

# 2016 Annual Report



*High school teachers learn irrigation basics as part of the Landscape Career Pathways Program.*

2016 was the beginning a new era for the Colorado landscape industry.

**ALCC made great strides to help build the next generation of landscape professionals.**

The mission of ALCC is to help landscape companies have successful businesses. Living up to the slogan, “better by nature,” members are helping groom young people for careers in the landscape industry by partnering with education professionals.

ALCC exists to serve as the ultimate resource for landscape companies who want to succeed. We continue to embody best practices of business management and leadership, stay on the cutting edge and in-tune with emerging trends, and deliver value to members by offering the most relevant business building information and skills to landscape companies at all points of the business cycle.



## 2016 Highlights

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ALCC commissioned and published a state-wide **wage survey**, delivering valuable data on current wages and salaries for Colorado landscape company positions (landscape installation, maintenance, and irrigation as well as higher-level management positions). This job-specific data will help companies with compensation benchmarking. ALCC was proud to take the lead on filling what had become a serious lack of reliable, job-specific data. The survey was conducted following Department of Justice Safe Harbor Guidelines. The comprehensive **2016 Wage and Salary Report for Colorado's Landscape Industry** was delivered free to participants and is available for sale from ALCC.

Researchers at Colorado State University completed work on a **landscape water use study**, in partnership with ALCC that will be presented during ProGreen EXPO. The study presents the fact that only 3% Colorado's total water is used in landscapes and the tremendous ROI that 3% brings to the state in economic, environmental, community and health benefits. In the next drought, this study will help the industry promote that we must preserve landscapes while we conserve water.



**Advocacy.** ALCC continued to be a resource for policymakers on legislative issues and advice on water stewardship. We also advocate for the green industry at the local, state, and federal levels.

- **At the local level**, ALCC was asked by city and county governments to serve as a liaison between landscape professionals and government. New regulations in Fort Collins and Boulder prompted involvement by member volunteers. ALCC notified members of proposed regulations that could affect their work and encouraged them to get involved in the process. And when those regulations took effect, ALCC facilitated meetings to educate members about compliance issues.
- Regionally, we served as the only industry-based stakeholder on Denver Water's Water Efficiency Working Group (WEWG), along with other institutions. WEWG discussions shaped Denver Water's definition of efficient water use. The end goal is a resilient water system that can withstand impacts of climate change, drought, and economic variability. Connecting customers to their water use in a meaningful way includes them as part of the water system and ultimately allows them to act as an asset to the water system during normal operation and emergencies alike. The WEWG met monthly beginning in May and is slated to continue through March 2017.
- **At the state level**, we work as an industry under the GreenCO umbrella. In 2016, this included ongoing efforts to simplify Colorado's sales and use tax system for small business owners, and advocating for employers on myriad of bills that would impact the industry. ALCC was also pleased to see two specific bills enacted that we had supported: (1) the rain barrel bill, which allows homeowners to collect rainwater for irrigation use; and (2) funding for career and technical education programs in high schools which by 2018 can help expand ALCC's Pathways programs
- **On the federal level**, members participated in a fly-in in support the H-2B visa program as well as the landscape industry Day on the Hill in July. ALCC continued efforts to influence legislation regarding the H-2B visa program and the Department of Labor's proposed overtime rule—which was halted just before it was slated to take effect.



**Certification and Workforce development.** Individual landscape companies, municipalities and other organizations, such as school district maintenance departments, sent more people from their organizations than before to certification testing. They sent 3, 4, 5, 7, 9—and even 11 candidates from one company—to take part in hands-on tests and participate in the workforce development available through certification. This deep organizational commitment indicates that landscape company owners and other managers recognize the educational, productivity, and marketing value of Landscape Industry Certification.



The [Landscape Career Pathways](#) program, developed by ALCC and the Colorado Community College System (CCCS), launched in six Colorado high schools, with additional schools interested in coming online in 2017. The program gives students the knowledge and skills to become job-ready upon graduation. ALCC's teacher training program taught nearly 30 high school teachers irrigation basics to take back to their classrooms.

Support from members for the Pathways program has been tremendous. Companies provided funding, supplies, and volunteers to insure program success. An additional Irrigation Boot Camp was developed with Emily Griffith Technical College. Slated to begin in spring 2017, the session will help trainees learn basic irrigation skills so they are job ready upon completion and can progress to become Landscape Industry Certified. ALCC published a 16-page brochure to promote industry careers and opportunities. It was distributed to high schools statewide to increase industry awareness among principals, teachers, counselors, parents, and student.

The 2016 **Day of Service** efforts grew out of the Pathways program and demonstrated ALCC's commitment to introducing youth to careers in the green industry. Each of the three service projects were completed in conjunction with schools, building learning gardens to be used in curriculum. A middle school added a butterfly garden to complement their greenhouse program, and two high schools built learning gardens for landscape industry technical training. At one high school students worked side-by-side with ALCC members to learn hands-on skills Middle school students watched work in progress and saw first-hand what industry pros do in their jobs.

The Day of Service/Pathways project success earned ALCC a **Power of A Gold Award** from the American Society of Association Executives (ASAE). ASAE is an international organization that supports associations and promotes the collective power that comes when a group of likeminded people or organizations work together. The honor was bestowed in the category "The Power to Create a Competitive Workforce."



[Colorado Green](#) updates members 6 times per year about regulations/compliance, workforce, sustainability and more by featuring subject matter experts, member case studies and polls. **Colorado Green NOW** brings quick-read updates within the ALCC community twice monthly via email. The dramatic spike in open rates during the 4<sup>th</sup> quarter shows more members are finding value as they learn about changes impacting the industry, read company profiles and learn what others are doing to make their businesses and careers thrive. **Tip of the Week** emails continue to reach more than 10,000 individuals weekly with messaging that promotes sustainable landscapes and responsible water use. The emails also serve as a member benefit to those who use Tip of the Week email marketing for their business.



[ProGreen EXPO](#) remains our flagship education program. More than 6500 green industry professionals attended the show, which featured a nearly sold-out trade show floor and had record attendee satisfaction.



**Looking ahead to 2017:**

- The ALCC Board of Directors has formed a task force to establish a **set of standard practices** based on GreenCO's Best Management Practices (BMPs) and ALCC's 2012 publication, *Green Strategies for Colorado Landscapes*. The standards will serve as a training, learning and marketing tool for industry professionals as well key stakeholders concerned with conservation, including water providers, homeowner associations, building owners, developers and general contractors. The goal is to raise the bar on landscape practices and drive the market to specify these practices in their landscape contracts and requirements.
- **New executive director** – In 2016, Kristen Fefes announced her departure after nearly 18 years with ALCC. The Board of Directors began an executive search in the fall, and will announce Fefes' successor in February.
- **New strategic goals and planning** – With a new executive director on board, their leadership will undoubtedly influence new strategic goals for the organization.
- A continued focus on **member engagement**, to ensure that members are getting the best professional resources to keep their landscape businesses successful.



## 2016 Financial Report

*Preliminary: as of December 31, 2016.*

### Statement of Activity

#### Income

Membership Dues	\$	336,953
ProGreen Expo	\$	207,405
Colorado Green	\$	215,601
Education, Certification, Career Pathways	\$	98,573
Other income	\$	94,795
<b>Total income</b>	<b>\$</b>	<b>953,327</b>

#### Expenses

Membership Services and Education	\$	107,583
Colorado Green	\$	155,134
Certification and Career Pathways	\$	33,657
Public, Industry, Govt Relations	\$	91,217
General & Administrative	\$	361,736
Other expenses	\$	146,401
<b>Total expenses</b>	<b>\$</b>	<b>895,728</b>
<b>Net surplus</b>	<b>\$</b>	<b>57,599</b>

### Statement of Financial Position

#### Assets

##### Current Assets

Checking Account	\$	162,904
Accounts Receivable	\$	31,629
Other current assets; includes investments	\$	753,669
<b>Total Current Assets</b>	<b>\$</b>	<b>948,202</b>
Other Assets	\$	12,983
<b>Total Assets</b>	<b>\$</b>	<b>961,185</b>

#### Liabilities & Equity

##### Current Liabilities

Accounts Payable	\$	2,209
Other Current Liabilities	\$	190,565
<b>Total Current Liabilities</b>	<b>\$</b>	<b>192,849</b>
Equity	\$	768,335
<b>Total Liabilities and Equity</b>	<b>\$</b>	<b>961,185</b>



## 2016 Board of Directors

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### Officers

*President* - Becky Hammond, Native Edge Landscapes, Boulder

*Vice President* – Will Pereira, BrightView, Parker

*Secretary/Treasurer* - Nate Caldwell, Foothills Landscape Maintenance, Fort Collins

*Past President* – Kelly Gouge, Swingle Lawn, Tree & Landscape Care, Denver

### At Large Directors

Brian Carlson, Green Landscape Solutions LLC, Longmont

Kurt DeLucero, Arrowhead Landscape Maintenance, Golden

Mike Leman, Singing Hills Landscape, Aurora

Cindy McCord, Bloom Floralscapes, Denver

Mike Ransom, Lifescape Colorado, Denver

Kent Sondgerath, City of Denver Parks and Recreation

Steve Steele, Keesen Landscape Management, Englewood

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Mike Leman, Singing Hills Landscape, Aurora

Cindy McCord, Bloom Floralscapes, Denver

Kent Sondgerath, City of Denver Parks and Recreation

Phil Steinhauer, Designsapces Colorado, Denver

