



Larry Rohlfes

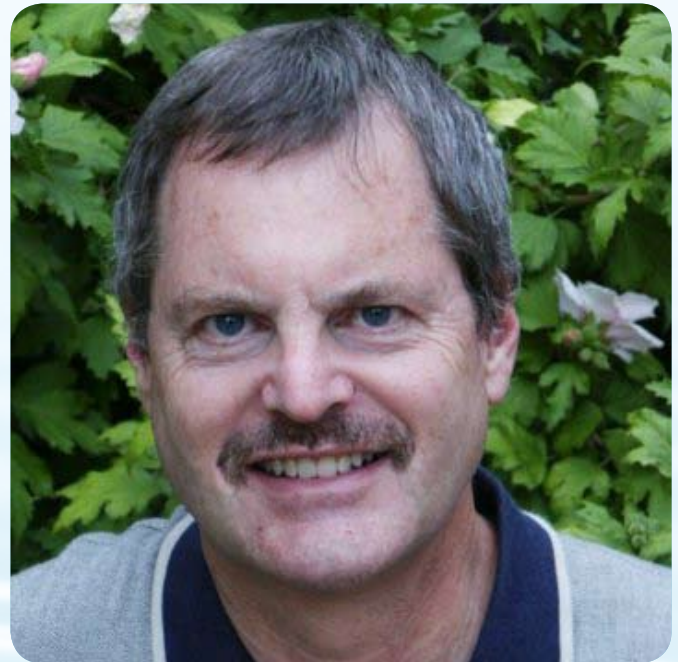
*Assistant Executive Director
CLCA Water Manager Certification Program*

Larry Rohlfes, CAE, is the assistant executive director of the California Landscape Contractors Association, a 3,500-member trade organization of licensed landscape and landscape-related contractors, as well as other landscape industry professionals.

Rohlfes is primarily responsible for his employer's governmental affairs program. He coordinates the association's lobbying, grass roots network, and political action committee. He represents CLCA before public agencies, industry coalitions, and other groups. He analyzes and tracks legislation and regulations. He keeps his industry informed about new laws and regulations. And, he serves as staff liaison to the association's Legislation, Licensing, and Resource Management committees, as well as occasional ad hoc task forces.

As the staff liaison to the Resource Management Committee, Rohlfes implemented the association's new Water Management Certification Program as part of a team consisting of several volunteer leaders and a consultant/program manager who coordinates the water budgets, generates reports, and trains the participants. In 2005 Rohlfes served on California's AB 2717 Landscape Task Force as CLCA's representative. Between 2001 and 2005 he represented the green industry on the Public Advisory Committee for the California Water Plan Update 2005. Also known as the Bulletin 160 series, the California Water Plan Update is published every few years to assess California's current water supplies and uses, forecast future water needs, and evaluate strategies and options to meet those needs. He currently serves on the Public Advisory Committee for the 2009 update.

CLCA is a Group Three member of the California Urban Water Conservation Council and an original signatory of its memorandum of Understanding Regarding Urban Water Conservation in California. As CLCA's representative to the council, Larry was a member of its Steering Committee and a co-chair of its Landscape Subcommittee for several years during the 1990s. He served as the council's treasurer in 1994 and 1995. Rohlfes participates in several industry coalitions on behalf of his organization. He is a past president of the Construction Industry Legislative Council and the current president of the California Green Industry Council.



Rohlfes joined CLCA in 1985 and was its communications director until 1992. In that position he directed CLCA's public relations program, edited California Landscape Magazine, supervised all membership communications, and directed the association's marketing programs. He captured 17 local, regional, and national awards for communications excellence during those years.

Rohlfes has a Ph.D. in Latin American history from Tulane University. He has taught history on a part-time basis at Tulane, Loyola University of New Orleans, Xavier University of Louisiana, and La Universidad Iberoamericana in Mexico City. In 1999 he added letters to his name that are more relevant to his current occupation when he became a Certified Association Executive, or CAE.

He is a member of the California Society of Association Executives and the American Society of Association Executives.

Rohlfes is married with three children and resides in Rocklin, California. He likes to read history, cross-country ski, and make his home landscape look spiffy.