



## LANDSCAPE INDUSTRY ESSENTIALS

*April 2, 2020*

### Operating and Communicating with Customers During COVID-19



To say the current situation is unusual and difficult is not an overstatement. The COVID-19 situation evolving on a daily basis. Landscape and lawn care companies are seeing increased client questions and concerns – with people wanting to know if there are any changes to the services you’ll be providing and what you are doing to ensure the safety of your employees and clients. NALP members share how they are changing their operations to follow official recommendations and communicating with their customers through it all. [READ MORE](#)

### Act Fast on CARES Act Loans



Application submissions begin this Friday for the new Paycheck Protection Program loans for small businesses that were included in the new CARES Act. Apply as soon as possible as there is a cap on the funding. Learn more about all the financial resources made available to individuals and businesses in our new COVID-19 Financial Resources section of the website. [View Resources](#)

## NALP Releases New Landscape Industry Operating Guidelines



DHS has designated the landscape industry as an essential service provider to the nation's infrastructure. NALP has released new landscape industry operating guidelines that outlines the industry's commitment to safety and should assist you as you implement policies and protocols within your company. It's also a good resource to demonstrate the entire industry's commitment to safety. [VIEW HERE](#)

## April Marks National Lawn Care Month



It's April and that means it's National Lawn Care Month. Now, more than ever, people need to experience the benefits of green spaces, including stress reduction, air purification, and relaxation - and their yards are still a place where they can do that. NALP has numerous resources to help your company share positive messages about lawns and green spaces this spring. [VIEW TOOLKIT](#)

## National Hispanic Landscape Alliance Becomes Part of NALP



NHLA and NALP have joined together to ensure that Hispanic-Americans have a strong voice in landscape policy and education. Beginning April 1, NHLA has become part of NALP – no longer acting as a separate organization – and their members are welcomed into the NALP family. [READ MORE](#)

## New NALP Podcast Series Features Chats with CEOs about How they Adapt to COVID-19



In the first three podcasts in the series, NALP CEO Britt Wood talks Phil Key, President, Ruppert Landscape; Roscoe Klausung, Klausung Group; and Andrew Ziehler, Ziehler Lawn and Tree Care. Learn how they are adapting to the strangest spring season in memory. [LISTEN HERE](#)

## How to Make a Good Virtual First Impression



NALP's virtual NCLC event will be held on April 7-8 from 1-4 p.m. ET each day. Access to all the content will also be available on demand through June 30. While you won't be meeting with attendees face-to-face, it's still important to make a good first impression. Check out these tips here on how to be successful virtually. [READ MORE](#)

