

NHLA

NEWSletter

Vol. 39 No. 10

Informing and educating members of the Green Industry

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An Introduction to NARFA

by Andrew Pelkey, NHLA President

I'm excited to introduce you to an exclusive opportunity with NARFA. Our endorsement of the National Automotive Roads Fuel Association (NARFA) brings you unparalleled health insurance benefits for 2024.

NHLA members can now access exclusive NARFA programs that are not available through brokers or on the open market. Also, you will experience a level of service beyond your expectations.

As health insurance costs continue to rise — by nearly 50% over the past decade — NARFA has consistently beaten this trend. And this is one of the many reasons why I urge you to take a few minutes and consider this opportunity.

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See enclosed application or the website for a membership application.

Additional Subscriptions: Firms desiring additional subscriptions, can purchase them at \$40.00 each. Contact Pamela Moreau.

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The *NHHLA Newsletter* seeks to encourage a lively discussion of topics of concern to NHHLA members. Opinions and proposals presented in the newsletter are those of the writers to whom they are attributed and are not a statement of official policy by NHHLA, unless so stated.

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President's Notes

by Andrew Pelkey, NHHLA President

As I am writing this month's notes in early November, we're coming from a beautiful 70-degree weekend and into a 40-degree high the following day. The end of the green season is soon approaching.

One of the things that has always attracted me to our industry is the variety in seasonal change. Spring, summer, fall, and winter all provide different experiences. The beauty of the change is seemingly when you are getting tired of one season you are into the next!

Your NHHLA team is hard at work as we transition into the winter. We're committed to continuing to enhance our education offerings as we go into the "off-season." A "two-track"

offering is in place to offer educational opportunities to both our members who are owners and those who are field team members. This approach is in place to maximize our membership's learning opportunities on both fronts of our industry.

We're excited to continue to add new events and topics to these offerings in 2024! As we work towards these new educational opportunities, we do want to hear from you, our members. Please reach out to one of us on the Board, in person or by email, to discuss your ideas, so that we can be sure to provide the right information to you and your team.

I hope that you all have a strong finish to your green season! 🌲



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A Farewell from Pam Moreau

by Pam Moreau, NHLA Business Manager

It is with mixed emotions that I compose this letter to formally announce my resignation as the New Hampshire Landscape Association Business Manager, effective December 31, 2023. Serving the Association has been an honor and a privilege, and I write this letter with deep appreciation for the meaningful relationships and accomplishments we have shared. Please understand that this decision was not made lightly, and I hold the Association and its members in the highest regard. It will always hold a special place in my heart, and I will cherish all the friendships I have made.

I believe that the New Hampshire Landscape Association will continue to prosper and make significant contributions to the industry.

Over the years, I have dedicated myself to the growth and success of the New Hampshire Landscape Association. However, the evolving demands of the position, coupled with changes in my personal and professional life, have led me to the difficult decision of stepping down. I am confident that this is the right decision.

I understand the challenges that may come with finding

a suitable replacement for my role. In an effort to support the Association during this transition, I am offering my services as a consultant, through the end of August 2024. My goal is to support the incoming Business Manager and the Association, during the transition.

I want to express my gratitude for the relationships I have made and the meaningful work we have accomplished together, during my tenure. We have had many firsts during my time with NHLA. We started the Annual Golf Tournament, brought back the Dinner Meetings, weathered COVID-19, created two new websites, started our Annual Safety Day, and started our Annual

Field Day. We have had some great times together and it has been my pleasure to be part of such a wonderful organization.

As I step back, I eagerly anticipate witnessing the continued success of the Association from a distance. I am confident that it will flourish under new leadership, and I look forward to maintaining the valuable friendships we have developed. Thank you once again for your understanding and support. Wishing you and the Association all the best in your future endeavors.

"Yesterday's the past, tomorrow's the future, but today is a gift. That's why it's called the present."

- Bill Keane
Cherish every day! 🌸

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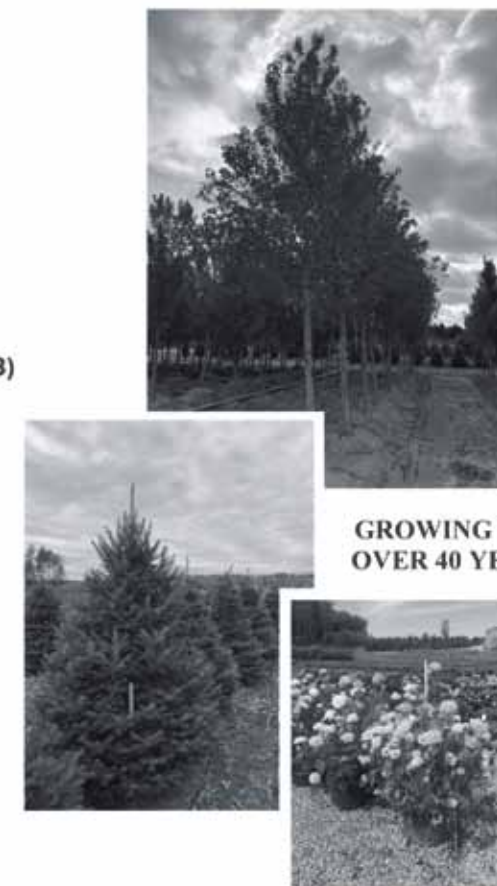


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Certification Corner

by Abby Zuidema, NHCLP Certification Coordinator

The New Hampshire Landscape Association Certification Committee is pleased to announce the achievements of seven new NH Certified Landscape Professionals.

All NHCLPs must pass the Written and Plant ID portions of the NHCLP exam and earn five credits annually in Landscape and Industry Leadership programming. The Written exam is offered in March and September each year and the Plant ID portion in September only.

More information can be found at: NHLaonline.org/how-to-become-certified/

If you have questions, please contact nhlacert@gmail.com.

Jenifer Bennett #180
City of Laconia, Laconia, NH

Jenn started landscaping five years ago, expanding upon the love and respect for plants shared with her mother from a young age. Jenn has since pursued numerous online horticulture and design courses through NHLA and other organizations. Jenn spends most of her time landscaping for the beautiful City of Laconia and growing her own landscape, full of whimsical shapes and uncommon plants.

Geoffrey Tarbox #181
Belknap Landscape,
Gilford, NH

Ian Finn #182
Belknap Landscape,
Gilford, NH

Ian has been landscaping since he was 16, including lawn maintenance, tree care, irrigation, and construction. Ian earned a Bachelor of Science in landscape architecture from UMass Amherst and an Associates of Applied Science with a concentration



in architecture from Massasoit Community College. Currently, Ian is a landscape designer and drone pilot involved in residential design/build.

Karen Alexion-Gregoire #183
Spring Ledge Farm,
New London, NH

Karen works in retail plant sales and custom container design at Spring Ledge Farm in New London, NH, for five years now. Karen came to the industry as a second career, after 18 years of retail management, by rediscovering a love of plants at an open farm day event and reconnecting with memories from her childhood. Karen adds the NHCLP to her knowledge of annuals to assist in serving a broader customer base and becoming more in tune with our native ecosystem. Karen looks forward to continuing her horticultural education as well as teaching classes at the farm.

Amanda Bohmer #184
Stone Blossom Landscape &
Design, Manchester, NH

Amanda has worked in the landscape and horticulture industry for almost 30 years. Her love for plants and this industry started when she was 15, working for a wholesale nursery that also did propagation. Amanda studied greenhouse management for two years at the University of Wisconsin River Falls and grew her

experience at various retail garden centers in Wisconsin and Minnesota. Amanda continued her work in horticulture in New Hampshire at a garden center and then Millican Nurseries for six years. Amanda currently works at Stone Blossom Landscape & Design as a crew leader in the fine gardening department.

Lara Skinner #185
Stone Blossom Landscape &
Design, Manchester, NH

Lara has been a fine gardener for three seasons and is currently part of the fine gardening team at Stone Blossom Landscape & Design LLC in Bedford/Manchester. With a formal education in writing and journalism, Lara took a chance on a gardening job and fell in love with the work. Lara continues to grow her knowledge

and skill in plant identification, small tree and shrub pruning, proper plant care throughout the seasons, and preparing new garden beds through field experience and horticultural courses.

Thomas Brown #186
Carroll County Landscape,
Wolfeboro, NH

Thomas has worked for almost every crew at Carroll County Landscape in Wolfeboro over the past seven years. His current focus is landscape installation and enhancements. Thomas earned his Bachelor's degree in community and environmental planning from UNH, with prior work experience in city planning. When not at work Thomas enjoys anything outdoors and finding cool antique stores.

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ELA 2024 Winter Conference & Eco Marketplace

Looking for innovative landscape solutions and inspiration? Seeking to learn, connect, and build relationships? If so, plan to attend the 30th Annual ELA Conference, scheduled for February 21-22. Celebrating its 30th year in this collective relationship together, and as a nod to that, this year's theme is *Pearls of Wisdom*. This virtual conference will give the ELA community a chance to engage and reflect on where the industry has been, hear lessons learned, prepare and adapt for the future, and to inspire each other to do everything possible to build and maintain resilient landscapes that work in harmony with the life that supports them.

Each day participants will be able to choose between two tracks of virtual presentations scheduled from 11:00am-4:00 pm ET over Zoom.

In track one, *Process: knowledge-sharing and story-telling*, speakers will share strategies for how to tell the story of our work and why the language we use matters. They will show examples of inspiring young people and building pathways to joining the workforce. Speakers will discuss how knowledge and practices are shared across industries and cultures. They will challenge what we think we know about our work so that we can join together, embrace our differences, and share with everyone why this world is so wondrous and worth protecting.

In track two, *Practice: How we act and adapt*, speakers will share



project examples of ecological maintenance from large and wild to small and curated. They will reflect on how observations can highlight mistakes as well as inform the best next steps of action. They will offer strategies for climate change adaptation across scales of work and inspire us to understand how to use the available information as a map for how to move forward.

All presentations will be recorded and made available to registrants after the conference. You can enjoy the event live, and then revisit presentations at your leisure.

Continuing Education Units: CEUs are being sought from APLD, ASLA LA CES, NOFA OLCP, SER, MALP MCLP, and MCH.

Information at ecolandscaping.org/events.

NHLA January Dinner Meeting on the 17th

Growing, Scaling, and Managing the Evolution of your Business:

A panel discussion with large and mid-sized providers operating in NH



Join NHLA for an evening of networking with industry colleagues. Learn from a panel of local landscape business owners and managers as they share insights from their experiences with growing and scaling their businesses to become the industry leaders they are today.

Panelists are:

Tom Morin, Morin's Landscaping, Hollis; Brandin Swisher, Alliance Landscaping, Auburn; Mark Aquilino, Outdoor Pride Landscape and Snow Management, Manchester Mike Barwell, Perfect North Lawncare,

Concord, will be the moderator.

This event is scheduled for January 17, 2024, 5-8:30 pm, at the Puritan Conference Center in Hooksett, NH. Cost is \$55 for NHLA members, \$70 for non-members. A buffet dinner is included. All payments must be received prior to the registration deadline of January 5.

Please register at: nhlaonline.org. If you have questions, contact NHLA Education Committee Coordinator and UNH Extension Specialist, Amy Papineau, Amy.Papineau@unh.edu

Estimating System Overview

Day-long special event on February 7

Join us for this special February event at North Point Outdoors, Derry, NH – a full day workshop with Green Industry consultant, J.R.Huston.

WHEN: Wednesday, February 7, 2024 (snow date Feb. 14)

Registration closes Friday, January 26, 2024 (At least 20 companies are required to facilitate this event.)

TIME: 8 am-3 pm

LOCATION: North Point Outdoors, 22 Ashleigh Dr., Derry, NH 03038

FEE: \$350.00 per company (up to 3 people); lunch included. To get the most out of this workshop, we encourage participation by company owners/managers AND their accounts manager.

This full-day seminar, based on the speaker's books, *How to Price Landscape & Irrigation Projects* and *A Critical Analysis of the MORS Estimating System*, will cover the key components of an effective estimating system for landscape contractors.

The six most common methods of estimating used in the market today will be discussed in depth, including detailed explanations of the key principles involved in:

- The estimating budget process
- Calculating and controlling equipment costs
- Calculating labor burden and average wages
- Measuring, allocating, and controlling general and administrative overhead costs
- Reviewing a bid
- Determining general conditions costs in a bid
- Understanding market pre-disposition

- Understanding the six most common methods of estimating used in the market today
- And more...

Attendees will receive a free copy of J.R. Huston's audiobook, *A Critical Analysis of the MORS Estimating System*.

Speaker: James R. Huston, MBA, CPE, of J.R. Huston Consulting, Inc, has over 35 years of diverse business management experience and holds an MBA degree in finance. He is also a member of the American Society of Professional Estimators. He is a Certified Professional Landscape Estimator, and is one of only two such CPLE's in the world.



Mr. Huston has written seven books that deal specifically with the landscape, irrigation and tree service industries, and has developed five software programs for the Green Industry. He has assisted in the computerization of the estimating and/or accounting of hundreds of companies in the Green Industry. ↑

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New Skills Gained at the Hands-on Lighting Installation Class

Text and photos by Amy Papineau, NHLA Education Coordinator; Landscape & Greenhouse Horticulture Field Specialist, UNH Extension

Eighteen participants from 12 companies gathered at the home of Jim and Pam Moreau in Nashua on an October afternoon to attend the first-of-its-kind hands-on NHLA skills development class in landscape lighting installation.

To start the afternoon, Eric Mitchell, Landscape Lighting Specialist from Northeast Lighting Supply, a division of Northeast Nursery, Inc., introduced the group to concepts of low voltage landscape lighting installation. Eric says that the installer's job is to turn ideas into reality, meeting the client's and designer's objectives and visions with fixtures and zone controls. Participants learned about using light to draw the eye through the landscape, how to choose the best size and number of fixtures to achieve

the desired effect, and how to work with shadows to add to the design.

Eric shared many useful tips to aid in installation and maintenance, like leaving at least two feet of extra wire at each fixture to allow for future modifications, and using tree mounts that allow for several years of tree growth. He discussed use of up-lights versus down-lights and the uses for each and he talked about using lenses to achieve different effects. Eric shared practical tips that will save participants from costly or frustrating on-the-job challenges, such as keeping fingerprints off new copper fixtures, avoiding aluminum fixtures that won't hold up in New England weather, and plugging access holes in transformers to keep wasps from moving in.

Jason Andrews, of Phil Gallo and Associates, LLC, introduced the group to the transformer and controller technologies that are available. He shared practical advice for connecting zone controls to the home's wifi and troubleshooting common obstacles in connectivity. Participants learned about the relationships between wire gauge, wattage, voltage, and distance, and how to design a system to meet the electrical demands.

In addition to sharing the 'how-to' of lighting installation, Eric and Jason talked a lot about

the business side of landscape lighting, including how to estimate and plan jobs efficiently, ways of inspiring clients to invest in permanent lighting to get the maximum use and enjoyment from their landscape, and how to foster lasting relationships with clients.

Participants worked hands-on to unpack and prepare lighting components for installation on the property. The group built components, ran wiring, installed fixtures, and set up the new transformers to control the zone lighting. Participants came

to the class with varying degrees of experience with installation of landscape lighting which created a collaborative dynamic with individuals helping each other through the process and sharing expertise and ideas.

Pam Moreau treated participants to a family-style dinner of lasagna and salad while waiting for the sun to set. With nightfall, the lights were turned on and the team made adjustments to achieve the desired effects with trees and other features lit with up-lights, down-lights, and path lights.

This hands-on skills development format proved to be a successful model with participants

leaving with skills and confidence to pursue incorporation of lighting installation in their services. The NHLA education committee invites you to get in touch with us with your ideas for future hands-on skills development classes. If you have ideas for topics, or if there are topics you would like to teach, please get in touch with amy.papineau@unh.edu, NHLA Education Committee Coordinator or mike.barwell@gmail.com, NHLA Education Committee Chair.

Scot Flewelling and Rich DuBreull complete wiring of low voltage lighting fixtures in the front of the home.



Eric Mitchell, Landscape Lighting Specialist from Northeast Lighting Supply, a division of Northeast Nursery, Inc. speaks with participants at the October 24, 2023 NHLA hands-on landscape lighting class.



Participants assemble low voltage lighting fixtures in preparation for the lighting install.



Participants install up-light fixtures on the ground as Jim Moreau and Eric Mitchell plan where to install down-lights within the birches.



With nightfall, participants saw the results of their work as the landscape was transformed with the effects of the new lighting.



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The Opportunity Presented by a 10% Operating Profit Margin

by Greg Herring, The Herring Group

This article originally appeared on LandscapeManagement.net on January 31, 2023 as a part of The Herring Group Benchmark Report recap series. Greg Herring regularly writes for Landscape Management, providing financial analysis and insights tailored to landscape business owners.

I'm a self-proclaimed numbers nerd, so it's not surprising that one of the most gratifying projects I do each year is The Herring Group Landscape Industry Benchmark Report.

What story does this year's report tell? Most companies can be a lot more profitable than they are.

Before we get into just how much more profitable landscape companies could be, here's some background on our Benchmark Report, sponsored by Aspire, John Deere, and Inova. This year, 151 companies participated, with revenue between \$1 million and \$120 million. To produce the report, we get income statements from all participants and format them to make them comparable. Then we analyze the data to generate useful insights for the participants.

Key Results

At The Herring Group, we use operating profit margin to measure profitability. Operating profit equals revenue minus direct job expenses, indirect job expenses and overhead expenses (including straight-line depreciation expense). Operating profit margin is operating profit divided by revenue.

This indicator measures customer satisfaction, the effectiveness of management and employees and efficiency. I encourage companies to plan for an operating profit margin of 12 percent and settle for anything above 10 percent as an initial goal.

Our 2022 report shows a



weighted average operating profit margin of 5 percent. Companies with an operating profit margin above 10 percent averaged 12.8 percent, and companies with an operating profit margin below 10 percent averaged just under 3 percent.

That's a big gap. One out of every four companies had an operating profit margin greater than 10 percent.

Observations on the Findings

When analyzing the participants who hit 10 percent, I noticed the following:

- Companies of every size and in every region hit the goal;
- Companies with and without snow hit the goal; and
- Companies that grew fast and

those that grew slow hit the goal.

Notably, 1/4 of the participants improved their operating profit margin by more than 5 points.

Reaching a 10 percent operating profit margin requires the right plan and the right mindset.

A solid plan means the right people have the right data at the right time. Your team members must know if they are winning or losing.

The right mindset avoids "whataboutism," or the tendency to make excuses or seek explanations for poor performance. It says, "We can do better. We can win. We are going to think and work differently, and we are going to hold each other accountable for results. Sure, we will make mistakes, but we will learn from them."

Understanding your Opportunity

So how much more profitable could your company be? See the

chart below to understand your opportunity.

First, find your current operating profit margin on the left side of the chart. Next, find your revenue at the top of the chart. That figure is your opportunity. This number is the additional pre-tax cash flow available when you reach the goal of a 10 percent operating profit margin.

Consider what the opportunity would mean for your company, your employees, and you. A larger investment in technology? Higher 401(k) contributions? A bigger cushion in the event of an economic jolt?

As you contemplate the start of a new season, now is the time to develop your plan, adjust your mindset and seek commitment from your team to reach the goal in 2024.

To be notified when registration opens for next year's Industry Benchmark Report, visit Herring-Group.com/Benchmark.

		Annual revenue					
		\$2,000,000	\$4,000,000	\$6,000,000	\$8,000,000	\$10,000,000	\$12,000,000
Current profitability	3%	\$140,000	\$280,000	\$420,000	\$560,000	\$700,000	\$840,000
	4%	\$120,000	\$240,000	\$360,000	\$480,000	\$600,000	\$720,000
	5%	\$100,000	\$200,000	\$300,000	\$400,000	\$500,000	\$600,000
	6%	\$80,000	\$160,000	\$240,000	\$320,000	\$400,000	\$480,000
	7%	\$60,000	\$120,000	\$180,000	\$240,000	\$300,000	\$360,000
	8%	\$40,000	\$80,000	\$120,000	\$160,000	\$200,000	\$240,000
9%	\$20,000	\$40,000	\$60,000	\$80,000	\$100,000	\$120,000	

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Equip Expo and Hardscape Draws 27,000 Contractors *text and photos by Bill Gardocki*

Well, I can officially say “getting old sucks.” The last two months I’ve been recovering from having a new knee installed. Come March, I will be having the other knee replaced, as 48 years of kneeling on pavers took its toll.

I have been able to travel and teach a few classes, thank goodness. One of my favorite trips is to Equip Expo and Hardscape North America in Louisville, KY. This event happens every October and this year drew a record breaking 27,000 landscape

and hardscape contractors from all 50 states in the U.S. and from 46 countries.

The show is well worth the trip. There are eight education tracks: Tree Care, Pool & Spa, Irrigation, Landscape Lighting, Leadership, Hardscape, Sales & Profitability, and Technology. I instructed the Advanced Level 2 NCMA Class and taught two hardscape seminars: one on paver installation and one on wall installation.

There are over 1000 booths with landscape and hardscape

products on display, as well as 30 acres of outdoor booths where you can test drive all kinds of equipment. There is a UTV test track and a drone zone where you can become certified to operate your drone.

One of the highlights for me is the installer competition in which companies from around the country compete for \$20,000 in prize money. The competition was fierce this year, and the detail and scope of the 90-minute builds have come a long way over the years. Most of the teams who

compete have won their regional contest, which are sponsored by manufacturers. This year’s winner at the Northeast Hardscape Expo (March 20 & 21st at Mohegan Sun in Uncasville, CT) will represent our region at the 2024 HNA competition next October.

As the landscape and hardscape season winds down it’s time to take a break, catch up with the family, take in a few free seminars, and plan for next year. I hope to see you at an event soon! 🌿



Trade Show floor



Volvo Dump Truck



Football field build



Winner of the Football field build



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Introduction to NARFA,

Continued from page 1

• Comprehensive Member Benefits: Access a nationwide PPO network, seamless COBRA administration, on-site enrollment support, compliance assistance, integrated vision coverage, a \$10,000 life insurance policy, and a robust Employee Assistance Program.

North Point Outdoors has been a NARFA member for nearly 10 years, and we have taken advantage of the NARFA health plans, Multiple Employer Pension Plan (MEP), and much more. Also as a board member of NARFA, I've witnessed firsthand the unparalleled value this Association brings. Its programs are not just beneficial; they're transformative for our members.

It is more important than ever to ensure that our Association and its members are protected, supported, and provided with the

best possible resources.

Consider NARFA's health plans for 2024. It's not just insurance; it's a partnership for a healthier and brighter future.

See page 18 for an outline of the exclusive NARFA programs available to NHLA members.

You will also find a post about this at nhlaonline.org that includes a Census form with which you can provide general background information about your company to NARFA. All information will remain confidential.

More than one policy is required for a group health insurance quote. After completing the form and mailing it in, a NARFA representative will call you to review your quote. If you have any questions, please contact them at 800-258-5318, sales@narfa.com, or go to www.narfa.com.

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November Dinner Meeting Attendees Learn How to be More Successful in Sales

by Amy Papineau, NHLA Education Coordinator; Landscape & Greenhouse Horticulture Field Specialist, UNH Extension

Attendees at the NHLA November dinner meeting learned tips and techniques on how to be successful in sales. Jason Andrews, of Phil Gallo and Associates, LLC, reminded the group that everyone needs to be a salesman in life, whether selling products and services, or selling yourself and your ideas. He shared insights from his own experience in sales, stressing that selling is all about relationship building; customers will only buy from you if they trust you, respect you, and like you. Listening, asking the right questions, and building trusted relationships are keys to success.

Thank you to the evening's sponsor, SiteOne Landscape Supply, and to Greg Thistle, of SiteOne, for speaking with the group about the company's vision and core values.

The NHLA Education Committee strives to provide opportunities for all to learn and develop skills that will help move businesses and individuals forward. Please share your ideas for future dinner meeting topics or other educational events with us. Amy Papineau, Education Committee Coordinator amy.papineau@unh.edu and Mike Barwell, Education Committee Chair mike.barwell@gmail.com



Jason Andrews, Sales Consultant, Gallo & Associates, LLC, presents "Learn How to Sell" for attendees at the November Dinner Meeting.

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Half of US Shifts in USDA Plant Hardiness Zone Update

Landscapers, gardeners, growers are adjusting to the news that they may have shifted into a new growing zone, thanks to updated temperature data released by the U.S. Department of Agriculture on Nov. 15.

The 2023 version of the USDA Plant Hardiness Zone Map (the first update in more than a decade) features the average annual extreme minimum temperature data of the United States from 1991-2000. On average, there was an increase of 2.5 degrees Fahrenheit overall across the country, according to Dr. Christopher Daly, who led the plant hardiness zone map effort in 2012 and 2023.

Changes across the U.S. were quite variable since the 2012 version, which reflected temperature data from 1975-2005. “Half the country went up a half zone and the rest stayed the same,” Daly said during the Plant Hardiness Zone Map virtual press conference. Daly is a professor and director of the PRISM Group, Oregon State University.

Todd Rounsaville, of the USDA Floral and Nursery Plants Research division, noted that the changes were minimal, and that gardeners can still push the limits in gardens with microsites – such as growing a plant in front of a building which absorbs heat and influences how the plant grows. The 2023 version is more accurate than the prior 2012 map, thanks to a 68% increase in weather station reporting and use of Geographic Information System data, which factors the effects of cities, coastlines and mountains.

Landscapers use the USDA Plant Hardiness Zone Map to help determine the likelihood of a plant’s ability to survive

where it is planted. Other factors also play a role in a plant’s survival, but using the growing zone helps landscapers decide if a plant – shrub, tree or perennial – will survive the winter and return the next year.

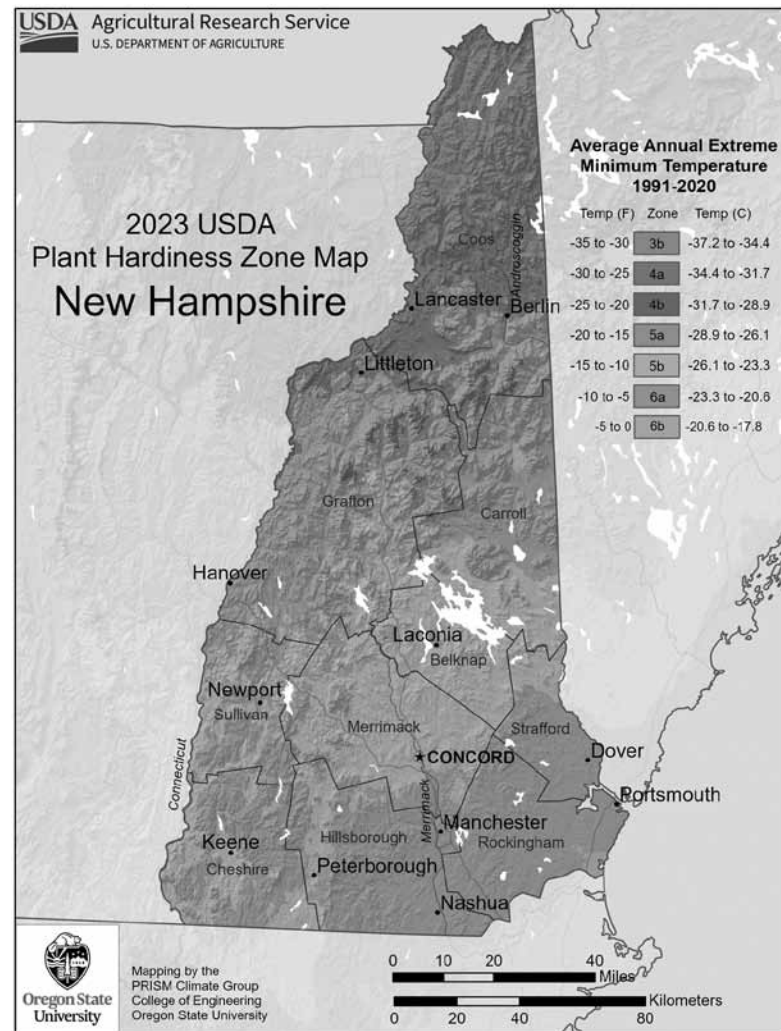
During the USDA press conference, experts agreed that in the long term, the average temperatures are rising and climate change is an influence, but the data used in the zone maps represents 30-year averages of extreme cold temperatures. Climate changes are usually based on overall average temperatures in 50-100 years, so the data in the USDA zone map cannot be used to determine global warming.

The 1991-2020 period for the USDA map also aligns with the period currently in use by climatologists to describe baseline climate “normals” in the U.S.

With the new map, landscapers and gardeners located along the zone borderlines now have the validation of a long-suspected zone creep. Certainly many growers in New Hampshire have been contending with this fact for a while: winters are getting milder. In the new map, parts of the southern area of the state that were in zones with winter lows of minus 15 degrees are now in a zone with lows of minus 10. Some zones in the state, particularly in the northern regions, haven’t changed. The new zones in sections of the state mean crops less familiar to New Hampshire, like peaches, have a better chance to thrive.

That’s not to say New Hamp-

This map is of course much easier to read in color, and larger, so please go to planthardiness.ars.usda.gov/ to download it.



shire won’t see such lows again. We can still be in for extreme fluctuations. It is documented though, that New Hampshire is getting warmer, and winter is warming faster than other parts of the U.S.

The Midwest and Central Plains generally experienced the largest change – as much as a 5-degree Fahrenheit difference.

There were fewer changes noted in the Southwest but more changes noted in the upland areas of Alaska, which is attributed to

more station data for the current findings (13,412 stations versus 7,983 for the 2012 version).

Zones 12 and 13 were retained for the 2023 version for Hawaii and Puerto Rico, which contain regions with average annual extreme minimum temperatures above 50 degrees and 60 degrees Fahrenheit, respectively.

To locate your growing zone, visit planthardiness.ars.usda.gov/ and enter your ZIP code into the top search box that loads with the U.S. map. You can also visit the Map Downloads page to view state and regional maps.

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Please complete the information below:

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Please check appropriate areas:

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- Turf
- Wholesale Grower
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Would you be willing to serve on an NHLA Committee?
 Yes No



MEMBERSHIP CATEGORY APPLYING FOR:

(Please check one.)

- MEMBER (1 year):** Someone actively engaged in the landscape industry or allied professions or industries. **Annual Dues: \$175.00**
- MEMBER (3 Years):** Someone actively engaged in the landscape industry or allied professions or industries. **Dues: \$475.00**

STUDENT MEMBER: Full-time student of horticulture-related studies. **Annual Dues: \$40.00**

A renewal notice will be sent to you when your membership is near expiration.

I hereby apply for membership and I agree to abide by the By-Laws established by the New Hampshire Landscape Association.

SIGNATURE _____

DATE _____

Please detach and return application to:
 Pamela Moreau, NHLA Business Manager
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“How many lessons of faith and beauty
we should lose, if there were no winter
in our year!”

— Thomas Wentworth Higginson, American author,
abolitionist, minister, politician, and soldier (1823-1911)

See the NHLA website for Newsletter copy and advertising deadlines:
nhlaonline.org/nhla-newsletter/



Calendar

■ **JANUARY 17**

NHLA January Dinner Meeting: *Growing, Scaling, and Managing the Evolution of your Business*, see page 9 and nhlaonline.org

■ **FEBRUARY 6**

Genest Bootcamp, Italian Heritage Center, Portland, ME, see page 16 and www.genestconcrete.com

■ **FEBRUARY 7**

Special NHLA Event: *Estimating System Overview*, see page 9 and nhlaonline.org

■ **FEBRUARY 8**

Genest Bootcamp, Regatta Banquet Center, Eliot, ME, see page 16 and www.genestconcrete.com

■ **FEBRUARY 21-22**

30th ELA Conference & Eco-Marketplace, online virtual conference, see page 8 and ecolandscaping.org/