



Weekly Coronavirus Webinar

Wednesday, March 25, 2020

PANELISTS

Andrew Ziehler, NALP President – Ziehler Lawn and Tree Care

Greg Herring, Founder and CEO – The Herring Group

Andrew Bray, Esq. – NALP VP of Government Relations



Andrew Ziehler
Ziehler Lawn & Tree Care

UPDATE FROM NALP PRESIDENT

Business Changes

- Week 1
 - Information Gathering
 - Use of networks to gather information
 - NALP members
 - NALP government affairs team
 - Peer group
 - Phased scenario planning
 - CDC guidelines installed
 - Start communication to team

UPDATE FROM NALP PRESIDENT

Business Changes

- Week 2
 - All meeting phased in to Google Meets
 - Separated facilities & increased distancing in offices
 - Began memos and videos to the team
 - Updated scenario planning
 - Importance of huddle cadence when in crisis

UPDATE FROM NALP PRESIDENT

Business Changes

- Week 3
 - Work from home
 - Contact lenders and vendors
 - Preserve the business
 - Legislators
 - Local network
 - Local associations

UPDATE FROM NALP PRESIDENT

Lessons Learned

1. Peer network is crucial as a sounding board and place to get trustworthy advice
2. Importance of advocacy and connections
3. Strong leadership team that is communicating is crucial

Questions?



Greg Herring, Founder & CEO
The Herring Group

WHAT WE WATCH

- Availability of testing? (affects apparent case growth rate)
- How contagious?
- Case fatality rate?
- Can people get re-infected?
- Will warm weather reduce the number of new cases?

OUR OPINIONS

- Interpret “stay at home” order language broadly
- You need a lot of available cash
- Don’t have more than \$250k in cash at any one bank
- Some customers will be unwilling/unable to pay you
- Likely many months not a couple of months
- Great test of leadership -- great compassion, narratives and data can reduce panic (family, customers and employees), greatly impacting people.

FINANCIAL PLAN FOR COVID-19

1. Build liquidity (cash)
2. Understand customer mindset by segment and by division
3. Plan scenarios
4. Calculate cash needs in each scenario
5. Consider expense reductions

SOURCES OF LIQUIDITY

- Company cash
- Available line of credit
- Collect A/R faster
- Bigger deposits on construction projects / large enhancements
- Income tax payments (NOT payroll taxes)
 - “Free” extension from 4/15/20 to 7/15/20
- Discount for paying a year in advance (residential maintenance)
- SBA COVID-19 Disaster Relief Lending
 - Up to \$2 million for “economic injury”
 - Used to pay fixed debts, payroll, accounts payable and other bills that can’t be paid because of the disaster’s impact
 - Interest rate is 3.75% for small businesses without credit available elsewhere; businesses with credit available elsewhere are not eligible.
 - Terms are determined on a case-by-case basis, based upon each borrower’s ability to repay, with a maximum of 30 years.
- Unpledged assets for collateral for new loans
- Owner cash
- Friends and family

Questions?

GOVERNMENT RELATIONS UPDATE



Andrew Bray Esq.

NALP VP of Government Relations

Questions?

RESOURCES

[State by State COVID-19 Guidance](#)

[New Landscape Industry and COVID-19 Statement](#)

[NALP Coronavirus Web Page](#)

[Podcast: Are Landscape Services Considered “Essential Services”?](#)

[Grassroots Letter to Legislators](#)

[Facebook Landscape and Lawn Care Coronavirus Discussion Group](#)

[Families First Act & Expansion of Mandatory Paid Leave Provisions](#)

CONTACT INFORMATION

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