to know the Board Members

Catchup with CLA members

Payment Membership Dues

*REGISTER HERE*

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## Emails coming your way on Weekly

In an effort to de-clutter your in box, CLA is starting **Weekly email updates**. **This update will be sent on Wednesdays or Thursdays.**

Information about events, activities, meetings, registrations, links to information and reminders will hopefully be limited to this Wednesday email. As always, special circumstances may necessitate emails being sent at times other than Wednesdays.



## A note from our President

January has been of cold late. NOAA's 1 month forecast is calling for slightly below normal precipitation and normal temperature outlook.

The January Member Meeting at Old Bag of Nails in Hilliard had a good group of members with good food. Dr. Sill presented the latest perennials and the perennial of the year for next year 2020. Everyone participated in asking questions and make recommendations. Thank you Columbus Turf Nursery for sponsoring this event.

CLA has two new board members: Dan McCarthy from Ahlum and Arbor and Mike Moulton from Five Seasons Landscapes.

Please thank them for participating in Columbus Landscape Association promoting professional Landscaping and CLA companies in the Columbus and Central Ohio region.

This leaves one board position still available. If you or anyone in your company would like to engage in promoting professional landscaping by CLA Companies, let me know or any other board member. My is email: [danielh@columbus-turf.com](mailto:danielh@columbus-turf.com) or my cell# 614-679-8873.

The next CLA member meeting is March 26<sup>th</sup> at 11AM. Note the date change! This is so we can visit Joe Boff's Landscape Design & Management Program at the Eastland Career Center. CLA member companies... this is where some of your future leaders may come from. Come and learn about the Eastland Career Center's program. Even help sponsor their activities to get your companies' name in front of this potential work force. Details will be forth coming watch for your CLA NewsScape Express and weekly email CLA news blast.

The 2019 Home and Garden Show Gardens are ready for implementation. Collaboration with Greater Columbus Arts Council Artist and CLA Member Gardens promise exciting and unique gardens. 2019 Home & Garden Show is shaping up as a unique show with more awards for both Horticultural and Artistic implementations for CLA Companies to display and promote.

If you or your company would like to participate in the 2020 Home and Garden Show, come to a CLA Member Meeting or contact me. Intent to participate forms and fee for the 2020 Home and Garden Show are due June 26, 2020. CLA has Home and Garden Show Chairmen for 2020 & 2021. If you want to participate in the Home Garden Show opportunity now is the time to start planning. The dash between March – June will be busy and gone before you know it.

Business is good now, where will your business be in the thoughts of your potential market customers?

See everyone at the March 26<sup>th</sup> CLA Member Meeting

Come and engage your passion in our Landscape Industry.

Have a Good Winter and stop by the 2019 Home and Garden Show Gardens.

- *Daniel Huggett*

### The Passing of a Green Industry Professional

Lynda Ryan Pealer, 1940 – 2018, of Dublin OH, passed away on December 24, 2018. She is survived by her devoted husband of 40 years, George and six children.

Lynda and her husband, George, in 1978 founded Millcreek Gardens, an ornamental plant nursery specializing in Herbs and Perennials, near Ostrander, OH.

Contributions may be made in memory of Lynda Pealer to The Chadwick Arboretum, and mailed to: The Ohio State University, c/o OSU Gift Processing, 1480 West Lane Avenue, Columbus, OH 43221. Please reference The Chadwick Arboretum Fund #306837. In lieu of a funeral service there will be a Celebration of Life held on a future date.



**You Company's  
Advertisement  
Here!!!!**

2019 Member Dues Statements are in the mail.

You can pay by check or credit card by mail, calling Ellen or online on the CLA website.

Don't forget to include a donation to the Scholarship fund.  
Help students achieve greatness in the Green Industry.

## OUTDOOR LIVING AND



## LANDSCAPING TOUR



## Planning Ahead...

Now is the time to plan for the CLA Outdoor Living and Landscape Tour. Unfortunately, the 2018 was cancelled. An opportunity to show your creativity and hard work was lost.

This year's tour will feature landscape locations near and dear to our hearts. Places where we work and live.

We are encouraging you to plan for 2019. If your company is interested in being part of the 2019 Outdoor Living and Landscape Tour or sponsoring a portion of this event, contact Mary Ann through the CLA email [info@columbuslandscape.org](mailto:info@columbuslandscape.org)

**A meeting of interested firms will be held in late September or October. An email will be sent to members.**

The Outdoor Living and Landscape Tour is a charity function for the CLA. A portion of the proceeds are donated to the Cancer Support Community of Central Ohio.

## OCNT Exams

Exams are offered monthly at ONLA's office, located at 72 Dorchester Sq., Westerville, Ohio, 43081. Do you have multiple employees who would like to take an exam? Contact [roni@onla.org](mailto:roni@onla.org) to discuss testing at your facility.

	<i>Thursday, May 16, 2019</i>	<i>Thursday, September 19, 2019</i>
<i>Thursday, February 21, 2019</i>	<i>Thursday, June 20, 2019</i>	<i>Thursday, October 17, 2019</i>
<i>Thursday, March 21, 2019</i>	<i>Thursday, July 18, 2019</i>	<i>Thursday, November 21, 2019</i>
<i>Thursday, April 18, 2019</i>	<i>Thursday, August 15, 2019</i>	

***All exams begin at 9:00 am.***

**Advanced Registration is required.**





# Ohio Industry Event

Date: Thursday, February 28th, 2019  
Cleveland, OH

## Green Industry Seminar

Kurtz Bros., Inc. is excited to announce that they are the Title Sponsor for the First Annual Green Industry Seminar on February 28th of 2019 in Cleveland, Ohio. This one-day event is built specifically for the owners, operators, and managers of landscape companies. During the event, experts will be discussing thought-provoking and industry related topics that will inspire, educate and connect you with best practices and new trends in the Green Industry.

For more details go to the OLA website [ohiolandscapers.org](http://ohiolandscapers.org) for link to events.



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Browse our Web site for more information about Columbus Turf. If you have any questions or would like to speak with a Columbus Turf representative regarding our products, please e-mail us at [colturf@columbus-turf.com](mailto:colturf@columbus-turf.com) or call us at 740-983-8873.



## Sponsors Needed for Member Meetings.

If you would like to become a sponsor for our member meetings please contact Andrew Muntz via [info@columbuslandscape.org](mailto:info@columbuslandscape.org).

Time is running out to register for ONLA Training Days

For additional information and to register go to: [onla.org](http://onla.org).



### Contact Us

#### 4 Locations to Serve You

##### **BELLBROOK BRANCH**

2615 Stewart Road  
Bellbrook, OH 45305  
800-342-0571 Toll Free  
937-848-2501 Bellbrook  
937-376-1153 Bellbrook fax

##### **COLUMBUS BRANCH**

6700 Huntley Road  
Worthington, OH 43229  
614-396-7247 Columbus  
614-396-8544 Columbus fax

##### **NORTH DAYTON-SPRINGFIELD BRANCH**

3025 Snider Road  
New Carlisle, Ohio 45344

##### **WEST CARROLLTON BRANCH**

1800 South Alex Road  
West Carrollton, OH 45449  
937-247-9144 West Carrollton  
937-247-9148 West Carrollton Fax

### HOURS OF OPERATION

Mon thru Fri: 7:30am – 4:00pm, **Sat: CLOSED\***, **Closed Sunday**

*\*All Green Velvet locations will be closed on Saturdays through the Winter season; and may be open additional hours during Winter Snow & Ice events. Call for details!*

# ***2019 Home and Garden Show update***

Set up will begin for the 2019 Spring Home and Garden Show. The CLA participants in this year are...



Roger B  
**SEELY'S LANDSCAPE NURSERY**  
Beautifying America... One yard at a time



This year the featured gardens are collaborating with artists from the Greater Columbus Arts Council for the 2019 Dispatch Home and Garden show. This collaboration will strengthen and bring attention to the artistic concepts of Landscape Design.

**February 16-24, 2019**

**SATURDAYS: 10 AM - 8 PM •**

**SUNDAYS & MONDAY - THURSDAY: 11 AM - 6 PM**

**TUESDAY: CLOSED • FRIDAY: 11 AM - 8 PM**

**OHIO EXPO CENTER - BRICKER & CELESTE BUILDINGS**

**717 E 17TH AVE**

**COLUMBUS, OH 43211**

*Plan to attend the show and support your fellow CLA members.*



# 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'".*

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)



# Get Ready for 2019 in 5 Steps



Posted by [BIC Graphic Blog](#)

Year-end planning may feel stressful as you organize business/tax planning, budgeting, and future strategy during the last few months of the year. Establishing a vision for your business can alleviate worry and guide the direction for your future. Here is our checklist to help close out 2018 and decide where you want to go next.

## **Acknowledge accomplishments**

Taking time to reflect on everything you and your business achieved can powerfully motivate goal-oriented behavior in the future. Making this mental acknowledgment for yourself and showing appreciation for those that helped you reach your goals is vital to moving into 2019 with enthusiasm. Recognizing this year's achievement helps inspire effort and results next year.

## **Get your finances in order**

If you're already working on closing your books at year-end, it is a great time to do analysis and make decisions to ensure your business prospers the following year. After determining your current financial position, look back and make notes on why your business did or did not accomplish your goals. This is valuable information for budgets and forecasting for next year.

## **Decide what you want to be known for**

Promotional product distributors spend a lot of their time finding creative solutions for their clients. It's easy to say what you *do* in your business, but clearly stating what you want to be known for can be much more difficult. Taking time to brainstorm on this idea can help determine the essence of your business, how you spend your time as an entrepreneur and how to differentiate yourself from the competition.

## **Draft plans that align with your vision**

What do you want to accomplish in your business? Begin with a broad plan and make sure it's consistent with previous years, or if you're taking the business in a new direction make sure that is outlined clearly. Develop an organizational chart, marketing schedule, job descriptions, budgets and anything else that will help your vision come to life. Decide what you will measure to make sure the business actions align with the overall direction and plan monthly accountability checks.

## **Finalize budgets, forecasts and hit the ground running in 2019**

Be sure to have your 2019 budget and forecasts finalized by late December or early January. This will give you enough time to consider additional things you may want to think about like tax planning, retirement planning, owner's compensation, etc. Making these business decisions and having financial plans in order will help you get on the path to success right away in 2019.



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Buckeye Resources  
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## Update Your Online Profile Information.

(This is the information requested for the Find a Pro referrals).

Is your information correct and complete? 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 this 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

Member Name:

Member Company:

### Profile

First name

Last name

Organization

Email

Phone

Mobile Phone (for text alerts)

Address 1

Address 2

City

State

Zip Code

Licenses/

Certificates

(select 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

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 INSTALLATION  
WHOLESALE PLANT MATERIAL

## 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

## Contact Us

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PO Box 963  
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Visit us on the web at  
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