

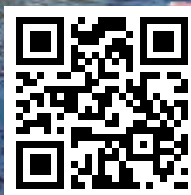
April 2024

Offshoot

The Official Publication of the California Landscape Contractors Association San Diego Chapter

www.clcasandiego.org

Offshoot
P.O. Box 242
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President's Message

Marybeth MacNaughton



Happy Spring! The CLCA San Diego Chapter Golf Tournament is set for May 17 at Twin Oaks Golf Course in San Marcos. Plan to join us for a fun-filled day on the links as a player or a sponsor... OR BOTH! Shotgun start at 8 a.m. Registration opens at 7 a.m. Don't forget to invite your clients and friends!

Golfing with clients isn't just about sinking putts—it's a powerful way to strengthen professional relationships. One of the key advantages is the relaxed environment that golf provides. Away from the pressures of the office, conversation flows naturally on the fairways and greens. This relaxed setting fosters open communication and allows for meaningful discussions that can deepen connections beyond business matters.

Moreover, playing golf together creates a shared experience that goes beyond the typical client meeting. Whether navigating the course or celebrating a great shot, these moments build camaraderie and rapport. The extended duration of a round of golf also provides ample quality time with clients. Spending several hours together allows for deeper conversations, providing valuable insights into their interests, goals, and challenges.

Another benefit is the opportunity to showcase your character on the course. Golf is a game of integrity and sportsmanship, and how you conduct yourself can speak volumes about your professionalism. Demonstrating honesty, respect, and etiquette can enhance your reputation in the eyes of your clients.

Furthermore, golfing with clients levels the playing field. Regardless of their position or status in business, everyone starts on equal footing on the golf course. This fosters mutual respect and understanding, creating an environment where genuine connections can flourish.

Additionally, golf presents challenges that mirror those encountered in business. From navigating obstacles to strategizing shots, players must demonstrate resilience and problem-solving skills. Overcoming these challenges together can strengthen bonds and build trust.

Ultimately, golf outings create unforgettable moments that leave a lasting impression on clients. Whether it's a memorable shot or a friendly wager, these shared experiences create positive associations with your company. Moreover, golf outings often involve multiple players, providing opportunities to network with a wider circle of professionals and forge new connections that can benefit your business in the long run. And most of all, it's fun!

What are you waiting for? Register to join us on May 17!

"A bad day of golf is 100 times better than a good day at work."

2024 Golf Tournament

Friday, May 17

at Twin Oaks Golf Course
1425 N. Twin Oaks Valley Road, San Marcos



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Trying to Come Up With “Outside-the-Box” Ways to Promote Your Business? Entering the Beautification Awards Will Give You a Boost – Try Public Relations!

By Amy Conrad, Conrad Public Relations & Marketing

Do you know what PR is and how to use it to positively position your company in the media and therefore attract potential customers? I will bet that at least one of your competitors does!

Winning a Beautification Award, a designation that says you stand out in the industry, is the perfect way to promote your business to the media and win over those potential customers. With the CLCA San Diego Chapter’s Beautification Awards right around the corner, now is your chance to capture that PR and advertising opportunity that could give your business a real boost.

In fact, nearly every mention of companies in newspapers and magazines is a direct result of publicity efforts (i.e. Public Relations efforts). Winning a Beautification Award is something you can boast about to the media, which in turn will publish news about your company. Being quoted or featured in an article, including showcase photos of your work, speaks volumes to readers (your potential customers) about your expertise and credibility. Hiring a PR consultant can do that for you and show you ways to extend the shelf life of that article beyond today’s newspaper or this month’s magazine.

Winning a Beautification Award is a great honor. This means that you have captured the eye of the CLCA organization and your experienced peers for the quality work you have achieved throughout the year. Upon receiving your award, take that opportunity to put your designation as a Beautification Award winner into your advertising, your promotional materials, and reiterating it even when you deliver a quote for a new job. Especially in today’s economy, to sustain your business, you need to communicate prominent messages that will stand out and target your specific audience.

It is important to enter your projects for multiple awards and to enter your projects on a yearly basis. A consistent announcement of the awards you win can be mentioned with a press release, and then distributed to various newspapers to get yourself publicity.

The process for entering the Beautification Awards is now underway. Take advantage of the potential advertising and PR goldmine by entering your projects today.

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ARE YOU A WINNER?

ENTER THE CHAPTER BEAUTIFICATION AWARDS TO FIND OUT!

Entry forms available at www.clcasandiego.org.

**Entry Deadline is May 24, 2024!
Judging will be June 10-24, 2024.**

Winners will be announced at an awards banquet on September 7. Location TBD.

Coming Events

Mark your calendar!

April 18

San Diego Chapter Lunch & Learn, 10 a.m.
American Sod Farms, 15507 Old Milky Way, Escondido.

May 9

San Diego Chapter Lunch & Learn, 10 a.m.
Plant Presentation & Nursery Tour.
Everde Growers, 5400 Governor Drive, San Diego.
More information coming soon.

May 14

San Diego Chapter General Meeting, 9 a.m.
All welcome. This will be a virtual meeting.
Email bronwyn@eyescares.net for the link to attend.

May 17

San Diego Chapter Golf Tournament, Twin Oaks.
Register online at www.clcasandiego.org.

May 24

Chapter Beautification Awards Entry Forms Due.
Entry forms available online at www.clcasandiego.org.

~KURAPIA~

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presenting a

Webinar on Proposed Licensing Fee Increase, May 2, 2024

The Department of Pesticide Regulation (DPR) is holding a webinar on Thursday, May 2, 2024, at 11 a.m. to share information, answer questions, and receive feedback from license holders and other stakeholders on the department's intent to increase licensing and certification fees to a level that supports the current and future business needs of the licensing and certification program.

BACKGROUND

The California Food and Agricultural Code section 11502.5 requires the director to set fees for the licensing and certification program including license and certificate examination, application, and renewals. The fees are set at an amount that the revenue generated supports the cost of the program.

Current licensing and certification fees are not sufficient to support the work of the licensing and certification program and it is necessary to raise licensing application, exam, and renewal fees.

WEBINAR DATE AND ACCESS INFORMATION

A webinar to discuss this proposal will be held on:
Thursday, May 2, 2024, 11:00 a.m. to 12:00 p.m.

The webinar will be offered through the remote webinar service Zoom to allow participants to provide an oral question or comment. Prior to the webinar, DPR will distribute through our email list the Zoom participation information and an agenda with information about the proposal, and open a 30-day public comment period.

During the public comment period and during the webinar, questions and comments may be sent to LicenseFeeChange@cdpr.ca.gov. If you have any questions, comments, need additional information, special accommodation, or language assistance, please email LicenseFeeChange@cdpr.ca.gov. Special accommodation or language assistance requests to participate in this webinar must be submitted no later than April 17, 2024.

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Small Commercial landscapers who want to replace their gas-powered equipment with electric alternatives and provide a clean energy solution.



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Q & A:

How do I find out more?

Visit our website at sdapcd.org and search for ELEAF.

What type of equipment is eligible?

Chainsaws/Polesaws, Edgers, Trimmers, mowers, and Blowers/Vacuums.

How long will the program be open?

The program will be open February 9th, 2024 until funding dollars are exhausted.

LEARN MORE:



sdapcd.org/grants

cleanairgrants@sdapcd.org

(858) 586-2600

Eligible Funding Amounts

Equipment Category

| | |
|---------------------------------|----------|
| Handhelds* | \$700 |
| Leaf blowers/Vacuums | \$1,400 |
| Walk-Behind or Robotic Mowers | \$1,500 |
| Ride-On or Standing Ride Mowers | \$15,000 |

*Chainsaws/Polesaws, Edgers, Trimmers, Handheld Blowers/Vacuums



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Weight: Lite Sod is about half the weight of soil sod. This in turn allows the pieces to be bigger making for a faster and easier installation. Its lighter weight lowers shipping costs.

Faster Production Time: Lite Sod can be produced in half the time of field-grown sod. Hence, it requires half the water, fertilizer, and disease and weed controls.

Eco-Friendly: By reducing water consumption, fertilizer, and the need for chemicals, Lite Sod is a more environmentally sustainable option. Since it weighs about half as much as conventional rolls, it takes less fuel to ship; reducing fuel emissions.

Customizable Grass Varieties: Hydroponic substrate systems allow precise control for optimizing growth conditions to accommodate a wide spectrum of grass varieties. This allows for production flexibility to produce multiple product offerings ensuring you get the perfect lawn for your climate and aesthetic preferences.

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New Independent Contractor Criteria

By Steven Cesare, Ph.D., Harvest Landscape Consulting

A novice business owner from California called me the other day to discuss her staffing plans. While well-intentioned, the business owner excitedly conveyed her proposals for filling many key company positions with independent contractors. With beaming enthusiasm, the business owner gleefully informed me that independent contractors are not held to the same regulations on minimum wages, overtime, and record-keeping found in the Fair Labor Standards Act that apply exclusively to employees.

Her first rodeo. Not mine.

While acknowledging her fervor, I began to reveal the nuances of this often-attempted plan, to protect her company from a myriad risk factors including unpaid wages and benefits, as well as civil penalties. With each revealed nuance, I could feel her energy level inexorably subside to an uncomfortable place called “reality.”

Beyond historical laws and restrictions to this practice, I also informed her that **the Department of Labor’s new 6-Factor Independent Contractor Test** just took effect on **March 11, 2024**.

Opportunity for profit or loss depending on managerial skill

The worker is likely an independent contractor if the worker: (a) determines or can meaningfully negotiate the charge or pay for the work provided; (b) accepts or declines jobs or chooses the order and/or time in which the jobs are performed; (c) engages in marketing, advertising, or other efforts to expand their business or secure more work; and (d) makes decisions to hire others, purchase materials and equipment, and/or rent space.

Investments by the worker and the employer

The worker’s investments need not be equal to the employer’s investments and should not be compared only in terms of the dollar values or the sizes of the worker and the employer. Instead, the focus should compare the investments to determine if the worker is making similar types of investments as the employer (even if on a smaller scale) to suggest that the worker is operating independently, which would indicate independent contractor status.

Continued on next page...

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New Independent Contractor Criteria

...continued from previous page

Degree of permanence of the work relationship

The worker is likely an employee when the work relationship is indefinite in duration, continuous, or exclusive of work for other employers. Conversely, the worker is likely an independent contractor when the work relationship is definite in duration, non-exclusive, project-based, or sporadic, based on the worker being in business for oneself and marketing his/her services to multiple entities.

Nature and degree of control

A worker is likely an employee if the employer: sets the worker's schedule; supervises the performance of the work; limits the worker's ability to work for other employers; uses technological means to supervise work performance; reserves the right to discipline workers; places demands or restrictions that prevent the worker from working for others or working when they choose; or exerts control over prices or rates for services and the marketing of the services provided by the worker.

Extent to which the work performed is an integral part of the employer's business

The worker is likely an employee when the work performed is critical, necessary, or central to the employer's business. This factor weighs in favor of the

worker being an independent contractor when the work performed is not critical, necessary, or central to the employer's business.

Skill and initiative

This factor considers whether the worker uses specialized skills to perform the work and whether those skills contribute to a business-like initiative. This factor indicates employee status where the worker does not use specialized skills in performing the work or where the worker is dependent on training from the employer to perform the work. It is the worker's use of those specialized skills relating to a business-like initiative that indicates that the worker is an independent contractor.

Misclassification of "employees" as "independent contractors" is an ongoing source of litigation, replete with severe financial costs. Sage business owners will rely on this new 6-Factor test, verify that misclassification is included in their EPLI Wage and Hour Add-on Policy, and continue to conduct periodic audits using the SS-8 Form to ensure classification accuracy. Sage business owners have been to this rodeo before.

I wonder if that clown in the rodeo is an employee or an independent contractor?

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