



Environmental Care Association of Idaho

Newsletter

Fall 2017

Upcoming Events

Mark your calendars for an opportunity to earn pesticide recertification credits before the end of the year!

Idaho Pest Expo - December 5th and 6th
We will be going **BACK TO THE RIVERSIDE HOTEL**

Twin Falls Education Day - December 7th, same location Canyon Crest Event Center.

ECA Scholarship

The ECA Scholarship was established in 2001. One or more \$500.00 scholarship(s) are available each year. Through this scholarship, it is the hope to help enable the youth of today to realize their dreams of tomorrow.

A couple of years ago we changed the eligibility requirements so that the benefit was not only to the student but to ECA members. Please encourage students to apply this fall.

Eligibility Requirements (One of the following must be met):

- A) Applicant must be a son or daughter of a current Environmental Care Association member who has been a member for at least one year. Applicant must be enrolled and studying any college level education field.
- B) Applicant must be currently employed in the Lawn Care, Pest Control or Grounds Management Industries and at a part-time student enrolled in an accredited college level Pest Control, Lawn Care or related industry program.
- C) Applicant must be enrolled as a full-time student in an accredited college level Pest Control, Lawn Care or related industry program.

Applications can be found at ecaofidaho.org and are due back to the office by November 10th.

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Eight Ways to Develop Your New Business Strategy

July 31, 2017

Lauren Rathmell, Lawn & Landscape

Customers will respond better to companies that show them why they are better suited to serve them as opposed to companies who just tell them what services they can offer. When you establish your "why" you can move to how you're going to do it, and what is it that you want to do.

Steve Coughran, founder and director of Coltivar Group in Colorado, shared this tip along with many others during his webinar, "Fueling Strategic Powered Growth" for the Texas Nursery & Landscape Association.

"(Strategy) is like your game plan to fight off competitive forces that are trying to take away your resources, like employees," says Coughran, who owned his own landscaping company for more than a decade and served on the board of directors for the Associated Landscape Contractors of Colorado. "It allows your company to get the biggest feasible piece of pie and win in the market place."

Your competitive set. In order to beat your competition, you have to really know them. When defining your competitive set, it's important to look at companies your customer is seriously considering. If you're a mid-sized company bringing in a few million dollars in revenue, you don't want to consider a company doing more than \$10 million as your competitor. Once your competitive set is established, you have a benchmark for any competitive strategies you make.

Customer needs. Knowing your customers' needs and the reasoning behind them will help you better allocate your time and sell your service in a more tailored way. While they may tell you they want a landscape for their yard, it's your job to understand why. One customer may be trying to meet an HOA deadline, while the other is in no rush to see a finished product.

Don't be the best. Instead of being the best at everything, aim to be unique. "In order for companies to win in the market place, they don't have to be the best," Coughran says. For example, investing more money into a proprietary software will give you an asset that stands apart from your competition.

Lockdown your leadership. Coughran says even the best employee will fall short under faulty leadership. It's important to recognize the kind of leader the company needs. A structure that involves a team of leaders working together will most likely lead to the most productive results. "Leadership is not about one person having all the answers," Coughran says. "It's about asking the right questions and knowing when to follow and when to lead."

Perfect your processes. There should be a healthy balance between those hard and fast policies and the policies that give employees a little bit more freedom.

The balance between these policies gives a company space to solve problems.

Mind your money. Coughran says he often encounters companies that have a backwards mind-set when it comes to the importance of finances. It's possible for a company to make a large profit, but have no cash flow in the bank. While your profit measures your competitive advantage, cash flow measures the financial health of the company.

Know where you stand. Strategy isn't one size fits all, but there is a strategy for everyone. A newer company may need a growth strategy to get to their \$1-million revenue mark, while an older company may need a strategy to revive their outdated processes.

ISDA No Longer Able to Maintain Account Balances for Licenses

Due to upgrades in the ISDA Licensing database program, ISDA will no longer be able to maintain an account balance for businesses or individuals as they have done in past years. The programming changes to our licensing database will help our section maintain accurate records for all of our pesticide applicators.

In the future, when you submit fees for study materials, exam payments, and licensing fees, all businesses and individuals will need to remit the correct amount of fees and the specific use of the funds. It will be very important to include accurate information! If ISDA receives funds without adequate documentation, processing of your funds will be delayed until we receive verification for their use. If we don't receive specific information for the funds, ISDA may return the funds (check) to the sender, further delaying the processing of licenses, book orders or other important actions.

Important ISDA Telephone Numbers for Pesticide Applicators and Businesses

The following telephone numbers are for the Division of Agricultural Resources and will help you contact the person or persons you need for your questions.

Questions about Applicator Licenses:
Pesticide Applicator Licensing-(208) 332-8600
(208) 332-8595

To Report a Possible Violation:
Pesticide Enforcement-(208) 332-8613
(208) 332-8608

Questions about Worker Protection:
Worker Protection-(208) 332-8663

Questions about Pesticide Training:

Pesticide Training-(208) 332-8609

Questions about Pesticide Chemigation:
Chemigation-(208) 736-4759

General Questions about Pesticides:
Agricultural Resources-(208) 332-8605

Maryland Judge Overturns County Pesticide Ban

Montgomery County Maryland Circuit Judge Terrence McGann ruled in favor of the landscape professional community and struck down the county-wide ban of commercial pesticide application on public and private lawns, gardens, and ornamental sites. In a 14-page opinion explaining his ruling, McGann found that "by generally banning the use of registered pesticides, the Ordinance prohibits and frustrates activity that is intended to be permitted by state law, which conflicts with, and is thus, preempted by state law."

The ruling marks a significant victory for Maryland's professional landscaping businesses and sets an important precedent regarding pesticide use and regulation in the state. The opinion soundly reinforces the premise that pesticides are highly regulated at the federal and state levels and that public health and safety is not served by adding a third layer of regulation. "While the Ordinance claims to promote greater pesticide safety, its chaotic application is a blow to the uniformity of laws between the federal and state governments." NALP strongly favors state pesticide and fertilizer preemption laws. As articulated today so well by Judge McGann, a local ordinance related to the professional use of these products "flouts decades of State primacy in ensuring safe and proper pesticide use, undermines the State's system of comprehensive and uniform product approval and regulation, and prohibits products and conduct that have been affirmatively approved and licensed by the State." For additional information, contact Paul Mendelsohn, National Association of Landscape Professionals.

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