

October-November 2024

NHLA

NEWSletter

Vol. 40 No. 9

Informing and educating members of the Green Industry

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Transition to New NHLA Business Manager Completed

by Andrew Pelkey, NHLA President

The NHLA Business Manager position has been undergoing a transition over the past year and is complete as of September 3. **We are excited to announce the appointment of Kathryn Sicard as our new director!**

As we look back on our journey, we take a moment to express our heartfelt gratitude to Pam Moreau, who has served as our Business Administrator for many years. Pam has been an integral part of the NHLA, tirelessly managing operations and supporting our mission with unwavering dedication. Her keen attention to detail and organizational skills have greatly contributed to our success as an association.

Pam's positive spirit and commitment to excellence have left a lasting impact on all of us. Whether coordinating events, managing finances, or fostering relationships within the community, her contributions have been invaluable. While we will miss her leadership and support, we wish Pam all

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The *NHLA Newsletter* seeks to encourage a lively discussion of topics of concern to NHLA 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 NHLA, unless so stated.

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NHLA Business Manager, Continued from p. 1

the best in her future endeavors. Thank you, Pam, for your years of service and for being such an essential part of the NHLA family!

Kathryn Sicard joins us from North Point Outdoors, where she has excelled as the office manager, showcasing exceptional administrative and organizational skills. Her experience in the outdoor industry and her commitment to enhancing member engage-

ment will be invaluable as we continue to grow and serve our community.

Kathryn's passion for our mission and her proactive approach make her a perfect fit for NHLA. We are confident that her leadership will bring fresh perspectives and new energy to our initiatives. Please join us in welcoming Kathryn to the NHLA team — we look forward to achieving great things together! 🦋

Letter from Pam Moreau

Dear NHLA Team,

I am writing to convey my sincere gratitude for the wonderful gourmet gift box and the esteemed Granite State Award. Your generosity and thoughtfulness are truly appreciated.

I have long held a profound respect for the mission of the New Hampshire Landscape Association. It has been an honor and a pleasure to work alongside the Board and support all our members throughout my tenure. The distinction of being named a lifetime honorary member is a privilege I will hold in the highest regard.

The NHLA will always remain close to my heart. Thank you once again for this significant recognition and for the opportunity to contribute to such an exceptional organization.

With sincere appreciation,
Pam



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President's Notes

by Andrew Pelkey

I am thrilled to share that our September Field Day was a resounding success! It was wonderful to see so many of you come together to celebrate our industry and engage in meaningful discussions. The event offered valuable networking opportunities, insightful workshops, and hands-on demonstrations that truly highlighted the skills and innovations within our community.

We deeply value the commitment shown by company owners who prioritize the growth and education of their team members. Sacrificing a day of production to invest in learning reflects a dedication to not only individual development but also the long-term success of our industry. Your willingness to support your

employees in this way is commendable and demonstrates a forward-thinking approach that will undoubtedly pay dividends in the future.

A special thank you to everyone who participated and contributed to the day's activities. Your en-



thusiasm and commitment to our mission were evident and made the event unforgettable. I hope you all found inspiration and new ideas to bring back to your own operations. As we look forward to future gatherings, let's continue to build on this momentum and strengthen our bonds as an Association. Thank you for being a vital part of NHLA!

As the vibrant green season comes to a close, we find ourselves transitioning into the winter months – a time for reflection, planning, and growth. While many of us may be winding down our landscape operations, this is an ideal opportunity to focus on professional development and education. NHLA is committed to providing valuable resources and learning experiences during

the off-season, and we encourage you to take full advantage of our upcoming educational events.

Winter is not just a time for rest; it's a chance to evaluate your business and identify areas for improvement. We invite you to reach out to us with any challenges you're facing or specific topics you'd like us to address in our programming. Your feedback is crucial as we strive to create relevant and impactful events that meet the needs of our members. Together, we can ensure that we all emerge from the winter season better equipped to thrive in the next green season.

Thank you for your continued support and engagement with the NHLA. Let's make the most of this transition and set the stage for a successful year ahead! 🐸



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Coming Up Very Soon: NHLA October Dinner Meeting

We hope you will be joining us for the October Dinner Meeting: **Workers' Comp and Worker Safety 101**. There was not a lot of lead time to get this into the Newsletter, so we apologize for the late notice here. However, we hope you have received the email invitations!

Date: Tuesday, October 22, 2024

Location: The Red Blazer Restaurant, 72 Manchester St, Concord, NH 03301

We're moving our Dinner Meetings to new locations across the state this year! We look forward to seeing you at The Red Blazer in Concord for this month's event!

Time: 5:30 - 8:00 pm

Join us 5:30-6:00 pm for networking, appetizers, and a cash (credit card) bar. Speaker presentation begins at 6:00 pm, and buffet dinner begins at 7:00 pm.

Fee: \$60 per person

All are welcome! You do not need to be an NHLA member to attend. We encourage you to invite a friend who may not have attended an NHLA Dinner Meeting before.

Register Online: nhlaonline.org/register/october-dinner-meeting-workers-comp-and-worker-safety-101/

Credits: 0.5 NHCLP credits

Questions: Email director@nhlaonline.org

Speaker: Scott Lawson,



President of The Lawson Group (TLG), Concord, NH

Many owners and managers view workers' compensation as a necessary evil or unnecessary burden on their business.

But there is another side to the debate: making sure your workers are safe and protected

from harm and that you are safe and protected from disaster.

In this dinner meeting on October 22, Scott Lawson of The Lawson Group will offer a very practical and down-to-earth approach to both workers' compensation and worker safety. ↑



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IPM for Backyard Fruit Plantings

from UNH Extension

UNH fruit production specialist Jeremy Delisle spoke at the 2024 Fall Field Day about Integrated Pest Management for backyard fruit plantings. Jeremy works with orchards and berry farms across the state to provide growers with information and technical assistance in the production of fruit and berry crops. The data and concepts that Jeremy shares with growers can be applied to management of fruit and berry plantings in the home landscape as well.

If you manage fruiting plants in the landscape, these resources can be of value to you:

Weather Stations: Weather stations are installed on properties across the state, collecting data that helps growers fine tune insect

and disease management. The data is publicly available at newa.cornell.edu/. Use these weather stations to monitor temperatures, humidity, rainfall, wind speed/direction, leaf wetness, and more. Built in models help fine tune management actions by predicting timing of insect emergence and disease infection windows.

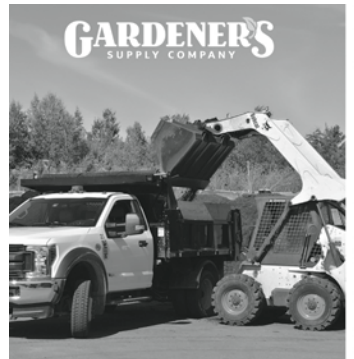
Fruit Pest Reports: Extension specialists prepare a weekly pest report, available by text, web, or phone. Each week, we provide updates and guidance on pest management actions growers should be considering based on current pest monitoring data and weather conditions. Subscribe for weekly fruit pest reports by text by texting UNHIPM to 866-645-7010. Or call in weekly to

hear the report at 603-862-3763.

Fruit Pest Management Guides: The New England state Extension services publish comprehensive pest management guides for production of fruits and berries. These guides provide detailed cultural and chemical management guidelines for apples, peaches, plums, blueberries, strawberries, and

many more crops. Access these guides free at netreefruit.org/ and ag.umass.edu/fruit/new-small-fruit-management-guide

For more details or for technical assistance in management of fruit trees and berries in the landscape, contact Extension Landscape Horticulture Specialist, Amy.Papineau@unh.edu.



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An Update on Jumping Worms

from Amy Papineau, UNH Extension

UNH Extension Specialist Amy Papineau spoke at the 2014 Fall Field Day about invasive jumping worms and the options (or lack thereof) for managing these pests in the landscape. In short, there are no products that can be legally used to control jumping worms on a client's property. There are many "home remedy" treatments that homeowners may try on their own, but none are legal to be applied commercially. Trapping and hand picking can be effective means of reducing the numbers and damage.

Jumping worms are an invasive earthworm that's been getting a lot of attention in recent years. It's not new to New Hampshire. We've had jumping worms here for decades, but populations are

growing, and damage is becoming more noticeable. These worms impact landscapes by degrading soil structure and making the soil environment inhospitable to many desirable plants, including garden plants and lawn grasses. They consume an enormous amount of organic matter, and in the process, create a soil that is loose and unable to hold water and nutrients.

While there are no easy fixes for ridding a property of this pest, there are things we can do to help minimize the impacts they have. First, recognize that people tend to have strong emotional reactions to this pest. Gardeners who have these worms on their property tend to feel shame, guilt, hopelessness, and anger. They are often looking for someone to blame. Be prepared to talk with

clients about jumping worms. Empower yourself with education to protect your customers and your reputation. Be able to say "here's what I'm doing, and here's what you can do."

- Learn to recognize jumping worms and the characteristic soil they create.
- Learn the jumping worm lifecycle and how that impacts population growth and spread.
- Know what steps help prevent spread so you can speak with your concerned customers.

Ask yourself:

- Do I routinely check plants, soil, mulch, and compost for signs of jumping worms?
- Do I routinely clean soil off my equipment, shoes, and

tires?

- Is my compost heated to temps that will kill jumping worms?
- Can I accurately differentiate jumping worms from other earthworms?
- Am I prepared to talk with my clients about the lack of control options?
- Am I prepared to talk with my clients about things they can do to help reduce damage and slow spread?
- Do I address jumping worm prevention in my contracts?

If you missed the Fall Field Day session and want to learn about jumping worm identification and management, contact Amy.Papineau@unh.edu, 603-560-6576. I'm always happy to chat about jumping worms! ✨



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Field Day – September Round Up

An Event Full of Authenticity, Reality, and Relevance — photos and text by Cris Blackstone, NHCLP

With the September 18 Field Day being the largest event of its type to date, about 200 attendees benefitted from the networking, collegiality, and professionalism the event's coordinators had hoped for! NHLA, NH Arborists' Association, and UNH Cooperative Extension can celebrate the success of their collaboration and months of planning all evident that day.

Gathering again at the Belknap County Fairgrounds offered the comfort of familiarity for the vendors, presenters, and attendees, with easy parking, comfortable layout, and flexibility in the use of the spaces. Perhaps one outstanding feature was the way The Stone Trust and Pleasant View Gardens could add to the stone patio that was started during last year's Field Day.

Addressing the subtitle of this article recapping Field Day, people at the morning double session on "Setting a Natural Stone Patio" saw something authentic, real and relevant. While a lot of work went in to staging what was needed to continue the patio with its stone wall from Field Day 2023, Peter Ryder of The Stone Trust and co-presenter Lu Booth realize that one massive stone being used in the demonstration was actually set upside down and needed to be flipped. That authenticity set

the stage for a deeply professional workshop tone as Peter Ryder needed to keep the participants engaged meaningfully while Lu and Dave DeJohn (operating the equipment used to lift the massive stone in place) needed to reverse the stone's correct face side being up for the use on the patio. Peter used this opportunity to show firsthand, in real time, what he had meant by the ways the stones are layered and can flake and fracture – while attention was also on DeJohn's calm and controlled demeanor while reorienting the stone.

Everyone could identify with seeing how things can stray from original plans and relate to the quick thinking and reassessment of what needed to happen for an effective job site to remain controlled. Peter also shared information about his experiences with using computer modeling to lay out the ways stones could be tessellated for a patio or wall project. When it comes right down to it, he pointed out that as often as not, you just have to see the stones in real life, real time, and make your own real decisions on the materials' use.

The patio area, with its stone retaining wall and now patio floor, is enhanced and provides a very welcome entryway to the building it flanks and the en-



Dave DeJohn, at the helm, helping the Stone Trust project, carried over from last year's Field Day at the Belknap Fairgrounds, during Peter Ryder's double session on "Setting a Natural Stone Patio."

tryway to the main portion of the fairgrounds. The Field Day afternoon session continued at that location with Ben Huntington (Pleasant View Gardens) demonstrating how to install a large perennial array of plants, in a planter built between the patio and retaining wall. Huntington chose plants with a keen eye on selecting the "right plants for the right place," with water needs and future growth patterns front and center of the installation. We'll see how the space looks next September during Field Day '25!

Check out the website for The Stone Trust, thestonetrust.org, or sign up for their newsletter. Learning more about the art and craft of dry stone walling can enrich the bank of information you might share with a client one day, as you plan a project that could use that type of enhancement – the more you can share with clients, the more trust you build in your professional relationships with clients. It's interesting to see that just as we want to encourage landscapers to earn NHCLP certification, there are industry standards for dry stone walling, too. The Dry Stone Walling Association of Great Britain uses The Stone Trust (located in Southern Vermont)

as an education and testing site for the US.

There's hardy applause due for the planning committee members who put their minds, professional backgrounds and experiences staging workshops, conferences, and prior Field Days together for this event. While "something for everyone" sounds like an over-used phrase, this schedule of events truly posed exactly that! Relevance was foremost with trending topics, ways to earn pesticide credits, sharing outreach for the four Cooperative Extension professionals who presented their work, and plant care matched with sessions incorporating safety and technology.

Generally, the schedule of events featured six concurrent sessions; a few of them were presented as "double sessions" so attendees had more time for hands-on or for specific questions to be answered by the presenters. A notable exception to the format was Chad Gagne's set up for "Climbing Safety" and a "Chance to Try Out Climbing Gear." Using the convenient features of the fairgrounds, he was able to set up ropes and gear in the Cow Barn which offered the overhead beams making his set up possible. To see the NH

Arborists Association working with NHLA and UNH Cooperative Extension really puts a powerful triad together for future collaborations to promote each other's work and educational outreach. NHAA shares many core beliefs with NHLA. One example is the sense of giving back to the community. NHLA has occasional Community Service projects pinpointing a project and soliciting volunteer help from members. NHAA has an Annual Fall Work Day. This year, they adopted the NH State Forest in Boscowen and will volunteer their professional skills as they do on these work days for sites with a need but no budget for arborists.

Chad's 1:1 time with people who had questions or wanted to see equipment firsthand was as meaningful, but in a different way, as the crowd who assembled in the Big Barn for Meg Herndon (M. Herndon Landscape Architecture) on "Matrix Planning: A Guide to Mimicking Natural Plant Communities in the Built Environment."

During her presentation, she gave frequent citations on her influences and go-to resources. One major takeaway from her presentation was the idea that even with a perennial garden, we should see groundcovers replacing bark mulch. Sharing just what "matrix planting" means, attendees learned that base, emer-

gent, and structural layers are still present in the design, but so much more is interwoven in the site planning.

More important than ever, with costs, water scarcity, and climate change, matrix design focuses on low maintenance and low water requirements. Gardens with year-round interest feature shapes and forms of plants, (evident after heavy frosts) are outpacing dramatic and labor-intensive opulent gardens.

Meg Herndon freely shared her influences – namely Piet Oudolf (Dutch garden designer and prolific author) who is credited with founding the "New Perennial" movement. Her presentation was info-dense, coupled with sharing books and reference materials, and perhaps could have been enhanced with a handout or digital copy being available of the authors/reference books she noted. Oudolf is known for his significant work around the world, including here in the US: notably the High Line in NY, Delaware Botanic Garden, Battery Park, Millennium Park, Chicago. With some photos and graphs, the audience could see what Herndon meant when she spoke of using textures and relying on plant forms more heavily than on flower colors of those plants.

Claudia West also featured in Herndon's talk. Originally from Germany, West is now affiliated



The NH Arborists Association teamed up with NHLA and UNH Cooperative Extension to educate the largest crowd to date for the Fall Field Day. Pictured here, Chad Gagne of Enviro Arbor Solutions, is setting up for his "Climbing Safety and Climbing Gear" sessions. The Belknap 4H Fair Grounds offered perfect features such as this barn, for the array of workshops offered.

with massive projects we might not first consider as having been revitalized by her philosophy. Arlington National Cemetery expansion project was led by her group called "Phyto" where native trees and plants known for urban tolerance were focal. Biodiversity was a consideration, while keeping the tone and formality with a somber touch that

would be expected in this iconic military cemetery. That's the tip of the portfolio and knowing more about her work and how Meg Herndon's firm has adopted West and Oudolf could help you and your crews continue to understand how to take care of the grasses, sedges, and shrubbery we'll see more of as

Continued on p. 12



Lee Gilman, Gilman Associates, and John Crooks, John's Landscaping of Madbury, relish connecting under blue sky and and September's tinge of tree color, while visiting vendors who support the 2024 Field Day.

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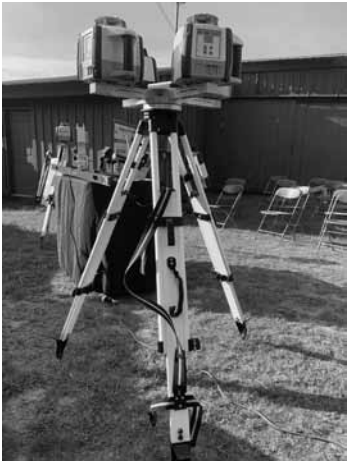
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FIELD DAY, Cont'd from p. 11

the “New Perennial” movement becomes more prevalent. There’s the authenticity factor, again, present throughout the Field Day. Herndon was presenting her topic with a quiet zeal and a confident enthusiasm which can lead listeners to want to know more and blend in with their body of knowledge about perennials, native plants, and planting for pollinators.

From the topics presenting the newest, and trendiest information, the Field Day also offered attendees the chance to hear from Palmer Koelb of Shin-Boku Nursery. His nursery has hosted several NHLA Twilight meetings, where touring the nursery gives a mix of calming and relaxing feelings being surrounded by stunning pines and dramatic trees pruned to perfection while also bringing a gasp from professionals who know the amount of work involved in keeping such specimen trees looking top notch and truly worthy of the most discerning clientele.



At first glance it looked like attendees were welcomed by a robotic character from a Sci Fi movie set! “Understanding Construction Lasers,” facilitated by Alan LaRose, Jon LaRose, and Gus LaRose offered attendees the chance to learn insiders’ details about advances in the industry’s technology and uses in effective site work.

Koelb reminds us that Japanese gardens often feature lanterns or other garden sculpture, and that brought some quizzical faces to the audience as they imagined what well-situated statuary means in a garden. Is it an enhancement, a feature, a focal point, OR simply a drag to try and mow around and cautiously prune plants which have outgrown their spaces and now interfere with that garden sculpture?

Sharing his own family history and his history as a nurseryman in Massachusetts (Weston Nurseries) and later here in NH (garden center purchased by Brochu Nursery at one point) Palmer reminded us that landscaping in NH has a rich and varied history which is a foundation for garden centers today. Letting attendees know his impressions of Japanese Gardens to visit in the US, this talk was almost a respite for audience members who were attending for credits as NHCLPs or for pesticide credits. The Field Day was remarkable for the blend of rich history, trending philosophies, and firm and solid health and safety topics.

Reality in the program was handily covered by the Extension presenters, Jeremy Delisle, Lindsay Watkins, Amy Papineau, and Rachel Maccini, who shared current, vetted, and most up-to-date information we need for specific angles of our work. From IPM to jumping worms, it was beneficial to see the Extension share the very real, day-to-day aspects of landscapers’ work in approachable and meaningful ways. After meeting these experts in person, it is so much easier to communicate by email or phone calls when topics come up with your clients. “IPM for Tree Fruit and Berry Crops” was balanced by Eric Taylor, Helena Agri-Chemical on “New Chemicals to Treat Trees and Lawn Problems.” We need to

Matt Cahillane, Ecological Solutions, brought something new to his popular presentation. In addition to his “six pack of products,” he shared this dragonfly hat clip! Dragonflies are natural enemies of black flies, horse flies, and some other annoying insects. These hat clips just might be the answer you’re looking for to get some relief. Worth a try, as we learned during his presentation.



be able to explain to the public that chemicals needn’t be equated with negative connotations, and Agri-Chemicals’ information clarified that.

A returnee to the Field Day, Matt Cahillane, of Ecological Solutions, presented “Treat Your Clothes for Tick & Mosquito Protection.” This was just on the heels of news breaking about EEE and other mosquito-borne illnesses causing fatalities right here in NH, so felt extra meaningful. Cahillane freely shares his own experiences with product efficacy and draws on audience experiences to share with the group, too, making for an authentic presentation that can’t be duplicated by any one product line presentation.

The morning sessions and af-

ternoon sessions were punctuated by a panel discussion which surely offered valuable takeaway info for the audience. Zach Ennis, Snow and Ice Division Manager, North Point Outdoors; Andrew Morse, Director of Recurring Services, Belknap Landscape; and Degan Kelly, Director of Operations, Outdoor Pride, freely shared info from their perspectives about such topics as how to attract and retain employees and how to offer a work culture appreciating employees. These topics are of a deep interest these days, as every business faces worker shortages. How to show appreciation (while maintaining the company’s goals, financial requirements, and mindfulness of employee work/life balance,) is a complex topic and these three people shared freely from their



The lunchtime panelists, L-R, Andrew Morse, Belknap Landscape; Degan Kelly, Outdoor Pride; and Zach Ennis, North Point Outdoors, were open-minded and full of ideas to share about job fulfillment, work-life balance, and company culture being paramount considerations for all companies to work on to the benefit of their employees.

own company perspectives. The informal setting of the Cow Barn lent the relaxed air needed after a morning of concentration and also gave the group a sense of being comfortable and able to listen and learn from the authentic, tried-and-true practices of these three panelists and their companies.

This Field Day is one to remember! It’s not possible to mount such an event without the powerful inter-organization working relationships developing even further AND all attendees are indebted to the vendors who participated with their demos and displays or offered support through advertisements or sponsorships.

If you have ideas or suggestions for topics, please check the websites of the NHLA, NHAA and UNH Cooperative Extension, to see where to direct your idea. Planning committees are only as successful as their constituents enable them to be — so consider how you might participate next year, or who you can suggest as a speaker. Watch for a post-event survey email to help the planners collect input, too.

Thanks, again, to the presenters, planners, and participants, for making such a constructive day possible with each contributing authenticity, reality and relevance! ✨




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Ben Huntington, Pleasant View Gardens, demonstrated ideas and techniques for large perennial planter area at the natural stone patio which has been an on-going demonstration site for the Field Day last year and this year. Ben’s distinctive smile and positive attitude counteracted the stressors landscapers feel when transporting plants to job sites in all kinds of weather with high expectations from clients.

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Certification Corner

by Abby Zuidema, NHCLP Certification Coordinator

NHCLP Renewal

Certification must be renewed each year. The recertification deadline is January 15. In order to renew for 2025, 5 recertification credits must be earned between January 1, 2024 and December 31, 2024. The manual and recertification form provide more information on ways to obtain recertification credits. A Certificate of Attendance or other evidence must be supplied for non-NHLA activities.

Go to nhlaonline.org/recertification/ for information and forms.

NHCLP 2025 Exam

NHCLP Exam Date: March 1, 2025, 1-4 pm. (The written

portion only will be offered on that date. The written portion of the exam is based on the NHCLP Manual.)

Location: Millican Nurseries, 187 Pleasant St., Chichester

Exam Registration: Prospective NHCLPs must register for the exam by February 22, 2025. More information and forms: nhlaonline.org/how-to-become-certified/

The NHCLP exam is based on the NHLA Certification Manual. The manual, as a pdf file on a thumb drive, is included in your certification application fee. All the exam questions come directly from the manual so a comprehensive study of the manual is highly recommended.

If you would like to receive a manual without registering for the exam they can be purchased by sending a check for \$30.00, made payable to NHLA to: Kathryn Sicard, NHLA Business Manager, New Hampshire Landscape Association, PO Box 68, Derry, NH 03038.

If you need an invoice, please email Abby at certification@nhlaonline.org to request one.

Manual Review Course

A 4-session Manual Review Course is offered annually on Tuesdays in January/February, 6-8pm. Information on the Manual Review Course can be found here: nhlaonline.org/manual-review-course/.



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Is Your Company Winning?

by Greg Herring

Sports metaphors are common in business. One of the most useful is the importance of a scoreboard. How do you know whether your company is winning if you don't know the score?

Operating profit margin is the best way to measure success in the landscape industry. Operating profit is revenue minus direct job expenses, indirect job expenses and overhead expenses, including straight-line depreciation expenses. Operating profit margin is operating profit divided by revenue — a percentage. It measures customer satisfaction, management effectiveness, and operating efficiency. For companies with revenue greater than \$3 million, I recommend you target an operating profit margin of 12 percent and settle for anything above 10 percent as an initial goal. (Smaller companies

can often earn higher margins because the impact of an effective owner is much greater for small companies.) So if a 10 to 12 percent operating profit margin is a win, your income statement is the scoreboard. Your income statement is the most accurate representation of your company's performance. It helps you see clearly. It also informs your estimating, including labor burden and overhead markup calculations. If your income statement is jumbled, and many are, your pricing will likely be too low. Here are some steps to take to build your scoreboard.

1. Start with a well-organized chart of accounts. Your chart of accounts provides a structure to ensure an accurate income statement. I recommend not having any costs above the gross profit line not included in estimates.



All other costs go below the gross profit line, so you'll know your overhead costs.

2. Use your income statement to check on the data in your landscape business management software program. As you reconcile bank statements and there is a discrepancy between the numbers in your business management software and your accounting software, you can be confident that the accounting software is correct. For our clients at The Herring Group, we compare the numbers in their income statement with the numbers in Aspire every month. The numbers should be very close. (By the way, if you don't have software like Aspire, you manage your business the hard way.)

3. Use the correct depreciation number. Get a GAAP or straight-line depreciation estimate from your tax accountant — not tax depreciation. It's better to have an estimate than nothing, but don't use a tax number.

4. Accrue payroll expenses at the end of every month. You want to avoid three-payroll months (for companies that pay every two weeks) or five-payroll months (for companies that pay every week). Accruing payroll expenses will reduce the volatility of your gross profit margin and operating profit margin.

5. Don't forget overhead in your growth plans. It is common for landscape company owners and managers to believe they can grow their businesses significantly without growing overhead. According to my Landscape Industry Benchmark Report, big companies are not more profitable than small companies. If your revenue doubles, plan on your overhead expenses doubling.

6. If you have significant snow revenue, ensure you make money on the green side. Simply look at your income statement beginning in March or April (depending on when your growing season starts) through October. When you add your operating income for those months (after depreciation), was your company profitable? Was the profitability greater than 10 percent of the revenue for those months? It should be. You work hard in both the snow and landscape seasons. You want to win 12 months out of the year.

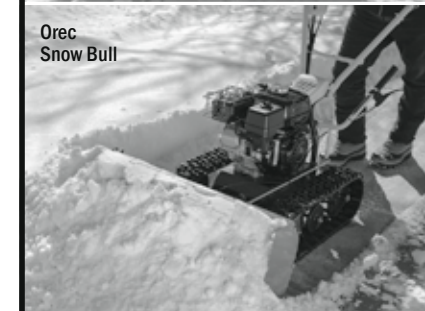
— Greg Herring is the founder and CEO of The Herring Group (herring-group.com). This article originally appeared on LandscapeManagement.net and has been edited for content. Herring regularly writes for Landscape Management, providing financial analysis and insights tailored to landscape business owners.



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Millican Nurseries – John Bryant and Julia Cotter Scholarship Award

Millican Nurseries LLC. is pleased to announce that it awarded scholarship funds for six of our extraordinary student/employees on August 21, 2024. This is the third year the nursery has provided scholarships. This year's recipients are: Madeline Apgar, Grace Joscelyn, Sarah Letourneau, Calvin Michael, Jack Milligan, and Eli Stuart.

The Millican Nurseries – John Bryant and Julia Cotter Scholarship Award is given to recognize the hard work and commitment of its student/employees. Each student wrote an essay about where they see themselves in the future and how their experience at Millican may affect it. All of the students wrote heartfelt essays and were very impressive. The nursery is grateful to have had them this summer. 🛠️



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Protecting Plants for Winter

Protecting New Hampshire gardens from winter storms involves several key steps to ensure plants survive the cold and snow. Here are some effective strategies:

1. Mulching

Apply a thick layer of mulch (straw, wood chips, or leaves) around plants to insulate the soil and retain moisture. This helps prevent freeze-thaw cycles that can harm roots.

2. Covering Plants

Use burlap or frost cloth to wrap delicate plants or shrubs. This provides insulation and shields them from harsh winds.

For perennials, you can cut them back and cover the base with mulch or leaves. Many can be left for winter interest.

3. Protecting Shrubs

Wrap larger shrubs with bur-

lap to protect them from heavy snow and ice. Secure the burlap to prevent it from blowing away.

4. Container Plants

Move containers indoors or to a sheltered location, like a garage or shed, to protect them from freezing temperatures.

If they must stay outside, wrap containers with burlap to insulate the roots.

5. Watering

Water plants well before the ground freezes. Moist soil retains heat better than dry soil, providing additional protection.

6. Staking

Stake taller plants or perennials to prevent them from bending or breaking under heavy snow or ice loads.

7. Windbreaks

Create windbreaks using fences, shrubs, or even burlap

screens to protect plants from strong winter winds.

8. Snow Management

Gently brush off heavy snow from plants and shrubs to prevent breakage. Be careful not to shake or hit them, as this can damage branches.

9. Soil Amendments

In late fall, consider adding compost or well-rotted manure to

improve soil structure and nutrient content for spring growth.

10. Planning Ahead

Choose hardy plant varieties suited for your climate. Native plants tend to be more resilient in local conditions.

By taking these steps, you can help ensure your landscapes emerge healthy and thriving in the spring! —🌱



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Spring Bulb Ideas for 2025

Here are some fantastic bulbs to plant into gardens located in zones 4, 5, and 6 in 2025:

Zone 4 & 5 Bulbs

Tulip 'Orange Angelique'

Color: Soft peach.

Height: 12-14 inches.

Bloom Time: Mid to late spring.

Notes: A lovely, fragrant double tulip with a romantic appearance.

Daffodil 'Mount Hood'

Color: White with a creamy yellow cup.

Height: 12-18 inches.

Bloom Time: Late spring.

Notes: Reliable and naturalizes well; great for perennial borders.

Crocus 'Snow Bunting'

Color: White with a purple stripe.

Height: 4-6 inches.

Bloom Time: Early spring.

Notes: A charming and early

bloomer that brightens up late winter.

Allium 'Gladiator'

Color: Dark purple.

Height: 30 inches.

Bloom Time: Late spring.

Notes: Sturdy stems support large globes of flowers, great for cut arrangements.

Hyacinth 'Blue Jacket'

Color: Deep blue.

Height: 10-12 inches.

Bloom Time: Early spring.

Notes: Highly fragrant and visually striking.

Zone 6 Bulbs

Tulip 'Parrot Tulip Mix'

Color: Various colors, often fringed.

Height: 12-18 inches.

Bloom Time: Mid to late spring.

Notes: Exotic-looking blooms



that add a unique touch to the garden.

Daffodil 'Jetfire'

Color: Yellow with a vibrant orange cup.

Height: 12-16 inches.

Bloom Time: Early to mid-spring.

Notes: A smaller, cheerful variety

that works well in rock gardens.

Fritillaria 'Imperialis' (Crown Imperial)

Color: Orange or yellow.

Height: 24-36 inches.

Bloom Time: Late spring.

Notes: Unique flowers with a distinctive shape; they can deter pests.

Iris 'Schreiner's Gift'

Color: Purple and gold.

Height: 30-36 inches.

Bloom Time: Late spring.

Notes: Tall bearded iris that adds drama and elegance to the garden.

Narcissus 'Jetfire'

Color: Yellow with a fiery orange center.

Height: 12-16 inches.

Bloom Time: Early to mid-spring.

Notes: A bold and cheerful addition to spring gardens. 🌷🌷🌷

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—Gladys Taber (1899-1980), American author

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



Calendar

■ **OCTOBER 22**

NHLA Dinner Meeting, See page 5

■ **FEBRUARY 4**

Genest Bootcamp 2025, The Point Community Center, S. Portland, ME. See page 8

■ **FEBRUARY 5**

Genest Bootcamp 2025, Regatta Conference Center, Eliot, ME. See page 8

■ **FEBRUARY 26-28**

2025 ELA Annual Conference & Eco Marketplace. This year's conference will remain virtual on days 1 & 2; on day 3, in-person member meetups will take place. ecolandscaping.org/event/ela-2025-annual-conference-eco-marketplace/