



MONARCH ENVIRONMENTAL



Monarch provides unbiased, expert consulting for all things landscape. We are an unaffiliated third-party working with homeowners' associations, commercial projects, and nonprofits to support landscapes and the people who care for them.

CONTRACT MANAGEMENT • WATER MANAGEMENT • ISA ARBORIST SERVICES

PROJECT MANAGEMENT • NON-SYNTHETICS

“What we observe is not nature itself, but nature exposed to our method of questioning.”

– **Werner Heisenberg**, *Physics and Philosophy: The Revolution in Modern Science*



Pollen Press

TURNING OVER AN OLD LEAF

Don't you love this season? Mornings are crisp, cider is abundant, and robust chlorophyll gracefully takes a backseat to reticent carotenoids. The amazing thing about watching leaves change color is that they aren't changing color. The rich spectrum of autumn leaves was there all along, just waiting for extroverted green pigments to hush up. This is a powerful season for subtlety.

What we need in our landscapes has been there all along. People who understand and care for plants, people who respect and value that calling, and plenty of opportunities to experiment. There are better materials, better practices, and true innovation waiting for the status quo to hush. In this issue of *Pollen Press*, get ready to embrace change from the small pleasure of a bright berry to the latest in irrigation tech.

Jen Wilson
Director of Horticulture
Editor in Chief



INSIDE THIS ISSUE

Arborist Report.....	2
CEO Story	3
Resource Management	4
Community Spotlight.....	6
Obituaries	5
Team Bio	9
Plant Profile.....	13
Stay In Touch.....	13

SPECIAL POINTS OF INTEREST

- Why do we plant “messy” trees?
- Watering for the cool season
- Turf Rebate success at Oso Valley Greenbelt Association
- Catch up with Monarch alumni
- Find the right plants to maximize color in your landscape

OUR FAVORITES TREES FOR FALL COLOR



Ginkgo biloba (ginkgo, maidenhair tree)



Platanus racemosa
(California sycamore)



Liquidambar styraciflua
(American sweetgum)



Lagerstroemia indica (crape myrtle)

WHY DECIDUOUS TREES?

Deciduous trees are those that lose their leaves, typically once a year in the fall. These “messy” trees can be challenging to live with. Are the landscape designers just out to ruin your patio or are there other reasons for planting a tree that loses its leaves? Here are some thoughts to consider from a design perspective.

Aesthetics: *Fall color!* Spectacular, seasonal color changes add a dynamic element to the landscape. A good designer will consider how to convey a sense of time and seasonality throughout the year. Changing leaves, new spring buds, flowers and fruit are all indicators of a natural life cycle.

Nature: California has many native deciduous plants (ex. California sycamore). Perfectly manicured, evergreen landscapes have been artificially created and planned for a certain experience, but they are not natural. The true “look” of California is more nuanced and should be considered in contemporary design, especially when plants are chosen for sustainability.

Function: Shedding leaves lets more light into the landscape. Deciduous trees naturally create leafy shade for the hot months (saving on your cooling bill), then drop this coverage for the cool season, brightening up parks and homes (saving on heating and light). Bare

branches are also an advantage in adding textural, sculptural interest to the skyline.

Atmosphere: Crunching through fall leaves is an autumnal treat for the feet! While it may not be much fun to clean up, strolling through dry leaves is undeniably satisfying. They are also excellent as fall décor, teaching young ones about seasons and nature, and providing a free backdrop for your seasonal photos.

Take a Break: Consider just leaving a layer of leaf litter in place under trees and around shrubs this season to add organic matter back into the soil. A little laziness now goes a long way in protecting and improving your soil through the winter.



Pistache chinensis (Chinese pistache)



The team celebrates Monarch's 13-year anniversary with cake and camaraderie.

SEASON OF CHANGE

Change. We don't like it and we live in denial, acting as though this time it will be different. People change, contracts change, industries change, and we know this. So why are we so resistant?

Nature is always a good model for us. Change is slow, predictable, and often glorious. The mixture of leaf colors that show up in the autumn are the result of a chemical change that takes place between the long hot summer and winter. The leaves have served as high powered kitchens to produce food for tree growth. Due to shorter days and cooling temperatures, the food-making process slows and the "green magic sauce" called chlorophyll breaks down, allowing for other colors to have a chance to show off in the fall. Ultimately, these color-changing leaves will land on the forest floor, a parking lot, or in the front yard

for the kids to jump in.

Change is not only inevitable, but it is also necessary for making room for future growth and opportunities. The next time you see a glowing tree in October or a naked tree in January, take a moment to stop and appreciate that submitting to the process can be both rewarding and painful at the same time.

Like the trees we all enjoy, change is only embraced when we have a clear vision for our life. While the tree stands defoliated in the winter, it can only be thinking of those hot summer days where it will be standing tall and providing shade for others.

Embrace the Change!

Matt Davenport

Chief Encouragement Officer



Implementing novel ways of connecting with our clients and peers keeps us thinking ahead.



We never want you to forget that landscape is a treat. Monarch cookies are the type of swag we can sink our teeth into.

HOW CAN WE HELP?

Monarch's water team supports our communities with data collection, analysis, and recommendations. What does your community need to be water efficient?

IRRIGATION INSPECTIONS

- ◇ Field review and test each zone in the community
- ◇ Document findings with data sheets

IRRIGATION ASSESSMENTS

- ◇ Field review and test each zone in the community
- ◇ Collect data, document findings, and interpret material with recommendations

CERTIFIED WATER MANAGEMENT

- ◇ Manage community-wide programming, run times, and seasonal changes
- ◇ Direct account manager when onsite alerts need to be addressed
- ◇ Conduct weekly inspections

Reach out to our office or your Monarch consultant to discuss the best fit for your landscape.

WATERING FOR THE COOL SEASON

Did you know that July is the peak watering month of the year? It should be the highest water use time for your community.

The heat of summer doesn't seem to be over yet, does it? In September, we were still experiencing 90+ degree temperatures. Even into October, we are tempted to keep watering like it's the height of summer.

We shall let you in on an industry secret: it isn't summer any longer and you should have already cut back on your watering by 30% from July's peak watering schedule. In most parts of California, July is our warmest month and is historically the month where usage peaks. After July, even though the days are still hot, the daylight hours are less and the nights start getting cooler. On the graph on the opposite page, you can see the historical irrigation requirements for our area. The bar graphs represent the past three years of landscape irrigation needs and the line graph illustrates the past seven years of historical needs.

These numbers that are calculated from federal, state, regional and local weather stations all show the same pattern. In general, it's a downhill race from July to December. Then January mimics December and climb back up to July before it starts all over again. Sometimes there can be a bit of delay, like what happened in

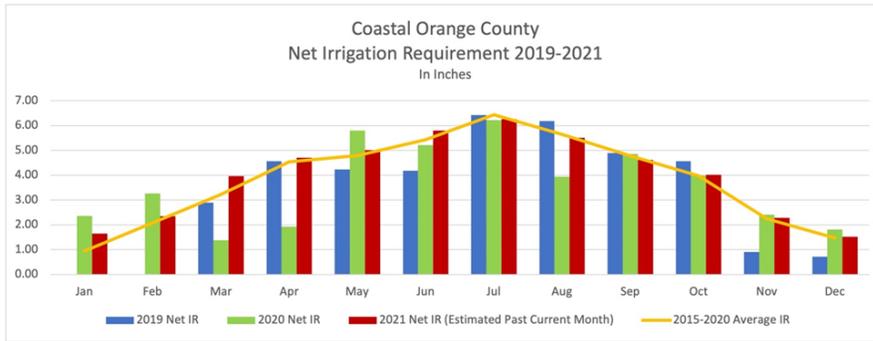
2019, though usually the pattern persists.

If you are still watering like it is July, you're likely starting to see standing watering and very saturated areas around your landscape. Right now, you should be reducing your frequency of watering, not the duration. We still need to allow the soil to dry out so that oxygen can penetrate into the root zone. However, due to cool nighttime temperatures and cooling soil temperatures, this process now takes longer, which means longer periods between watering cycles. Instead of four or five times a week for turf watering, now we only need three times per week. For our shrub areas, we can water two times a week instead of three.

Smart controllers work really well at figuring out this frequency and this is why they are coveted by water agencies for being able to figure out this watering need and applying water when it is needed by the landscape, not when we think not turning the water down until the landscape begins to stress from overwatering.

When we pay attention to the weather, not only will our landscapes thank us, so will our wallets!

Andrew Chase
Director of Water
Management



This graph is based on information from CIMIS, the California Irrigation Management Information System. CIMIS is a network of weather stations that collects and publishes data on current weather conditions. With a variety of measures, this data helps us know when and how much to water.

PART-TIME TURF

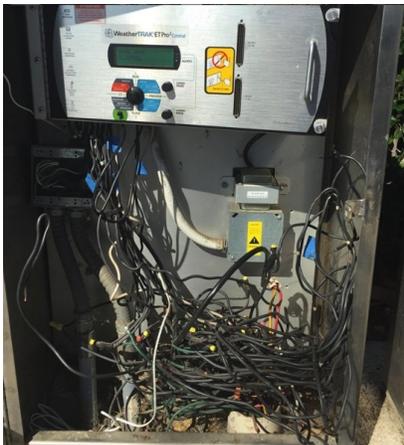
Using turf that enters dormancy will help reduce time and money spent on winter lawn care. You will save on water, fertilizer (which can be a pollutant), pest control programs, and maintenance hours. Communities with an eye on temperature increases and water shortages should consider either changing turf types to allow for dormancy or reducing the amount of turf overall.

While your grass rests, allocate labor towards deep cleaning projects and deferred maintenance. Planting CA natives is a great way to fill the time saved on turf care!

Even into October, we are tempted to keep watering like it's summer.

OBITUARIES

This year we said goodbye to “2G” cellular communications for our smart controllers. 2G cellular networks allowed us to migrate from wireless “one-way” communications where we “pushed” programming into controllers to wireless “two-way” communications where we could see what was programmed on the controller prior to programming them and altering the programming. It also allowed us to monitor



flow sensors and to receive alerts from flow sensors and field electrical faults.

Prior to 2G, this type of communication was only available with hardwired data lines, hard wire traditional phone lines with modems or via expensive radio networks controlled with a central control computer in an office. 2G was the first digital cellular network as the original 1G cellular network was an analog system with very little bandwidth. 2G opened up many avenues and possibilities of communications options that were not available to the landscape industry before for remote capable communications.

So, as we mourn the loss of 2G, we are also sad to announce that 3G is on life support and is also scheduled to expire in the winter of 2022.

Let us give thanks and remember what these two generations of cellular communications have given the landscape industry.

ARE YOU READY FOR RAIN?

- ◇ Perform regular inspections of V-ditches, area drains, and inlets to mitigate flooding and keep water moving.
- ◇ Is the irrigation OFF? Confirm your rain settings and check in periodically to make sure you're making the most of the free irrigation.
- ◇ Check tree stakes and ties as well as general trimming. Trees that are top-heavy or lack sufficient support are vulnerable to heavy rains and wind.
- ◇ Got hay? Straw wattle protects your slopes from erosion and slows run-off.

REBATE ALL-STARS

Some of the plants featured in this park design:

TREES

Cercis occidentalis 'Forest Pansy' (purple leaved Eastern redbud) - see below



Parkinsonia acculeata 'Desert Museum' (palo verde)

SHRUBS

Leonotis leonurus (lion's tail)

Salvia clevelandii (Cleveland sage)

Chondropetalum tectorum (cape rush)

GROUNDCOVERS

Calandrinia spectabilis (rock purslane)

Lomandra longifolia 'LM300' (Breeze™ dwarf mat rush)

Tulbaghia violacea 'Silver Lace' (variegated society garlic)

SUCCULENTS

Agave americana var. *medio-picta* 'Alba' (yellow-banded century plant)

Aloe striata (coral aloe)

Opuntia 'Santa Rita' (Santa Rita prickly pear)

COMMUNITY SPOTLIGHT:

OSO VALLEY GREENBELT ASSOCIATION

Did you know Monarch can help you identify rebate opportunities, manage the administrative and horticultural process, and advise on up-keep? We navigate complex programs to get you the maximum available funds for your project.

Last year, Monarch had the honor of partnering with Oso Valley Greenbelt Association, Powerstone Property Management, and Harvest Landscape to transform an under-used turf area into a destination park for the community. With many rolling greenbelts, Oso Valley is a sprawling community in Mission Viejo (Orange County, CA) that has plenty of mature landscape to care for. Like many local communities with classic designs (picture expansive lawns and tropical-looking plants), this HOA plans strategically to keep its assets in good condition with an eye towards future sustainability. Changing an entire landscape is rarely if ever feasible but introducing new concepts in landmark projects helps everyone adjust gradually.

An overabundance of turf can mean high

water bills and allotting labor to mowing, edging, dethatching, overseeding, fertilizing, and pest control with very little reward in terms of land-



You may have twice as much turf as you need! Prioritize keeping only what is actively used.

scape diversity and resident enjoyment. While a well-placed lawn can be an asset for families and pets, much of the turf in our communities is unused due to sheer volume.



Leaving smaller amounts of grass means your landscape is more balanced, thoughtful, and sustainable. Taking advantage of current rebates from Moulton Niguel Water District, the entire cost of this \$125,000 project was offset. 45,000 square feet of turf was removed and replaced with low-water use, low maintenance plants to create a beautiful stroll garden, seating areas, and water-saving features.

According to board presi-

dent Dahrl Thorpe, “The turf renovation project has made a huge impact on our residents. What was once an expensive [in terms of water and maintenance] and boring landscape has become a vibrant and inviting area. The selection of plants has drawn many birds and pollinators to make their home here, which has created a peaceful environment for our residents to relax in and enjoy. Overall, *great job, team!*”

The selection of plants has drawn many birds and pollinators to make their home here, which has created a peaceful environment for our residents.



Incorporating new elements such as water retention features, rocks and boulders, and benches or bridges is less intimidating with a good design. Sharing a visual of what’s to come takes the sting out of losing traditional turf.

Landscape design for Morales Park by Emily Hope for Monarch Environmental.

WATER SAVING

Turf rebates will usually dictate a water-saving component to capture rain, filter and/or store water, and mitigate run-off. Some options include:

DRY RIVER BEDS

A dry river bed can be a great way to mimic nature. Introducing a seemingly natural element will enhance your landscape, reduce runoff and filter water, and does not detract from design. This is a great solution for large areas.



RAIN BARRELS AND CISTERNS

Positioned to collect runoff from roof gutters, these reservoirs catch naturally occurring rainfall for later use.

ROCK GARDENS

Rock gardens require very little irrigation. Providing the garden with a permeable surface allows rain to infiltrate the ground naturally. They are also low maintenance and provide a venue for interesting plant specimens.

SWALES

A swale collects rainwater naturally and allows it to slowly infiltrate into the ground. Swales are simply depressions or ditches that are not intended to move water away from the garden.



Mike is living his best life in Kona, Hawaii. Ever an outdoorsman, the landscape here is perfectly suited to his active lifestyle and love of the natural world.



On a recent trip to Hawaii, Director of Water Management Andrew Chase hangs with Mike for a mini Monarch summit. We are all hoping we're next!

WHERE ARE THEY NOW?

MIKE PEREZ

Former CAPP Consultant Mike Perez retired from Monarch in 2019. During his tenure, Mike provided top tier consulting to several communities, including Rancho Mission Viejo. His effortlessly calm demeanor and tremendous body of experience are legendary for those of us lucky to have worked alongside him. Now residing in Kona, Hawaii with wife Suzanne, Mike is active in their church and making the most of the great outdoors.

How did you get started in the industry?

I started my first job in landscape about a year out of high school under a federal CETA (Comprehensive Employment & Training Act) program in the 1970's. This temporary training job would lead into a permanent parks and recreation position with a lot of hard work and sweat behind an edger and push mower.

With the motivation of moving beyond the mower and blower I was fortunate enough to have a team of dedicated industry mentors advising me to return to school, continue to work hard and never stop learning. I would later earn degrees in ornamental horticulture, public administration as well as a certificate as a ISA Certified Arborist and State of California Pest Control Advisor.

At the end of my public service career, I would move into managing three retail nursery operations all in south Orange County. Finally, after leaving the retail sector I had the greatest opportunity of my career and worked with Matt Davenport and a team of dedicated professionals at Monarch Environmental as a landscape consultant.

Where do you think the industry is headed?

As pressure continues to be placed on natural resources, the need to further

develop employees and the technology they use to manage these resources will play a significant role. Maintenance processes have to continually be evaluated – maintenance can't be the same as years past. As labor is becoming a premium, inspection processes have to be evaluated. Inspections may be performed via drone from the air in place of walking across acres of landscape. Smart irrigation software/controllers and fully trained and certified professionals will also play an important role protect natural resources.

What are you most proud of in the field?

The accomplishment that I am most proud of is serving as the President of the State Board of the California Parks & Recreation Society, Park Operation Section. This position enabled me to work with industry leaders who supply products, goods and materials as well as financial support and sponsorship to provide and promote professional standards, future trends, education and training coursework to public sector employees throughout the state of California. This included monthly regional workshops, annual state conference and a 10-day Park Operations Certificate Program conducted at the UCLA Conference & Training Center in Lake Arrowhead, CA.

Who do you admire?

Mentors are the people whom I most admire. Throughout my career I was very blessed to have people who believed in me and showed that nothing was impossible if I worked hard, had a good attitude and established and stuck to reasonable and achievable career goals. I believe the result of my career was improving the overall quality of life for people through landscape. Whether at home, a community park or sports field or while looking out the window at work, landscape gives us a sense of peace and well-being.

MEET BETHANY ROSS

Bethany's career in the green industry began with inspiration from floral work and an outdoorsy upbringing. Starting out, she took a role as sales manager for an erosion control contractor. As the company tripled in size, Bethany was promoted to general manager, spearheading both sales management and operations.

With a BS in Business Marketing from Azusa Pacific University, she has a well-rounded foundation for viewing day-to-day landscape transactions through a corporate lens. Determining the "why" behind a process is her specialty. This informs her ability to plan strategically for

our communities and help direct new business.

Bethany's key role as our Director of Client Services is to drive our first and most important core value—relationships. Bethany's efforts allow us to tailor goals and objectives for our clients.

When you don't find Bethany in the field or treating you to a business lunch, she's most likely exploring outside with her kids and getting to know new places by running around.



Certified playground inspector



Sustainable Horticulture student
ISA Arborist



Customer service all-star

MEET LUNA LAMBERT

Moon Unit Zappa Lambert Perry (AKA Luna) is a favorite—if not *the* favorite—on the Monarch team.

Born on New Year's Day, 2016, on a ranch in Bakersfield, Luna is a working dog at heart. She was adopted through The Muttsack to her permanent home with Ryan Perry and Evin Lambert. Joining her mom, Evin, for routine arborist work with Monarch Environmental lets her work off her irrepressible enthusiasm for the great outdoors.

As a junior arborist, Luna is well-versed in creating and managing tree inventories, providing tree assessments and reports, and consulting on all aspects of arboriculture including health care and pest control treatments, planting, removals, and pruning.

Luna's primary role at Monarch is field support. As such, she is happy to test the quality of a turf field by chasing a far-flung tennis ball or keep an eye out for distracting wildlife.

Luna is tremendously ambitious and intelligent. She knows the names of all of her toys, cat friends, people friends, and (allegedly) every species of tree.

When you don't see Luna in the field tugging at her leash or sniffing out an invasive pest, you'll find her at home patrolling the yard or snoozing through our staff meetings.



Celebrates diversity in friendships



Sports field and turf maintenance expert



Speckles and spots for extra camouflage

SEASONAL MAGIC

A landscape is both permanent and ephemeral. These plants offer up seasonal treats that are worth the wait.



Muhlenbergia (pink muhly grass) heralds in the fall



Pistache berries are bright pink on bare stems



Koelrueteria seedpods last from fall to winter



Ceanothus (CA lilac) gives cool season color

DESIGN IN MULTIPLE DIMENSIONS

When you say “no” to a resident who wants a tree cut down or a shrub replaced in a common area, you will inevitably be questioned as to why this terrible plant was chosen in the first place. That tree drops leaves into my pool. These flowers attract bees. Those roses die back to sticks every year. Who would ever plant *that*?

The answer is obvious to the landscape designer: nature is dimensional. To create a dynamic landscape, your tools are not just shapes and texture and colors. You have another dimension entirely – time. You can take your landscape through seasons, each twist in the lifecycle producing a brief holiday. Ah, *now* it’s time for the toyon berries or the iris blooms! Selecting a plant is considering its spring buds and winter silhouette and how it changes with the plants around it.

Here are some Monarch tips to get started:

Diversify your planters

Does every plant flower at the same time, leaving 10 months of static landscape in the year? Try adding cool-season bloomers like Aloes and Agaves if your current palette leans warm-season. Additionally, having a range of lifecycles will make maintenance less of a seasonal burden.

Leave it a little longer

Instead of over-grooming your plants, transition into a more

natural aesthetic by leaving fruit or seedpods in place. Beneficial wildlife will be attracted by extra nutrition, and the landscape will function more naturally with less intervention.

Make an impact

Chose prominent areas to have explosive seasonal displays. While fleeting, a super bloom will become iconic. Who doesn’t look forward to that one corner covered in shimmering California poppies or saturated in purple lupine?



Tecoma ‘Yellow Bells’ and *Aloe cameronii* have overlapping bloom seasons



Citrus like this kumquat usually ripen in winter, contributing a color boost and a handy snack



CALENDAR

FALL TO WINTER

As the warm season dies down, it's time to start preparing for lower temperatures, shorter days, and (if we're lucky) a little rain. Here are some things you can do now and into winter to keep your landscape in good condition:

- ◇ Have you reduced your irrigation yet? Even when heat persists, irrigation should be reduced to compensate for decreased light.
- ◇ Make sure those drains are clear! Inspect V-ditches and area drains throughout the community and remove eroded soil, mulch and other debris.
- ◇ Santa Ana winds and other strong weather events are particularly risky for trees. Check tree supports (stakes and ties), inspect for possible limb drop and tree failures, and plan on regular debris clean-up.
- ◇ The cool season is an excellent time to plant, especially CA natives.
- ◇ Turf maintenance such as dethatching and aeration are best completed before dormancy.
- ◇ Holiday prep: plan your annual color changes and holiday lighting in advance to avoid rushed decisions and tight schedules. If lighting trees, have the pruning completed before install dates.



GLOSSARY

Berm—soil that has been formed around the base of a plant or tree to retain water

CIMIS—California Irrigation Management Information System

Cistern—used to collect rainwater, these vessels are placed where they receive run-off from building gutters

Deciduous—plants that seasonally shed their leaves

Dethatching—removing the build-up of dead material (thatch) from turf to improve airflow and gas exchange and absorption of nutrients and water

Dormancy—plants need rest, too.

Dormancy means a plant is not actively growing and is conserving energy through a difficult season.

Drought Tolerant—this does NOT mean plants want abuse or hate water! Species that are adapted for drought can tolerate limited periods of low water once they are established. Young “drought tolerant” plants may still fail in deprivation conditions

Rebate—funds offered by a water district to offset the cost of transition to a low-water landscape

Swale—a shallow trench dug into the soil to aid in water retention. Sometimes swales direct water to a rain garden.

What can you find?

QCESEASONALVRCWTVJKDAGPOR
HAOXIAPKSCXDQKIOZOFQDFJJM
CONTROLLERLJBPLDFPYXLSGKO
MTNCCLFKMGDFOUKPDWLCPRBN
PNXFJAOMWSWALELHECSVQBXGA
OAMYBDRVFBPBSWIFZOOYVUHC
BMWFWCUOFIEXRYFXLHGYNAYTC
DZCEXTCGTSBTRIEUWNZCHTFRH
IDQDGMFYPENDDHMBPVNIJFOAZ
ZEZBRNYAHGNOJBUGKAWSTGLNY
UCFHACDJOEAOQKLFELTAOISF
BIUSSHFNTFOJINCYVMCEREA
ILCDGRSLCOOCABSDHRYNGRNCGTZ
LUKSEOISSPGEZRSYJZANMTEIY
BOYFSRLOYRENVIRONMENTALOE
LUKMVOSMNUWFXWCWDVTQBZENK
MSLLBPZYTNTHBLOOMPDIYKRVC
WDICEHCIHINVQAKRCJUTJBOKT
LSFARYIXENVAAUIRPHYKSSWSSAP
QTENRLFASGTPTEURURQQDIJL
JRCRILUKIOZZTIENBZXKRNOSL
LYYAEBOPSRODCGVRQWQCCWNLX
VCCUSKTRBXTJSJKEMNWTIREBA
MELISEEDHEADSFPVSDDESIGNYL
JPEEIRFMPHAGWIXCOATHVONSU

photosynthesis	environmental	carotenoids	transition
chlorophyll	controller	seedheads	lifecycle
deciduous	seasonal	wildlife	pruning
cistern	natives	grasses	erosion
foliage	design	berries	swale
monarch	bloom	berm	mulch

Did you get them all? Submit your completed puzzle to Jen@monarchu.com for a chance to win an undisclosed but very good prize!



PLANT PROFILE

BOUTELOUA GRACILIS 'BLONDE AMBITION'

AKA Eyebrow Grass or Gama Grass

- ◇ **HEIGHT** Foliage is generally 4-6" but flowers will reach 1-2'
- ◇ **WATER** Low water and drought tolerant
- ◇ **CARE** Flush cut annually to promote fresh spring growth
- ◇ **BLOOM** Warm season (typically mid-summer to fall)

FEATURES

- ◇ According to landscape maintenance pros, one of the easiest grasses to cut! Maintenance is a breeze on this delicate grass when other species take far more time and labor to cut back annually.
- ◇ Delicate seedheads form signature "eyebrows" that give this grass its common name
- ◇ Tolerates heat, cold, and pollution
- ◇ Birds and butterflies make use of this plant
- ◇ A good fit for rock gardens due to small stature and tolerance of shallow soil



KEEP IN TOUCH



Did you know? Monarch hosts team-building workshops that explore landscape management topics with hands-on activities. Reach out to schedule an event for your team! Grow@monarchu.com

Visit our digital library monarchu.com/monarchu

Monarch Environmental

34237 Via Santa Rosa
Dana Point, CA
92624

Phone 949.207.3770
E-mail Grow@monarchu.com
Web monarchu.com

Rooted in Relationships
◇
Cultivating Collaboration
◇
Growth with Purpose
◇





Visit our digital library
monarchu.com/monarchu