

BUSINESS INSIGHTS FROM OUR CONSULTANT MEMBERS

The National Association of
Landscape Professionals
Consultant Members have
decades of experience and
are ready to put their area
of expertise to work for
your company.

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**Rich Arlington, Landscape Industry Certified,
Richard Arlington & Associates**

Asking questions is not admitting ignorance, asking for help shows you are willing to learn. Reach out to those who have done what you want to achieve. rich@richarlington.com



Bill Arman, The Harvest Group

Have a plan! Remember this simple rule: Every minute that is spent on planning will save you from seven minutes of chaos! No plan - no way! bill@harvestlandscapeconsulting.com



Alison Blobner, LandOpt

A strong internal culture begins with recruiting. By clearly defining the types of team members who will share in your business' mission, vision, and core values, you ensure the culture so vital your business's success remains consistently healthy and vibrant. alison.blobner@landopt.com



Steven Cesare, The Harvest Group

Everybody thinks they know how to do Human Resources. They don't. It's a simple three-step process: ensure legal compliance, develop results-oriented HR programs and focus on sustainable organizational success. Steve@harvestlandscapeconsulting.com



Dana Davis, GreenPoint Consulting

Any new venture is like "Pushing a Snow ball up a Hill." Get help pushing that snow ball up the hill and you will have a blast on the way down the hill. Dana@greenpointconsultant.com



Kelly Dowell, Keldo Digital

Resist your urge to shy away from new or different ways of thinking. Listen in with an open mindset to the upcoming leaders within your company and allow them the freedom and flexibility to attempt, fail and succeed. After all, asking for help reveals strength not weakness. kelly@keldodigital.com



Ron Edmonds, The Principium Group

Strive to run your business as if you won't be available to lead it tomorrow. You will experience personal freedom and the comfort of knowing that a transition, voluntary or involuntary, can happen as smoothly as possible. ron@principiumgroup.com



Neal Glatt, GrowTheBench.com

The secret to a high performing team is great leadership. Recognizing this truth is the first step in learning the art and science of leading. The second is finding a mentor who knows the way, shows the way, and goes the way. neal@growthebench.com



Phil Harwood, Landscape Industry Certified, GrowTheBench.com

Building a culture of truly effective teamwork is the only path to sustainable competitive advantage, and the most important team in your organization is the leadership team. phil@growththebench.com



Fred Haskett, Landscape Industry Certified, The Harvest Group

Always surround yourself with great people.

A safe, confidential and trusting network or peer group can provide a powerful process for innovation, help with opportunities, solutions to problems and

dealing with challenges and issues of all shapes, sizes, and descriptions. fred@harvestlandscapeconsulting.com



Ken Hochkeppel, Enterprise Analysis

“The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.” – Michelangelo
ken@enterprise-analysis.com



Peter Holton, Caber Hill Advisors

All good things must come to an end and at some point transitioning your business will take place. Be prepared and know what the value of your business is by planning your exit strategy. peter@caberhill.com



Jim Huston, J.R. Huston Consulting, Inc.

Your projects and services will make your company profitable if you: 1. Price them right. 2. Produce them right. And 3. Produce enough of them (volume). If you do all three, you WILL make money! jhuston@jrhuston.biz



Jack Jostes, Ramblin Jackson

Online reviews are the new referral. Online reviews on sites like Google My Business, Facebook, Yelp, and Houzz can have a huge impact on your SEO to help you get found online. More importantly, online reviews influence purchasing decisions. jack@ramblinjackson.com



Parke Kallenberg, Advance Training

Instead of letting “who ever ask for a bid” determine the growth of your business, spend time with your team targeting specific routes, preferable geographic areas, and targeted market segments to develop new opportunities. parke@advancetraining.org



Brian Kraff, Market Hardware

In a head-to-head contest, the business with the most reviews get the most calls. Be sure to monitor your online reputation! NALP@markethardware.com



Ed Laflamme, Landscape Industry Certified, The Harvest Group

Plan so you can create your own future. Work on your business instead of in it as soon as you can afford to. ed@harvestlandscapeconsulting.com



Clay Martin, Martin Recruiting and Consulting

Labor shortages and turnover are the biggest challenges in this industry. Recognize that, plan ahead, think outside the box with recruiting and strive to be an employer of choice. cmartin.mrc@gmail.com



Neil Mayberry, Yara

Investing in your employees for training and education to enhance competence has the potential to increase ROI exponentially. Well trained applicators who understand the importance of calibration and product best management practices will take ownership. neil.mayberry@yara.com



Monica Muir, Muir & Associates, LLC

Problems with job cost and financial reports are often a result of setup and data entry in your accounting software. Often, with just a few simple changes in setup and some training, you will not only have better reporting but faster reporting as well. monica.muir@muirassoc.com



Tony Ricketts, Lawnline Websites

Your website is by far the most important piece of your online marketing strategy. This is the only part of online marketing where you have full control and 100% ownership. When done properly, your website will

generate more leads than all other sources combined. (support@lawnlinewebsites.com)



Ed Schultheis, ThruPutNow

Every business is unique, but the desire to succeed is the same. Establish goals to determine how your success will be defined and measured- and never hesitate to ask for a little help or advice along the way. (ed.schultheis@thruputnow.com)



Jeffrey Scott, The Leader's Edge Peer Group

You can build a “company that runs itself”: It requires a fully empowered leadership team, with the right people in right positions, with clear systems, supported by a focused strategy. (Jeff@jeffreyscott.biz)



Bill Silverman, Springboard Business Coaching

A clear goal + a step-by-step action plan + relentless follow through = stellar results. If you and your team follow this simple stellar results formula consistently, you'll be amazed at the great results and progress you'll make. (bill@springboardbizcoaching.com)



Ken Thomas, Envisor Consulting

Develop a vision (picture of success) for your business and your life, and then create a detailed strategic plan that will take you there! You won't fail! (kenthomas@envisorco.com)



Christopher Yates, Success Landscape Marketing

Have a year-round marketing strategy & plan in place. Always be at the top of search engines, monitor & generate reviews, use video, directories, retargeting, referrals and email to grow your business. Chris@SuccessLandscapeMarketing.com