

“A Beginners Guide to Creating a Landscape Design Business”

Landscape Architecture Senior Project

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June 11, 2010

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Chapter 1 - Introduction

As a soon to be college graduate, I am at the point in my life that I have started to look at which career type will be in my future. As I started to realize that the real world is growing closer and closer day by day, the thought of being able to work for myself has become more and more enticing. Luckily, over the past couple of years I have been thinking about my graduation date wondering what I am going to do next. Instead of waiting to figure things out at that point, I have been using my free time to discover the world of entrepreneurship. Over the past 4 years I have been able to start two successful and two *very* unsuccessful companies. This guide is a step by step explanation of everything related to starting a business from a young person's perspective. I will go over the trials and tribulations that I faced, my basic understanding of the business world, and give an A to Z guide on everything a graduate of the landscape architecture program of UC Davis would need to know to start a landscape architecture company of his or her own.

This guide will help recent graduates because it will provide real life advice on creating a successful company. I have tried on four occasions to start up companies of my own. The first two were very unsuccessful but the second two were able to generate profits. The first two unsuccessful projects became almost experiments for me since I ran into so many problems. Because of this, they ended up coming to abrupt ends as I was developing them. I will discuss how these issues affected my businesses and what can be done to help prevent others from running into the same situations. However, before I discuss the details, I would like to say that starting a landscape architecture company directly out of college is not advised. Several years of

work experience is required to attain a state certified landscape architects license, and this would be a difficult task coming directly out of college.

My learning experience began my sophomore year of college when I decided that I wanted to work on something productive in my free time. I began designing and building websites for family and friends, and found that it became a successful way for me to make money. So I labeled my company “626 Design” and began operating under the title. At this point I setup my companies business through the state and even had a company bank account. I was able to find several clients and started working with them. Everything was going smoothly until I started to take on larger projects. I was in school full time and I had many things going on at once, and I did not manage my time properly. I ended up not being able to deliver several projects on time which negatively affected the business. My clients were not happy about the deadlines not being met. They then decided to take their project elsewhere and so I decided to give up on the venture and work on something new.

Tip #1 – Don’t take on projects that you won’t be able to complete.

Tip#2 – Make sure to always give yourself enough time to complete your projects.

After trying to figure out what I was going to do next a friend of mine approached me with and idea to start a small t-shirt company. With my design skills and his printing skills we decided we were going to be apparel industry millionaires in 5 years. Well it didn’t quite work out like we thought however it did teach me quite a bit about business On this project I decided to partner with a friend of mine since he had more experience printing shirts than I did. Over the course of

two years the company steadily grew and we managed to get it sold in ten store located around California. Everything was going well until one day when tax time came around that I never received any tax information regarding the company. At this point my partner informed me that he had not included me my information on our company's documents. He had made himself the sole owner of our company. Maybe this was a mistake, maybe this was done out of greed, either way this situation caused the partnership to fall apart. After much time spent and stress eventually my partner bought my share of the company and we parted ways.

Tip#3 – If partnering with someone in a business make sure the company is set up correctly and in both partners' names.

Tip#4 – If you decide to partner with someone in a business venture make sure that you completely trust the person and are always completely honest with them. A bad relationship with a business partner can ruin a company very quickly.

Tip#5 – Make sure to have a lawyer or professional draw up an extensive contract with your partner detailing your partnership. This should include: responsibilities, compensation, workloads, exit strategies, etc.

As you can see, unless attention is paid to every detail, it is very easy to have a business go downhill. On the other hand, having a successful company of your own can be a hugely rewarding experience if done properly. The next step for me was to find a business venture that I could use all of my previously attained knowledge and turn into something of a success. After I had finished with my last partnership I realized that if I was ever going to go into a business

partnership again it would have to be much more thought out and have much more structure than my previous company. I teamed up with another friend of mine who I felt was more trustworthy and brought more to the table. We collaborated for nearly six months before we finally figured out what we wanted and how we were going to achieve this goal. Our goal was to launch a website that would serve as an outlet for talented writers to gain exposure. We designed a layout and recruited people to write for us. We started by recruiting seven of our friends to write. We started very small just telling our friends and promoted via word of mouth. Eventually the site grew popular and we recruited more and more talented writers. As the quality of content increased so did the traffic and popularity. In our first year we had one very rewarding accomplishment. We placed in the top 10 in Mashable.com's (mashable.com) Open Web Awards for Best Online Magazine for 2009. This was a significant result for us due to the fact that there were 40,000 nominations total. After placing in this contest we kept up working on marketing and expanding. To date we have a writing staff of 30+ writers, photographers, and graphic artists who are the major driving force behind the website. Over the past two years the online publication has received over one million visitors. To visit the website you can find it at <http://www.theneave.com>. This whole experience has taught me many things however the two biggest lessons that I have gotten from the experience are to be patient and to be persistent. Most companies successful companies have taken years and years to build and didn't make it over night. I have learned a great deal from my experiences over the past few years and want to help relate them to other recent college graduates. None of these companies are related to the landscape architecture industry. However, many business principles can be applied to developing a landscape architecture company. In the next few sections I will describe

in detail exactly how to start a company and how to make sure the mistakes that I made do not occur when getting it off the ground. I will also provide helpful tips that I wish I had been told before I went ahead with my businesses.

Chapter 2 – Company Setup and planning

Starting and running a company is not for everyone. It takes a huge amount of effort to get a company off the ground and success may or may not happen the first time it is tried. However, if you do succeed, there are many benefits of being your own boss. First, start by giving yourself a personality test:

Evaluate your personality:

- Do you have the desire to be your own boss?
- Do you have the motivation to go through with a project like this?
- If you fail are you willing to keep trying until you get it right?
- Do you possess a high level of energy, sustainable over long hours to make the business successful?

If you answered yes to all of these questions you are on the right track to starting a business. If not, do not be discouraged. Many of these qualities are learned through working experience.

Not all small business owners have all of these traits. However, they usually have other qualities that make up for the ones they lack. According to Kelleen Foster in her book “Becoming a Landscape Architect” she states the following principles as traits needed to become one: a business sense, curiosity, an aesthetic sense, must be a team player, must have stewardship for the environment, must understand natural resources, must have people skills, perseverance, persistence, patience, integrity, passion, dedication, conviction, balance, and the ability to

synthesize information.(Foster) These qualities will determine how successful you're your landscape architecture company will be. So after you have finished analyzing yourself and figured out if this is something you are willing to take on, the next step is finding a way to form a state recognized business. Before you can go ahead with developing a company, you must first decide what type of company you are going to start.

In this case we are going to start a landscape architecture firm, and to do so we need to look at the types of businesses that the state of California recognizes. You should pay careful attention to these descriptions as this is one of the main ways to define a business. Pay extra attention to the first two as they are the most commonly setup types in the state of California.

(business.ca.gov)

The following is a list of the types of businesses that may apply to your situation:

Sole Proprietorship: A sole proprietorship is set up to allow an individual to own and operate a business by him/herself. A sole proprietor has total control, receives all profits from and is responsible for taxes and liabilities of the business. If a sole proprietorship is formed with a name other than the individual's name (example: John Smith's Fishing Shop), a Fictitious Business Name Statement must be filed with the county where the principal place of business is located (business.ca.gov).

General Partnership: A general partnership must have two or more persons engaged in a business for profit. The business is not a separately taxed entity; rather, it is a conduit where the profit or loss flows through to the partners. The partners report their share of the partnership profit or loss on their individual income tax returns. All partners enter into partnership by either oral or written agreement that must cover all terms of the parties' business relationship. Partnerships are quite flexible; a great variety of control and management structures are available by agreement. Partners are jointly and severally liable for all legal and financial obligations of the

partnership and for all wrongful acts of any partner acting in the ordinary course of partnership business.

Partnership income is taxed as personal income to the partners (business.ca.gov).

Limited Partnership: Limited partnerships are formed by two or more people, with at least one person acting as the general partner who has management authority and personal liability, and at least one person in the role of limited partner who is a passive investor with no management authority. All partners – both general and limited – must enter into limited partnership by either oral or written agreement. Limited partnerships are managed and controlled by general partners; general partners have authority to bind the partnership. Limited partners normally do not participate in managing the business. The general partners are liable for partnership obligations to the same extent as partners of general partnerships. Limited partners, however, are generally not liable for partnership obligations; their only risk is their agreed capital contribution, or as provided in the partnership agreement. However, if limited partners participate in the management of the partnership business, they may lose their protected limited partner status and become liable for all risk. All limited partnerships are required to file with the Secretary of State's office. A foreign limited partnership is a partnership formed under the laws of any state other than this state or under the laws of a foreign country and having one or more general partners and one or more limited partners (business.ca.gov).

Limited Liability Company: A limited liability company is a hybrid business entity. It has a separate legal existence and generally offers liability protection to its owners (called members). All members must enter into an operating agreement by either oral or written agreement. It can be classified as either a partnership or a corporation for tax purposes. The Franchise Tax Board will automatically classify the LLC with two or more members as a partnership unless the company elects to be taxed as a corporation. If the LLC is classified as a partnership, the profit or loss flows through to the owners/members; the LLC is subject to an annual minimum state tax plus an annual fee based on total income. Alternately, if it is classified as a corporation, it is treated like any other corporation and is required to pay tax on its net income, including the applicable minimum state tax. An LLC may be managed by managers who are not members, if provided for in the articles of the organization. However, if the LLC is managed by managers, they alone have authority to bind the LLC; members and directors have no authority in these

matters. Otherwise, the LLC is managed by its members. In this case, every member is an agent of the LLC and has the power to bind the LLC and the right to vote on merger or dissolution. Members and managers of the LLC have the same degree of limited liability as a shareholder of a corporation (business.ca.gov).

Corporation: A corporation is a separate legal entity owned by shareholders who enjoy protection from personal liability. Corporations are taxed annually on their earnings; corporate shareholders pay individual income tax on these earnings when they are distributed as dividends.

A corporation is managed by or under the direction of a board of directors, which generally determines corporate policy. Officers manage the day-to-day affairs of the corporation. Shareholders do not participate in day-to-day management activities. Management structure can be altered by committees of board members and shareholder agreements. Shareholders generally are not personally liable for obligations of the corporation (business.ca.gov).

In this case we will look at how to register a sole proprietorship and a general partnership. The first step is to register a “Fictitious Business Name” that applies to both types of businesses.

This is done at the county clerk’s office in the county in which your business address is located.

All businesses must have an address to declare as the place of work. I am going to use Yolo

County as an example for this business. To register one fictitious name costs \$60 (as of June

2010) to look up the name you want to use and make sure it is not already taken. You have the

option of looking up the names before hand online here:

<http://www.yolorecorder.org/recording/fictitious/lookup/>

Please see Appendix A for an example of the Yolo county fictitious name registration forms.

This statement must be renewed every five years in order to remain within good standing with

the county. The next step is to register your business through the state. In the case of a sole

proprietorship and general partnership they are not subject to taxation, however the owners

must pay taxes on the income he/she takes out of the company as income. When dealing with my companies and personal taxes I used a home based computer software called Quicken Home and Business 2010, which turns the process of figuring out your income into a very simple process. Basically the software guides you step by step in the ways of calculating how much you earned and spent, includes tax deductions, and then helps you file your tax statements online automatically. The software costs \$99 to purchase however in the long run this is well worth the investment as an accountant will probably cost you double that. If you are not number savvy with computers or just don't like dealing with numbers then I would recommend finding a certified public accountant or also known as a CPA. A good place to research and find a good CPA is <http://www.cpadirectory.com/>. They have an extensive database of qualified individuals to handle your accountancy needs. After you have attained your state approved business license or decided to use your personal social security number as your tax id number, the next step is to register your company is to file for local business permits.

The next step is to come up with a business plan. This plan will go over every aspect of your proposed company in detail. This will include the following.

- **Executive Summary** – A high-level overview of the document that is located at the beginning of the finished document, but is written last.
- **Company Description** - A high level look at how all of the different elements of your business fit together.
- **Products or Services** - Information on the products or services you plan to offer and how they compare to your competitors' products or services.

- **Market Analysis** – A description of your market, your niche, and the demand for your product or service (supported by documentation). This also includes the percentage of market share you envision and conclusions of any marketing research data.
- **Marketing and Sales Strategies** – How you will promote your business, how you will get your product or service to your customers, the costs for distribution and promotion, and how you will measure the effectiveness of the methods you plan to use (homebusiness.about.com).

This process should take a significant amount of time and should be one of the most difficult portions of setting up your company. I would like to stress that this one of the steps that will make or break your company. By detailing out exactly every detail about your company you eliminate situations that may hold your company back or negatively influence it down the road. Once you have all of your company information compiled and you clearly understand the direction you want to take your company in then you can move on to the next step which is acquiring your landscape architect's license.

Chapter 3 – The Landscape Architecture License

Before you go out and start designing you first need to acquire a landscape architect's license. Technically, if you are only going to be drawing conceptual drawings than you would consider yourself and landscape designer and would not need the license However in order to practice as a landscape architect this license is required. For those interested in working for themselves right after graduation, a license cannot be obtained due to the fact that a landscape architect's license requires several years of experience working for a firm that contains at least one state licensed landscape architect. Here is the State of California's definition of a landscape architect:

"A landscape architect is an individual who holds a professional license to practice landscape architecture, as defined under Business and Professions Code section (BPC) 5615. Landscape architects use their technical and artistic talents to plan and design the built environment. They formulate graphic and written criteria (including drawings, construction documents, and specifications) that govern the allocation, arrangement, and construction of land elements and water resources. Engagement in the practice of landscape architecture or use of the title "landscape architect," or any other confusingly similar title, by an unlicensed individual is a violation of the Landscape Architects Practice Act. Landscape architects who are initially licensed in California are required to have six years of combined training and educational credit, pass the national licensing examination, and pass the California Supplemental Examination. Once licensed, landscape architects are required to comply with the laws and regulations governing the practice." (latc.ca.gov)

The traditional method to gaining a landscape architect's license is to first obtain an accredited degree in landscape architecture. Next, you need to work for a landscape architect who has been practicing under a state license for 2 years or more. After you have completed this requirement, you need to complete the Landscape Architect Registration Examination (LARE).

This exam is not to be taken lightly. Its level of difficulty has been compared to the bar exam for lawyers. In order to take this exam an individual must be 18 years old, have six years of working/educational experience, and have a degree in landscape architecture. The LARE test sections are comprised of five boards, each of which is a governmental agency and are completely independent. Since each board is at a state level they are responsible for creating and enforcing laws in their section. The five test sections are:

- A. Project Construction and Administration
- B. Inventory, Analysis, and Program Development
- C. Site Design
- D. Design and Construction Documents
- E. Grading, Drainage, and Storm water Management

Some states also have additional sections for materials and irrigation. This exam is offered several times of year and is cumulative meaning if you pass a section and don't pass another one, you do not need to repeat the first test in order to complete the exam.

Chapter 4 – Basic Rules of Business

1. Make sure to capitalize on good business opportunities.
2. Make sure to know how to select the right customers.
3. Make sure to offer the right services and/or products
4. Make sure your pricing matches the project and quality of work.
5. Make sure to have a steady workload. Downtime is lost money.
6. Make sure your execution of client interaction and business is done in a professional manner.
7. Always try and rectify situations that turn negative.
8. If your company starts to grow, make sure to manage the growth properly. If you do not have the knowledge or skills it is advisable to seek out a mentor or hire a coach if necessary

Chapter 5 - Liability and Insurance

As a self employed landscape architect, there are many situations in which incidents or lawsuits may occur. To prevent this I would recommend using a combination of insurance options to assure that your company will not be shut down. The type of insurance you should acquire for yourself on a personal note are: life insurance, health/disability insurance, a retirement account(policy), general liability insurance, and professional liability insurance. A life insurance policy will ensure that if something were to happen to you, your family would be taken care of in your absence. Health insurance is required to help make sure you are healthy and don't have to pay extremely expensive medical bills in the case you are injured or get sick. A retirement fund, or also known as a 401k, is a safeguard for your future after retirement, and by paying into your retirement fund gradually, by the time you hit the age of retirement age, you will have a nice little nest egg to fall back on. You can setup a 401k plan by talking to your local bank or insurance provider. As a landscape architect you will always try your best, but no one is perfect and mistakes do happen. Professional liability insurance will cover you in the case this does happen. If this does happen, this insurance pays for both settlement claims and costs involved in your legal defense. Independent from your personal insurance, your business needs general liability insurance. This covers all of your equipment, office space, and business supplies if they are damaged or stolen. For all of these types of insurance the highest rated insurance agency is the AIA Trust which is an insurance program specifically for architects. They can be found at <http://theaiatrust.com/> . Insurance costs will vary from company to company so I would advise calling a few and getting quotes before making up your mind.

Chapter 6 – Branding Your Company.

After you have decided on which type of business you are going to run, the next step is branding your company. The branding must reflect the type of business you have and the type of clients you are trying to attract. Your company image should have your company's ideologies embedded into all public forms of display. This includes your company's name, logo, and overall image. However to gain respect and new clientele, professionalism is key in this area. Your company name can be anything, but having a name with some meaning behind it, or maybe an explanation for it, really helps when a client asks about the company's name. Your company logo will play a huge role in how people interpret your company and its level of professionalism. In this case I recommend using the website <http://www.99designs.com> to hire a freelance designer to make you one. Basically the way 99 designs works is you post your logo project and the amount you are willing to pay for your logo and multiple designers come up with designs for you. This is a great resource because it will allow you to have 20-50 different logo designs to choose from. At the end of the bidding period you select the design you like the best and award the money to its designer. I have found that this is the easiest way to get a professional logo at a discount. While you are having the logo designed you might as well use this project to get business cards, stationery, and anything else you need professionally designed. I would recommend using the same designer for all of these because they will be able to make everything uniform for you. Your company's image plays a huge role in how people interpret your company and award projects. If you fancy yourself a designer yourself, I would design your company branding and post it on <http://www.behance.net> and get some other designers' feedback on it. Behance.net is graphic design showcase that allows individuals to get critiques on their work and would serve as a platform to get honest opinions of your company's logo.

Tip#6 – Use 99designs.com to develop your company branding inexpensively.

Chapter 7 – Company Marketing

Company marketing is a very broad subject so I am going to touch on the methods that have worked for me. Much of your company marketing is going to vary depending on the type of clients you are looking to attract and the image your company portrays. The first type of marketing I would start with is “Word of Mouth” which applies to all company types. In several interviews with multiple professional landscape architects and designers that I conducted, all of them seemed to get their work from people they knew or previously built relationships with. I would recommend this as your starting point. Try calling or emailing your friends, relatives, and neighbors and explain to them what you are doing and if they themselves or someone they know needs a design done that you are the go to person. If you are providing high quality work, your clients will naturally pass your name on to their friends. I would also focus your marketing efforts on your local community by putting up ads in coffee shops or going door to door in your neighborhood. Usually local community members are more comfortable hiring someone they know lives nearby. If your company is looking to work on city and state projects they must first get approved by the local city or state. At this point they are given the opportunity to submit bids for available projects. This will usually provide work and clients at a quicker rate than any other marketing efforts.

The second form of marketing I would recommend is developing an online identity. Websites are the main way clients research companies today. In today’s market the first thing a potential client is going to do is to do background research on you and the stronger your online identity and website are the higher chance you have of winning over the client. In order to get a website

of your own you must first purchase the domain name you wish to own, this costs roughly \$10 per year. I would recommend using <http://www.godaddy.com> for this. Once your domain name has been purchased I would use <http://www.getafreelancer.com> to hire an international website coder to create a website for you. A professional website design can range anywhere from \$200-\$2000. In terms of good website design you generally get what you pay for. Again, the design of your website needs to reflect your company and needs to be very sharp looking or else clients will be turned off by the work. One major concept that is overlooked by many web designers are the keywords that your website will be optimized for. Especially if your company is going after a niche market, you need to make sure your site has been optimized for search terms as this will be a huge provider of traffic and potential clients to your website. I would also suggest joining a few social networks to develop yourself as an authority on your company's target niche. This can be done by using status updates and blog posts to get your name out there. If you have an upfront marketing budget, I would recommend using <http://www.prweb.com> to publish a few press releases about your company and its projects. This will organically generate traffic to your online profiles and website. Press release pricing depends on what you would like to include in your press release (text, video, links, images, etc.). The internet and marketing on it can be very hit or miss so don't feel discouraged if you do not develop any leads from it right away. Give it time and it will pay off in the long run.

Chapter 8 – Bidding, Contracts, and Client Interaction

The bidding process can vary from client to client. However, a basic contract should be required before any work is started. The contract should outline a description of the work, a time frame, the cost to design the project, if a down payment is required, warranties, a cancellation clause, and permits if required. Permits for residential work are attained after the design is done and before the construction process starts. One way to take a burden off of you would be to put in the contract that it will be up to the homeowner or contractor to get the permits for the project. This will make your job easier and save you a lot of time and money. As a rule landscape architects and landscape designers usually will only send/sign a contract when the client guarantees that they have the job.

The development of bids and the contract is a very delicate process as this is the phase that will either win you the project or not, and either allow you to make money or not. For the contract portion I would use a service called <http://www.prepaidlegal.com/>. It costs roughly \$50 per month but will grant you access to many different types of contract lawyers who can help you get a contract written up. The bidding process varies from business to business. Be very careful not to under bid and take a loss on a project. I would recommend starting with an hourly rate with a maximum budget cap because this way if you wont end up working on a project for countless hours for little compensation. Dealing with clients can sometimes be very easy or sometimes very difficult. I have found the more attention you pay to the details of the design, the more impressed the client will be. Some clients are very easy to work with and let you use your creativity in your design ideas. However many clients feel they should be designers and want to

tell you exactly how they want it done. Sometimes, this can create issues due to time and resource constraints. If you feel like a client is becoming a burden or is requiring too much of your time, make sure to communicate with them the issues you are having. This way if you mutually decide not to move forward, you can settle with them before the problem escalates. In your contract with the client you should have included a clause that allows for you to settle any negative situations that may occur.

Tip#7 – Communication with your client is a key ingredient in your company's success.

Chapter 9 - Overhead and Costs

So part of starting up your company will be the upfront costs that will be incurred. One thing that may help save you money at the beginning of your company is working from home. This allows you to save yourself from having to pay monthly rental costs. However the impact of working from home may reflect onto your company as it is not as professional as having an office space. It is hard to say exactly what your costs are going to be at startup however I am going to give some rough estimates of costs you may incur when first starting:

\$60 – State Licensing Fee

\$200-500 Company Branding

\$ 1000-5000 General liability and Professional liability insurance per year

\$ 200-2000 Website creation

\$ 500-2500 Office Space

\$ 500-1000 per month Office Costs (power, water, gas, etc.)

\$1000 Computer

\$ 2000 Design Software

\$ 500 Office supplies and design instruments

As you can see starting up a company of your own does require a significant sum of funding. There are many ways to raise the startup capital however I would recommend that getting a small business loan would be the best way to get your company on its feet. Most banks offer small business loans to individuals with good credit and a strategic business plan. If a business loan is out of your grasp you can try asking family and friends to all send you a few dollars. A friend of mine did this for a website project

he was starting and asked family and friends to each donate \$20 towards the project after he had explained it to them. At the end of the funding campaign he had raised over \$2000 in a time period of six weeks which allowed him to get everything off the ground. Now given that is very impressive and not everyone has that big of a network so starting as a freelance landscape architect and getting the bare essentials first may be your best bet. The marketing and expensive design tools can wait will you are making money down the road. In conclusion developing your own company is something that takes time, dedication, and persistence. It is a process that is not for everyone however if done correctly the end result allows you many more freedoms than working for someone else ever would.

Chapter 10 – Case Studies

Case Study #1 - Marq Truscott, ASLA - Quadriga Landscape Architecture

Marq has practiced landscape architecture for over twenty five years. He spent several years working in multi-disciplinary firms in Sacramento, San Diego and Los Angeles prior to starting his own office, in 1992. He formed Quadriga with his partners in 1997. A licensed landscape architect in the States of California and Nevada, his recent design projects include the renovation of Cesar E. Chavez Plaza Park, Sacramento City Hall Expansion, UC Davis Multi-use Stadium, and the Recreation and Wellness Center at Sacramento State. In addition to managing Quadriga's Sacramento office, he has lectured for the Landscape Architecture Program at the University of California Davis. Marq holds a bachelors degree in landscape architecture from California Polytechnic University at Pomona and has completed advanced studies in project management and real estate development. A member of the American Society of Landscape Architects (ASLA) for almost two decades, Marq has held many positions at the chapter, state and national levels. These include: California Sierra Chapter President, Treasurer, Board Member as well as, California Council President, Treasurer, and Board Member.

How did you get started in the landscape design business?

I was always interested in how free landforms are and how an area grows and evolves over times. It's really an experience to watch a site evolve. In 1979 I went to cal poly Pomona. While in school I worked for city of Ontario, then a construction company, and then cal trans. Straight out of school I got a full time position working at a landscape architecture firm. I worked for several years and then took the landscape architecture exam.

How long did the process take?

The process took a year to plan. Once we had gotten our core philosophies down then we focused on the type of clients we wanted. They needed to be clients that respected us, were interactive with the design process, and saw us as a team member rather than an employee. However having fun was biggest motivation.

Do you have any advice or rules that you followed while running your company?

Having a very detailed business plan was the best thing we could have done for our partnership. After one year, one of the partners left the firm but instead of it being a huge hassle we knew exactly what was going to happen based upon our initial contracts with each other.

One aspect of Quadriga that was successful was the fact that we focused on the clients not the projects. We made a list of the clients that we enjoyed working with and eliminated working with the clients that didn't respect us or treated us like employees. Another piece of advice would be to stagger projects and always have multiple projects going at once to eliminate downtime. Also always make sure to pay your bills and sub consultants before yourself. The industry comes down to reputation and if your reputation is you don't pay, people will refuse to work with you.

Can you tell me a couple examples of projects you worked on?

Art installation in Carlsbad with artist Andrea Blum. The site was a 10,000 sq ft wedge shaped space overlooking the Pacific Ocean. It was separated from the road by a steel rail structure which functioned as a scrim separating the park from the road. The railing shifted at the center to form an open pavilion and give access to the space below. The pavilion was cut in two by a water trough running perpendicular to the ocean, culminating in a central pool with a built in lighting system to provide night light for the entire complex. The landscape was raised, the walkways were sunken, and seating was arranged to give an unobstructed view of the ocean. (andrewblum.com)

How many people were involved in your company?

Quadriga was comprised of four individuals at its creation.

Case Study #2 - Joni Wilson, APLD - Inside Out Design

How did you get started in the landscape design business?

I have a degree in Interior Design and discovered gardening while on a sabbatical in England. My husband and I had previously hired a local landscape design firm, JEG Enterprises, to design a front and backyard for our home here in Davis. While we lived in England, we attended the Chelsea Garden Show, visited estate gardens in various parts of England. Cambridge had a wonderful Botanical Garden. All plant material was known by the botanical name in England so it was easy to pick up the correct verbiage. When I started working with John Gray and learned about plants, I discovered a new way for me to use basic principles of design in an outdoor setting. I came back and attended the Woodland Community College Environmental Horticulture program while working for JEG. John had offered me a job procuring all the plant material for installation projects.

What was it that motivated you to start your own business?

I kind of fell into it actually. JEG Enterprises went through a little turmoil as a company and I left to finish my classes. My own garden was asked to be on the Pence Gallery Garden Tour and people asked me if I would help them with their plantings. People liked what they saw. I did a couple of projects in the Warmington Subdivision in South Davis which was brand new at the time. The sales staff liked what I was doing and they started pointing out my work when they were selling new home sites. I continued to have projects featured on the Pence Garden Tour every year after that. I also had boys involved in junior high and high school activities and I needed the flexibility of being able to be involved with them.

How long did the process take?

To establish myself, I would say two to three years but I have always been involved in community activities through my kids. That helped in getting my name out. Most of my work has been through referral.

Do you have any advice or rules that you followed while running your company?

Something that I never did was follow any kind of business plan. I would suggest that you have an absolute plan for success and lay it out economically. My business grew out of a passion for design and helping people use their outdoor space to the fullest, not necessarily for profit (which is really backward) One of the best things that I did was getting involved with a couple of professional organizations, like CLCA (California Landscape Contractors Association). I volunteered for events that they held, projects that they were involved with, entering Beautification Awards when I could. I was on the Sacramento Valley Chapter Board as the

Newsletter Editor. I have since joined APLD (Association of Professional Landscape Designers) and become certified with them.

Can you tell me a couple examples of projects you worked on?

I have worked on all different sizes of Residential Landscape Design from small planting plans to Outdoor Kitchens and Pool Renovations. I now have my C-27 contractor's license, which allows me to project manage my designs.

How many people were involved in your company?

Basically, me. I have had a couple of interns over the years and I subcontract out portions of my work to a registered Landscape Architect when I need to.

When creating your company did you brand it or do any form of marketing for it?

Branding is probably one of the most important things that you can do. Everything needs to 'say' the same thing. People need to see your logo or sign and say oh, that's 'so and so' without having to read anything. Although I continue to advertise in normal spaces, yellow pages, etc. I don't know if it is really worthwhile. Having a website that I can send clients to for reference for work is really more important today. (i'm sure I don't have to tell you that. You're with the generation that was practically born with a laptop in your hand.)

What type of bidding process did you use? Did this change as your company evolved?

The bids have always been provided by the company that is doing the installations. Before I got my contractor's license i had little control over making changes on a project. Now that the project is run through my company, I have total control over the money and any change orders with clients. I can make sure that the job is done according to the plan, the sub-contractor doesn't lose money, and everyone is happy.

Case Study #3 - Skip Mezger – UC Davis Landscape Architect

As senior landscape architecture for the University of California, Davis, Skip Mezger is in charge of landscape architecture, planning, project management, and project review for all exterior campus projects. He supervises a team five designers and inspectors and manages the campus memorial tree and bench program. Before bringing his expertise back to campus in 1999, Mezger served as principal for CoDesign, Inc. in Davis where his foci included design implementation work, projects range from riparian systems, planned unit developments, multi-family housing, commercial and residential developments, and park master plans. In addition to serving on the Advisory Board for the Landscape Architecture program, Mezger lectured for more than ten years in the program, teaching Introduction to Landscape Architecture, Landscape Construction, Site Details, Grading and Drainage. Mezger received his BS in environmental planning and management from UC Davis and an MLA from the University of Oregon.

How did you get started in the landscape design business?

After graduation I started working as a construction laborer and took some more classes at UC Berkeley. I started designing for a contractor upon my return to davis. I did that for several years. After gaining this experience I took the landscape architecture exam. I then went into practice for myself for about 10 years. Went back to graduate school at the University of Oregon. After graduate school worked for a couple years then started co design with fellow UC Davis faculty members.

What was it that motivated you to start your own business?

I always liked being my own boss. I just did it to make money and get by and it turned into a business of my one.

How long did the process take?

I like to work in 10 year cycles because it keeps me from getting bored and challenges me to do something new.

Do you have any advice or rules that you followed while running your company?

I would recommend going back to graduate school at some point down the road. I worked on mostly commercial and some residential projects so I always made sure the plants I chose were functional and succeeded in the long term.

When creating your company did you brand it or do any form of marketing for it?

All word of mouth. Reputation.

Bibliography.

“Becoming a Landscape Architect” By Kelleann Foster
2010 John Wiley and Sons, New Jersey.

“The Professional Practice of Landscape Architecture” By Walter Rodgers
1997 John Wiley and Sons. New Jersey.

Governors Office of Economic Development. <http://www.business.ca.gov>

Fictitious Business Name Statement

<p style="text-align: center;">Yolo County Clerk/Recorder 625 Court Street, Rm. B01, Woodland, CA 95695 ~ (530) 666-8130 MAIL TO: PO Box 1130, Woodland CA 95776-1130 (Please include a Self-Addressed Stamped Envelope or add \$1.00 for Return Postage)</p>	<p style="text-align: center;">For Office Use:</p>
<p>FEES: \$55.00 for First Business Name & 1 Owner \$ 8.00 for each add'l owner or business name \$ 5.00 per name search</p> <p>Fee Paid _____</p>	<p>PAYMENT METHODS: Checks, Money Order (payable to Yolo County Clerk/Recorder) Visa, Master Card, Discover or American Express</p>
<p style="text-align: right;">FBN Number: _____</p>	

1 Fictitious Business Name(s)

2 Street Address, City, State and Zip of Principal Place of Business in California. Business is located in _____ County.

Physical Business Address (required) Business Mailing Address (optional)

3 List Full Name(s) of Registrant(s), Residence Address, State, and Zip (may substitute business address shown above).
 If the registrant is a trust, list each trustee. If the business is an association of persons, complete the full name and address of each general partner. If the registrant is a corporation, include the state where incorporated (Street address required – No PO Box).

#1	Registrant Name	Address	City	State	Zip
#2	Registrant Name	Address	City	State	Zip

If there are more than two registrants, attach a sheet of paper showing registrant information

4 Business Classification: Check one.

<input type="checkbox"/> Individual	<input type="checkbox"/> Corporation	<input type="checkbox"/> Unincorporated Association other than a Partnership
<input type="checkbox"/> Husband and Wife (two registrants)	<input type="checkbox"/> Trust	<input type="checkbox"/> Limited Liability Company
<input type="checkbox"/> General Partnership	<input type="checkbox"/> Co-Partners	<input type="checkbox"/> State or Local Registered Domestic Partners
<input type="checkbox"/> Limited Partnership	<input type="checkbox"/> Joint Venture	
	<input type="checkbox"/> Limited Liability Partnership	

5 Beginning Date of Business: The Registrant(s) commenced to transact business under the fictitious business name or names listed above on _____. (No future date. If business has not commenced put N/A).
 If previously filed, indicate previous fictitious business name number _____.

“I declare that all information in this statement is true and correct.” (A registrant who declares as true information which he or she knows to be false is guilty of a crime.)

6 Signature of Registrant(s): Print or Type Name(s) _____ / _____
 Signed _____ Signed _____
 If registrant is a corporation or LLC, indicate the corporation or LLC name, and your official title:
 Corporation/LLC Name: _____ Official Title: _____

NOTICE: IN ACCORDANCE WITH SUBDIVISION (a) OF SECTION 17920, A FICTITIOUS NAME STATEMENT GENERALLY EXPIRES AT THE END OF FIVE YEARS FROM THE DATE ON WHICH IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK, EXCEPT, AS PROVIDED IN SUBDIVISION (b) OF SECTION 17920, WHERE IT EXPIRES 40 DAYS AFTER ANY CHANGE IN THE FACTS SET FORTH IN THE STATEMENT PURSUANT TO SECTION 17913 OTHER THAN A CHANGE IN THE RESIDENCE ADDRESS OF A REGISTERED OWNER. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THE EXPIRATION.
 The filing of this statement does not of itself authorize the use in this state of a fictitious name in violation of the right of another under federal, state, or common law. (Business & Professions Code, Section 14411)

I hereby certify that this is a true copy of the original document on file in this office. This certification is true as long as there are no alterations to the document, AND as long as the document is sealed with a red seal.

State of California
 County of Yolo
 Freddie Oakley, County Clerk/Recorder

Date: _____ by: _____
Deputy Clerk

REQUIREMENTS FOR FILING THE STATEMENT - (B&P Code, Sec. 17900-17930)

Every person who regularly transacts business in this state for profit under a fictitious business name shall file a fictitious business name (FBN) statement not later than 40 days from the time the registrant commences to transact such business. The statement shall be filed in the county in which the principal place of business is located. If the principal place of business is outside this state, the statement shall be filed with the Clerk of Sacramento County. The registrant shall file a new statement on or before the date of expiration of each FBN statement.

INSTRUCTIONS FOR COMPLETING THE STATEMENT - Type or print LEGIBLY - (B&P Code, Sec. 17910.5, 17913, 17914)

We suggest (not required) you search our FBN index to see if this business names is currently being used. This may avoid conflict in the future.

- ① Insert the fictitious business name or names. Only those businesses operated at the same street address and under the same ownership may be listed on one statement. If more than two names are listed, attach a sheet of paper to list additional names.
- ② Insert the street address and county of the principal place of business in this state. **Business street address required!** (P.O. Box acceptable **only** for a mailing address.) If the registrant has no place of business in this state, insert the street address and county of the principal place of business outside this state.
- ③ List **each** registrant(s) name and residence address separately (attach a sheet of paper to list additional names).
Individual: List his or her full name and residence address. **General Partnership, Copartners, Joint Venture, Limited Liability Partnership, Unincorporated Association other than a partnership, or Limited Partnership:** List full name and residence address of each general partner. **Limited Liability Company:** List the name and address of the limited liability company as set out in its articles of organization on file with the California Secretary of State. **Trust:** List full name and residence address of each trustee. **Corporation:** List the name and address of the corporation as set out in the articles of incorporation on file with the California Secretary of State. **State or Local Registered Domestic Partnership:** List full name and residence address of each domestic partner. (*P.O. Box, postal drop box, mailing suite, and c/o addresses are not acceptable.*)
- ④ Insert whichever best describes the nature of the business ownership. Registrant(s) must correspond with business type.
- ⑤ Insert the date on which the registrant(s) first commenced to transact business under the fictitious business name(s) listed. If the registrant(s) has not yet commenced to transact business under the fictitious name, write N/A.
- ⑥ **>Individual:** The individual must sign.
>Husband and Wife: By the husband or wife.
>Trust: A trustee must sign.
>Partnership or other association of persons: A general partner must sign.
>Limited Liability Company: A manager or officer must sign.
>Corporation: An officer of the corporation must sign and indicate his/her title. (Signature of an agent or an assistant officer is not acceptable.)
>State or Local Registered Domestic Partnership: By one of the domestic partners.

The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state or common law (see B&P Code, Section 14411 et. seq.).

Business & Professions Code, Sections 17917; 19724

Within 30 days of filing your fictitious business name statement it must be published in a newspaper once a week for four (4) successive weeks and an affidavit of publication filed with the county clerk when publication has been accomplished. The statement should be published in a newspaper of general circulation in the county where the principal place of business is located. The statement should be published in such county in a newspaper that circulates in the area where the business is to be conducted. If no such newspaper exists in that county, then in a newspaper of general circulation in Sacramento County.

No exceptions beyond 30 days. Missing this deadline requires the FBN statement to be re-filed with new filing fees.

When a refiling is required because the prior statement has expired, the refiling need not be published unless there has been a change in the information required in the expired statement, provided the refiling is filed within 40 days of the date the statement expires. An affidavit showing the publication of the statement shall be filed with the county clerk within 30 days of completion of the publication.

Business & Professions Code, Section 17923

The statement expires:

- Five years from the date it was filed, **OR;**
- 40 days after any change in facts, except a change in the residence address of a registrant, **OR;**
- When the registrant files a statement of abandonment for the fictitious business name.



State of California Secretary of State

GP-1

File # _____

Document # _____

STATEMENT OF PARTNERSHIP AUTHORITY

A \$70.00 filing fee must accompany this form.

IMPORTANT – Read instructions before completing this form.

This Space For Filing Use Only

PARTNERSHIP NAME

1. NAME OF PARTNERSHIP

OFFICE ADDRESSES (Do not abbreviate the city. Items 2 and 3 cannot be P.O. Boxes.)

2. STREET ADDRESS OF CHIEF EXECUTIVE OFFICE CITY AND STATE ZIP CODE

3. STREET ADDRESS OF CALIFORNIA OFFICE, IF ANY CITY STATE ZIP CODE
CA

NAMES & ADDRESSES OF PARTNERS (Complete Item 4 with the names and mailing addresses of all the partners (attach additional pages if necessary) OR leave Item 4 blank and proceed to Item 5. Any attachments to this document are incorporated herein by this reference.)

4. NAME ADDRESS CITY AND STATE ZIP CODE

NAME ADDRESS CITY AND STATE ZIP CODE

NAME ADDRESS CITY AND STATE ZIP CODE

APPOINTED AGENT (If Item 4 was not completed, complete Item 5 with the name and mailing address of an agent appointed and maintained by the partnership who will maintain a list of the names and mailing addresses of all the partners. If Item 4 was completed, leave Item 5 blank and proceed to Item 6.)

5. NAME ADDRESS CITY AND STATE ZIP CODE

AUTHORIZED PARTNERS (Enter the name(s) of all the partners authorized to execute instruments transferring real property held in the name of the partnership. Attach additional pages if necessary. Any attachments to this document are incorporated herein by this reference.)

6. PARTNER NAME: PARTNER NAME:

PARTNER NAME: PARTNER NAME:

PARTNER NAME: PARTNER NAME:

ADDITIONAL INFORMATION

7. ADDITIONAL INFORMATION SET FORTH ON THE ATTACHED PAGES, IF ANY, IS INCORPORATED HEREIN BY THIS REFERENCE AND MADE PART OF THIS DOCUMENT.

EXECUTION (If additional signature space is necessary, the dated signature(s) with verification(s) may be made on an attachment to this document. Any attachments to this document are incorporated herein by this reference.)

8. I CERTIFY UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE FOREGOING IS TRUE AND CORRECT OF MY OWN KNOWLEDGE.

SIGNATURE OF PARTNER DATE TYPE OR PRINT NAME OF PARTNER

SIGNATURE OF PARTNER DATE TYPE OR PRINT NAME OF PARTNER

INSTRUCTIONS FOR COMPLETING THE STATEMENT OF PARTNERSHIP AUTHORITY (FORM GP-1)

For easier completion, this form is available on the Secretary of State's website at <http://www.ss.ca.gov/business> and can be viewed, filled in and printed from your computer. The completed form can be mailed to Secretary of State, Document Filing Support Unit, P.O. Box 944225, Sacramento, CA 94244-2250 or delivered in person to the Sacramento office, 1500 11th Street, 3rd Floor, Sacramento, CA 95814. If you are not completing this form online, please type or legibly print in black or blue ink. This form should not be altered. This form is only filed in the Sacramento office.

Statutory filing provisions are found in California Corporations Code section [16303](#). All statutory references are to the California Corporations Code, unless otherwise stated.

- Unless otherwise provided in the Partnership Agreement, a person who files a Statement of Partnership Authority (Form GP-1) pursuant to Section 16105 shall promptly send a copy of the statement to every non-filing partner and to any other person named as a partner in the statement. (Sections [16103\(b\)\(1\)](#) and [16105\(e\)](#).)
- In order for a statement to be effective for real estate transfers, a certified copy of the statement issued by the Secretary of State must be recorded in the office for recording transfers of real property. (Section [16105\(b\)](#).)

FEES: The fee for filing Form GP-1 is \$70.00. There is an additional \$15.00 special handling fee for processing a document delivered in person to the Sacramento office. The special handling fee must be remitted by separate check for each submittal and will be retained whether the document is filed or rejected. The preclearance and/or expedited filing of a document within a guaranteed time frame can be requested for an additional fee (in lieu of the special handling fee). Please refer to the Secretary of State's website at <http://www.ss.ca.gov/business/precexp.htm> for detailed information regarding preclearance and expedited filing services. The special handling fee or preclearance and expedited filing services are not applicable to documents submitted by mail. Check(s) should be made payable to the Secretary of State.

COPIES: The Secretary of State will certify two copies of the filed document(s) without charge, provided that the copies are submitted to the Secretary of State with the document(s) to be filed. Any additional copies submitted will be certified upon request and payment of the \$8.00 per copy certification fee.

Complete Form GP-1 as follows:

- Item 1.** Enter the name of the partnership.
- Item 2.** Enter the complete street address, including the zip code, of the chief executive office of the general partnership. Please do not enter a P.O. Box or abbreviate the name of the city.
- Item 3.** Enter the complete street address of an office in California if the chief executive office entered in Item 2 is not located in California. Please do not enter a P.O. Box or abbreviate the name of the city.
- Items 4 & 5.** The partnership must provide either of the following: (Item 4) the names and mailing addresses of all of the partners; OR (Item 5) the name and mailing address of an agent appointed and maintained by the partnership to provide the names and mailing addresses of all the partners pursuant to the provisions of Section 16303(b). Attach additional pages, if necessary.
- Item 6.** Enter the names of all partners authorized to execute instruments transferring real property held in the name of the partnership. Attach additional pages, if necessary.
- Item 7.** Attach any other information to be included in the Statement of Partnership Authority, provided that the information is not inconsistent with law.
- Item 8.** Form GP-1 must be executed by at least two partners. (Section [16105\(c\)](#).) If additional signature space is necessary, the signatures may be made on an attachment to the document.

Any attachments to Form GP-1 are incorporated by reference. All attachments should be 8 ½" x 11", one-sided and legible.



ELIGIBILITY APPLICATION

*All first-time California candidates are required to complete and submit this application to the LATC. All materials must be **received** at least 70 days prior to the licensing examination for which you wish to receive eligibility. Please read the attached instructions for full requirements.*

LEGAL NAME: _____
(Last) (First) (Middle)

KNOWN BY ANY OTHER NAME: _____
(Include Maiden Name)

ADDRESS: _____
(Number and Street) (City) (State) (Zip Code)

WORK PHONE: (____) _____ HOME PHONE: (____) _____ Male Female

BIRTHDATE (Month/Day/Year): _____ SOCIAL SECURITY #: _____

EMAIL ADDRESS: _____

By providing your email address you will be subscribed to receive email alerts with important news about LATC activities such as changes to the examination, proposed and final changes to law, and meeting notices. You may opt out by checking here:

Application Evaluation Fee

\$35.00

Payment must be included with Application. Credit cards are not accepted at this time.

Have you ever been licensed to practice landscape architecture? Yes No
 If yes, attach explanation.

Have you ever had a landscape architecture license denied, suspended, or revoked? Yes No
 If yes, attach explanation.

EDUCATION:

High School Graduate: Yes No Graduation Date: _____

A Masters, Bachelors, Associate degree or an Extension Certificate in **Landscape Architecture** is required to be eligible for the licensing examination, in addition to training/experience.

COLLEGE OR UNIVERSITY <small>(Name and Location)</small>	COURSE OF STUDY	DEGREE RECEIVED	DATE RECEIVED

For Official Use Only	Receipt #	Date Received	Amount Received
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EXPERIENCE:

List dates of employment in chronological order, beginning with the most recent. List only employment actually spent in landscape architecture, architecture, civil engineering or self-employment as a licensed landscape contractor. Each entry must be supported with a completed Certification of Experience form. If you were/are a self-employed licensed landscape contractor for that time period, a copy of your license is required.

PERIOD OF EMPLOYMENT	BUSINESS NAME, ADDRESS AND TELEPHONE NUMBER	NAME AND LICENSE # OF DIRECT SUPERVISOR
FROM _____ TO _____ TOTAL: YR.____ MO.____ FULL-TIME____ PART-TIME____ HOURS PER WEEK: _____		
FROM _____ TO _____ TOTAL: YR.____ MO.____ FULL-TIME____ PART-TIME____ HOURS PER WEEK: _____		
FROM _____ TO _____ TOTAL: YR.____ MO.____ FULL-TIME____ PART-TIME____ HOURS PER WEEK: _____		

Have you ever been disciplined by another public agency?
If yes, attach explanation.

Yes No

Have you ever been convicted of a crime?
If yes, attach explanation.

Yes No

Indicate date and place of arrest, name of court, court case number, code section violated, a brief explanation of the offense, and sentence imposed. If convicted under another name, please indicate other name. Convictions dismissed under Section 1203.4 of the Penal Code must be shown. However, **you may omit:**

- ◆ Any traffic infraction for which the fine imposed was \$300 or less.
- ◆ Any offense which was adjudicated in a juvenile court or under a youth offender law.
- ◆ Any incident that has been sealed or disposed of under Welfare and Institutions Code Section 781 or Penal Code Sections 1000.5 or 1203.45
- ◆ **ALL OTHER CONVICTIONS MUST BE DISCLOSED**

Eligibility Application Checklist:

- Eligibility Application – with original signature*
- Sealed/Official Transcript*
- Certification(s) of Experience – with original signature(s)*
- Application Evaluation Fee*

I certify under penalty of perjury under the laws of the State of California that the information contained in this application is true and correct.

Signature: _____

Date: _____

All items are mandatory. Information provided will be used to determine qualifications for licensure. Read the attached disclosures for more information.

INSTRUCTIONS AND DISCLOSURES

The following documentation must be received by the LATC prior to the Eligibility Application being reviewed and at least 70 days prior to the date of the licensing examination section for which you wish to receive eligibility. Completed applications received after this date will be processed for the next examination administration:

1. Application – complete with original signature
2. Application evaluation fee of \$35.00 is required and non-refundable (pursuant to Business and Professions Code 158) - Payment must be included with Application. Money order, cashiers check or personal check must be made payable to "LATC." Credit cards are not accepted at this time.
3. Sealed/Official school transcripts - Include only transcripts used towards qualifying under educational credit which must indicate "Degree Conferred." School transcripts may be mailed directly from the educational institution; however, the candidate is responsible for their timely arrival.
4. Certification(s) of Experience– complete with original signature(s)

Social Security Number Disclosure. Disclosure of your social security number is mandatory. Section 30 of the Business and Professions Code and Public Law 94-455 (42 USCA 405(c) (2) (C)) authorizes collection of your social security number. Your social security number will be used exclusively for tax enforcement purposes, for purposes of compliance with any judgment or order for family support in accordance with section 11350.6 of the Welfare and Institutions Code, or for verification of licensure or examination status by a licensing or examination entity which utilizes a national examination and where licensure is reciprocal with the requesting state. If you fail to disclose your social security number, your application for initial or renewal license will not be processed AND you will be reported to the Franchise Tax Board, which may assess a \$100 penalty against you.

Collection and Use of Personal Information. The Landscape Architects Technical Committee of the Department of Consumer Affairs collects the personal information requested on this form as authorized by Business and Professions Code Sections 5630, 5650, 5651, 5652 and Civil Code Section 1798.17. The Landscape Architects Technical Committee uses this information principally to identify and evaluate applicants for licensure, issue and renew licenses and enforce licensing standards set by law and regulation.

Mandatory Submission. Submission of the requested information is mandatory. The Landscape Architects Technical Committee cannot consider your application for licensure or renewal unless you provide all of the requested information.

Access to Your Information. You may review the records maintained by the Landscape Architects Technical Committee that contain your personal information, as permitted by the Information Practices Act. See below for contact information.

Possible Disclosure of Personal Information. We make every effort to protect the personal information you provide us. In order to follow up on your complaint, however, we may need to share the information you give us with the business you complained about or with other government agencies. This may include sharing any personal information you gave us.

The information you provide may also be disclosed in the following circumstances:

- In response to a Public Records Act request, as allowed by the Information Practices Act;
- To another government agency as required by state or federal law; or
- In response to a court or administrative order, a subpoena, or a search warrant.

Contact Information. For questions about this notice or access to your records, you may contact the Landscape Architects Technical Committee, 2420 Del Paso Road Suite 105, Sacramento, CA 95834, (916) 575-7230 or email latc@dca.ca.gov. For questions about the Department of Consumer Affairs' privacy policy or the Information Practices Act, contact the Office of Privacy Protection, 1625 North Market Blvd, Sacramento, CA 95834, (866) 785-9663, or email privacy@dca.ca.gov.