

CLCA Adopts Code of Ethics & New Member Category



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The California Landscape Contractors Association has announced that a new code of ethics and the establishment of a new Premier Membership category, which requires continuing education and participation in CLCA activities, have been voted upon and were adopted at CLCA's recent general membership meeting.

Beginning in 2013, CLCA members will be required to abide by a new code of ethics. These requirements are:

- Professionalism: Maintain required licensing, insurance and ongoing education.
- Values: Honesty, integrity and respect for the environment.
- Committed to: Customer satisfaction and excellence in craftsmanship.

We believe adopting a code of ethics and a Premier Membership Category sets expectations for our members, industry and the general public about what it means to be a CLCA Member and why someone should consider joining or hiring a CLCA Member. We want to set the bar higher, so that members accept the code of ethics as a minimum standard for membership. Also, the public wants to know if members are licensed and if they have the training and minimum requirements to do the job. In addition, the Premier Membership Category was established for those who want to take it up a notch and reach for a higher level of excellence by maintaining participation and education requirements," said new CLCA President Frank Niccoli of The Village Gardener in San Carlos. "Premier Membership is a great opportunity for members to distinguish themselves within the industry and to their customers."

"We are moving forward to an exciting new time in our association's history," said 2012 President Eric Watanabe. "We hope that others in the industry who are not currently members will take a moment to review what our organization

has to offer and to join us in leading our industry and future generations forward by becoming CLCA members. Through innovative programs and industry specific benefits like CLCA's Water Management Certification Program, certification testing, CEU opportunities, legislation, HR and Legal Hotlines, scholarships and more, we are working hard to provide our members with the tools and resources they need to stay ahead. However, it is the dedication and commitment of our members and the industry that will help us shape the future of California's landscape industry. In these uncertain economic times, we all need to work together to define that future."

More information about CLCA is available at www.clca.org.