



Saturday, April 4, 2020

TO: WLCA Members

RE: COVID-19 Updates

We hope this finds everyone safe and healthy!

We wanted to share some information regarding upcoming industry webinars, updated information on pesticide applicator certification and important information from the DNR.

Our goal is to keep everyone updated on the latest news, as well as to pass along information and opportunities relevant to the green industry.

Stay safe and healthy!

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#### NLAE Webinar

Nursery & Landscape Association Executives of North America (NLAE) is a professional society dedicated to supporting the professional needs of the chief staff executives (and their staff) of North America's green industry organizations. WLCA is a long-time member of this association and has found it to be an amazing resource for sharing information and perspectives. Even more than that, it is a place for association executives to support and encourage each other as we have all navigated through COVID-19 and the impact it has had on the green industry. Now more than ever, it has become apparent how relevant and necessary this group is for all of us.

Together, the associations that are members of NLAE are co-sponsoring a webinar for all association members. You are all invited to attend! We know this is short notice however, the final details were just communicated today.

Monday, April 6, 2020 at 1:00 PM CST

“Choose to Grow Forward”

Five Business coaches have agreed to contribute their time to offer practical ideas, comfort, encouragement, support, and wisdom to our very unsettled collective membership.

<https://event.webinarjam.com/register/35/3v93mal3>

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COVID-19 has created uncertainty for most businesses regarding sales forecasts and future demand—and Landscapers are no exception.

So, what can you do to ensure a positive cash flow during this uncertain time?

Register for our most recent webinar regarding COVID-19, **Key Financial Strategies to Implement Now (including the CARES Act)**, on Wednesday, April 8, at 1:00 pm CDT.

You'll learn:

1. The key financial ratios to monitor during a revenue shortfall and how to manage them.
2. How recently passed Federal government legislation (the CARES Act) could affect these ratios and impact your strategy.
3. The best and most practical cost-cutting strategies for both the short term and the long term.

The webinar will be hosted by Kevin Kehoe, long-time industry consultant and co-founder of Aspire Software, and Greg Herring, principal at The Herring Group, a strategic financial consultancy.

[Register Now](#)

If you can't make it, register anyway and we'll send you a link to the recorded webinar. If you have any further questions, please feel free to get in touch with me at [eric.mann@youraspire.com](mailto:eric.mann@youraspire.com).

Thank you,

Eric Mann  
Marketing Specialist

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## [Online Exam Available for Temporary Pesticide Applicator Certification](#)

Release Date: April 2, 2020

Media Contact: [Leeann Duwe](#), Public Information Officer, (608) 224-5130

MADISON – A new online exam is available for individuals to become temporarily certified until October 31 as a commercial pesticide applicator. This video details how to sign-up for the exam, developed in partnership with the University of Wisconsin – Pesticide Applicator Training

Program: [https://youtu.be/\\_0dKigClhVQ](https://youtu.be/_0dKigClhVQ)

Currently, the following categories are available:

- Field and Vegetable Crops (Cat 1.1)
- Structural Pest Control (Cat 7.1)

Additional categories will be available on the following dates:

- April 6: Forestry (Cat 2.0), and Right-Of-Way/Natural Areas (Cat 6.0)
- **April 8: Turf and Landscape (Cat 3.0), and Aquatic and Mosquito (Cat 5.0)**
- April 10: Aerial (Sub Category 9.9) – requires certification with a base category (for example, Field and Vegetable Crops, etc.)

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) appreciates the agribusiness industry for their assistance during the test phase of the online exam. More information about the pesticide certification extension and frequently asked questions are available at [https://datcp.wi.gov/Pages/Programs\\_Services/PesticideCertExtension.aspx](https://datcp.wi.gov/Pages/Programs_Services/PesticideCertExtension.aspx).

To receive updates about certified pesticide applicator information and requirements, subscribe to [DATCP's email list](#).

As a reminder, DATCP has suspended in-person pesticide certification testing as of March 18, 2020. If your certification expires January 31-September 30, DATCP has extended your certification until October 31. You can continue to operate as a certified applicator until October 31.

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## Wisconsin DNR Offers Environmental Compliance Roadmap

### All state laws and regulations remain in effect

CONTACT: Darsi Foss, Environmental Management Administrator, [darsi.foss@wisconsin.gov](mailto:darsi.foss@wisconsin.gov) or (608) 267-6713; James Zellmer, Environmental Management Deputy Administrator, [james.zellmer@wisconsin.gov](mailto:james.zellmer@wisconsin.gov) or (608) 267-7651

MADISON, Wis. - Under Gov. Evers' [Safer at Home order](#) the Wisconsin Department of Natural Resources will prioritize responding to imminent threats or complaints related to public health, safety and the environment over routine, on-site audits and inspections.

The regulated community can go [here](#) for a one-stop location to request case-by-case assistance due to likely compliance issues associated with COVID-19. All state laws and regulations remain in effect, unless otherwise suspended by the governor.

The DNR is committed to doing what we can to help those impacted by COVID-19 while continuing to protect environmental quality, public health and safety. The DNR is sensitive to the challenges posed to its regulated community, such as wastewater and air permittees and landfill license holders.

All entities should make every effort to comply with their environmental compliance obligations. Where full compliance may not be possible due to COVID-19, the DNR created an environmental compliance roadmap for regulated entities.

The DNR advises businesses or local governments having a spill or a compliance problem that poses an imminent or actual threat to health or the environment to report it immediately by calling toll free 1-800-943-0003 and selecting "1." This number is monitored 24 hours a day.

For non-emergency situations, the DNR is providing this online process as a means for the regulated entities to request advance compliance assistance from the DNR. This process should be initiated by directly emailing the main DNR contact for the facility or by using the online web form to request case-by-case compliance assistance.

The DNR will monitor these systems daily during regular business hours. Where safe compliance alternatives are approved in advance by the DNR, regulated entities will be required to maintain records adequate to document implementation of authorized alternative compliance options.

The Wisconsin Department of Natural Resources continues to receive the most up-to-date information and will adjust operations as conditions change. Distance is key during this public health emergency. Under the Safer at Home order, we must do all that we can to prevent the spread of COVID-19. Staying home as much as possible and limiting travel to your community is the best way to lower COVID-19 infection rates.

This is a rapidly evolving situation. For the latest updates, visit the [DNR website](#) or follow @WIDNR on [Facebook](#), @wi\_dnr on [Instagram](#), or @WDNR on [Twitter](#).

For specific information regarding the COVID-19 we encourage the public to frequently monitor the [DHS website for updates](#), and to follow @DHSWI on [Facebook](#) and [Twitter](#), or dhs.wi on [Instagram](#). Additional information can be found on the [CDC website](#).