

# The Value of OLCA Membership



OLCA strives to serve you, the landscape community in Oregon. Programs and services are established to create value for our membership. The values will vary between members, but there is no denying the value that OLCA brings to the Oregon landscape industry greatly exceeds the dues that members pay. **OLCA members have valued their annual membership at \$9,450-\$18,600.**

Below you will find a worksheet to identify the value OLCA membership can offer you. We encourage members and, even prospective members, to assign their own values to each of the benefits, so that an individual value can be determined.

## Value Worksheet

Read below to learn about each of these OLCA member benefits programs and services, including the value that was assigned by members, then assign your specific annual value and add up for the total value of membership for YOU.

<b>Benefit</b>	<b>Your Assigned Annual Value</b>	<b>Member-Assigned Annual Value</b>
LCB Semi-Independence	\$ _____	\$100 - \$500
The Landscape Guidelines	\$ _____	\$400 - \$1,000
Statewide Chapter Meetings & Social Events	\$ _____	\$200 - \$1,000
Fuel Program	\$ _____	\$100 - \$1,500
Certification Program	\$ _____	\$100 - \$1,000
Legal Resource Program	\$ _____	\$250 - Thousands
Lobbyist & Government Affairs Committee	\$ _____	\$100 - \$1,500
Oregon Landscape Expo	\$ _____	\$200 - \$500
Property & Casualty Program	\$ _____	\$100 - Thousands
Right to Install Irrigation Control Wiring and Outdoor Lighting Systems	\$ _____	\$200 - \$500 per project
Nursery License Fee Exemption	\$ _____	>\$100
Installing Fences, Decks, Driveways, Retaining Walls and Walkways	\$ _____	>\$3,000 per project
Planning and Installing Fountains	\$ _____	>\$2,000 per project
Install Backflow Prevention Devices	\$ _____	>\$500 - \$1,000 per project
Restricting Building Contractors	\$ _____	>\$2,000
Annual Management Program	\$ _____	>\$100 - \$1,000
	<b>\$ _____ TOTAL</b>	<b>\$9,450 - \$18,600</b>

## OLCA Member Programs & Services

**LCB Semi-Independence** sponsored by OLCA has resulted in more enforcement of non-licensed contractors, allowing for more business to our members. LCB established a full time licensing staff for the landscape industry. LCB has more autonomy and priorities than when landscape licensing was a small part of the large Construction Contractors Board. **Member Identified Value: \$100 - \$500**

**The Landscape Guidelines** were developed over a three year period by OLCA members and is a complete guide to landscape construction. The guidelines are given only to members, are a day to day resource plus a teaching tool and are recognized by the Landscape Licensing Board's enforcement team. Use this tool to streamline your operation and - best of all - you don't have to "re-invent the wheel." **Member Identified Value: \$400 - \$1,000**

**Statewide Chapter Meetings & Social Events** are the primary vehicle for members to network and receive quality education. Networking with peers is recognized as one of the most valuable business tools available. Industry speakers and topics generally include LCB-approved CEHs and PLANET recertification CEUs. Social events enjoyed around the state are golf tournaments, holiday parties, picnics and community service events. **Member Identified Value: \$200 - \$1,000**

**Fuel Program** is an opportunity for members to pool your gallons with other landscape contractors throughout the state and to take advantage of a wholesale fuel purchasing program previously reserved for large companies. Fuel program participants share the same pricing levels, management reporting capabilities and necessary controls that are an incredibly valuable part of their fuel management program. **Member Identified Value: \$100 - \$1,500**

**Certification Program** has numerous rewards. Everyone can become certified in one or all five Certified Landscape Technician (CLT) types. Managers can become a Certified Landscape Professional (CLP). An educated and experience work force that enhances your company. **Member Identified Value: \$100 - \$1,000**

**Legal Resource Program** uses the law firm of Jordan Schrader. This benefit allows a member to call the firm and receive fifteen minutes of free legal advice which could save thousands of dollars. **Member Identified Value: \$250 - Thousands**

**Lobbying & Government Affairs Committee** works with the OLCA Board and a professional lobbyist monitoring the many landscape industry issues in Salem. No other organization speaks for and protects the Oregon landscape industry. OLCA has had some significant successes in the past few legislative sessions and believes the entire industry benefits immensely from this representation. A voice of many is more powerful than a single voice. **Member Identified Value: \$100 - \$1,500**

**Oregon Landscape Expo** is the annual meeting place of the landscape industry which showcases vendors' products, services and offers bi-lingual education. Seminars focus on current operations, trends and issues facing the landscape industry and many of the educational seminars are free to members. **Member Identified Value: \$200 - \$500**

**Property & Casualty Program** offered through OLCA's preferred insurance agency, LaPorte & Associates, has proven to be a great money saver. In addition many members take advantage of the other insurance options offered through LaPorte. **Member Identified Value: \$100 - Thousands**

**Right to install Irrigation** control wiring and outdoor lighting systems that do not exceed 300 volt-amperes per circuit. OLCA sponsored and passed SB 1034 that allows licensed landscapers to do this work where before an electrician was required to hook-up the low voltage electricity. **Member Identified Value: \$200 - \$500 Per Project**

**Nursery License Fee Exemption** SB 827 was sponsored by OLCA and exempts fees to landscapers who temporarily store plants for various clients' projects, not having to buy a license and be subject to inspections. **Member Identified Value: >\$100**

**Installing fences, decks, driveways, retaining walls and walkways** without registering with Construction Contractors Board is allowed after OLCA sponsored and passed HB 2062. **Member Identified Value: >\$3,000 Per Project**

**Planning and Installing fountains** to include ornamental water features. This includes fountains, ponds, waterfalls, man-made streams and other decorative water-related constructions. **Member Identified Value: >\$2,000 Per Project**

**Install backflow prevention devices** in irrigation systems and water features is allowed thanks to OLCA sponsoring and passing HB 2192. **Value: >\$500 - \$1,000 Per Project**

**Restricting building contractors** to only be able to do \$2,500 in landscaping per house. The new homeowners can then decide to do the rest of the landscaping themselves or contract with a licensed landscape contractor. **Member Identified Value: >\$2000 Per Project**

**Annual Management Program** offers an educational and networking opportunity specifically geared towards Landscape company owners and managers. This one-day program offers topics that will help your company run more efficiently and effectively while strengthening its bottom line. **Member Identified Value: >\$100 - \$1000**

**Total Member Identified Value: \$9,450 - \$18,600!!**

### Summary

OLCA was established in 1987 and since that time has grown in numbers and in knowledge. This Value Paper was developed to remind the industry the tremendous value and importance that OLCA brings to the landscape industry in Oregon. For those of you who are members we thank you for your support both financially and in volunteer time and expertise. You are the reason OLCA is enjoying tremendous success.

**For non-members** we hope you will reflect on these successes and decide to become a part of our Oregon Landscape Family. **Don't you think it is time to support the association that does so much for you?**