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Offshoot

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www.clcasandiego.org

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Ian Campbell

President's Message

Hello CLCA San Diego members! We are well into the third quarter of our fiscal year. It's hot, it's dry, and fuel is still expensive. The good thing is, we live here in San Diego County – at least most of us! We couldn't ask for a better spot to not only work, but also live, play, raise families, make friends, and build lifelong relationships in. We truly are fortunate that we get to do what we do *here*.

As many of you are aware, California is in another drought and statewide regulations and restrictions are in place regarding outdoor water usage. There is a lot of talk about it and where (or who) you get your information from really does matter in San Diego. I want to help simplify the current status of the drought for our region.

Compared to other counties within California, San Diego is uniquely situated. Our saving grace from the more severe water restrictions is our Desalination Plant in Carlsbad. This investment, along with some other measures and foresight by the San Diego County Water Authority (SDCWA), has saved us from a lot of the restrictions being enforced in other counties.

So, what does this mean for us? Put simply: Within the county of San Diego, non-functional turf (big lawns void of trees) can't be irrigated with potable water. If you want to keep the lawn, you must use reclaimed or well water. That's it. In a nutshell.

What do we *not* want to do here? Repeat the theme of brown is the new green; the theme once embraced by our state. In an era of higher temperatures, more severe weather extremes, melting ice caps, and an ever-growing carbon count in our atmosphere, we can't lose our greatest asset in this fight... our trees.

As professionals leading our industry into the future, it is our duty and responsibility to educate our clients about our climate and soils. We need to plant climate-appropriate plants that can satisfy their landscape needs while minimizing our request on what is a finite resource... water.

Those of us who have been doing this for some time can tell the age of a landscape by its design and plant use. It's time we define the landscapes of *our* time. Well thought out plans using plants that satisfy the functional and aesthetic needs of our clients while minimizing additional demands or non-natural (supplemental) resources.

As I have gotten to know many of the members of our great association, I feel this group is ready to tackle the challenges of tomorrow by leading our industry into the next era today. Thank you all for continuing to make this organization not only fun to be a part of, but a value to our professional growth and development *and* the improvement of the community we all call home. Stay safe and profitable. ~Ian

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Coming Events

Mark your calendar!

September 10

San Diego Chapter Beautification Awards.
Twin Oaks: 1425 N. Twin Oaks Valley Road, San Marcos.

October 11

San Diego Chapter General Meeting.
All welcome. This will be a virtual meeting.
Email eyescapen@yahoo.com for the link to attend.

October 21

DMWN Oceanside Open House, 9 a.m.
Tour the Oceanside growing ground, enjoy lunch, and a chance to network with other landscape pros. This event is free to attend, but requires registration.
www.devilmountainnursery.com/upcoming-events/

November 9-12

CLCA Convention & Trophy Awards.
More information at www.clca.org/convention.

November 16-17

The Landscape Expo.
More information at www.thelandscapeexpo.com.

December 8

San Diego Chapter Holiday Party.
Brigantine: 3263 Camino del Mar, Del Mar, CA 92014.



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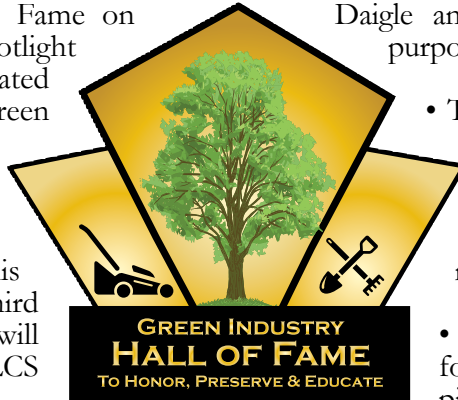
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Green Industry Achievers to be Inducted Into the Green Industry Hall of Fame October 22 in Yorba Linda, CA

The honoring of the newest inductees into the prestigious Green Industry Hall of Fame on October 22 in Yorba Linda will spotlight some of the brightest and most dedicated individuals in the industry. The Green Industry Hall of Fame induction ceremonies will take place on Saturday, October 22, 2022, 6 p.m. at Black Gold Golf Club, 1 Black Gold Dr, Yorba Linda, CA 92886. This gala will be the backdrop for their third annual television extravaganza that will air on the award-winning PBS|KLCS television show, Things Green.



Green Industry Hall of Fame co-founders Richard Daigle and Charles Nunley list the following purposes of the Green Industry Hall of Fame:

- To honor individuals, past and present, for their significant impact on the green industry;
- To preserve green industry equipment from previous eras;
- To educate the public about the profound impact these individuals and pieces of equipment continue to have on the green industry today.

The following green industry achievers will be inducted that evening:

- Perry Cardoza - NUVIS, Inc.**
- David Cox - L.E. Cooke**
- Dick Greenland - Storm Manufacturing**
- Janet Hartin - UC ANR**
- Steve List - Sylmar Charter High School**
- Tim Nord - Nord Landscape**
- Vicki Phillipy - Phillipy + Co. Association Mgmt**
- Kathryn Rudnyk - Picture Perfect Construction**
- Phil Steinhauer - Designscapes Colorado**

Don't miss the yearly event that draws scores of what many would consider the "Who's Who" of the green industry today. Reserve your seats by October 1, 2022. Dinner is \$120 per person.

Visit www.greenindustryhalloffame.org and follow the links for registration to make your reservations online. While there, explore the rest of the site to learn more about the organization and past inductees. Direct questions to info@greenindustryhalloffame.org.

Toro Adds New Features to Horizon360™ Business Mgmt Software

New customer relationship management tool and payment processing capabilities increase convenience and productivity for professional landscape contractors.

New features introduced to the Toro® Horizon360™ business software suite help drive more profits for professional landscape contractors. A customer relationship management tool will allow contractors to automate client communications, while a new online payment feature makes invoicing a breeze.

The new features build on the powerful all-in-one Horizon360 software suite that's designed to help landscape contractors more effectively track the productivity of their crews and equipment, automate their billing process, and enhance the time management of their businesses.

“Adding the new customer relationship management tool and automated payments feature not only meets the business needs of our Horizon360 customers, but gives them valuable time back in their day,” said Dave Francis, Senior Marketing Manager at Toro. “These features offer increased convenience to professional landscape contractors, while streamlining their communications and interactions with customers. Ultimately, these updates ensure they have all the data and tools they need to effectively run their business right at their fingertips.”

Communicate With Ease

The new CRM feature will allow contractors to automate customer communications, which means no more calling or texting. This feature can be used to schedule appointments, alert customers of upcoming service, communicate changes to the job, such as rescheduling due to inclement weather, and notify customers when a job is complete. Additionally, the CRM tool can be used for marketing business promotions and reminding customers of yearly service opportunities.

Designed to be easy to implement, communications can be created based on a pre-selected template, or you can build your own template with custom fields. Then, simply trigger the email to send and get on with your day.

Invoicing Made Simple

It's estimated that ten percent of invoices are missed or never delivered. The new automated online payments feature eliminates that — every invoice will go out and it will be simple for customers to pay.

The new system collects all recently completed jobs and sends invoices out for payment at your desired frequency. Choose from monthly, bi-weekly or immediately following service.



The simple process has just two steps. First, an email is generated and sent to the customer to notify them that an invoice has been made ready for payment. Then, customers simply click on the link and make the payment. Repeat customers can save a credit card on file for simple payment processing every time.

To ensure the payment process is secure for both contractors and their clients, Horizon360 software has partnered with EVO Payments, a leading global provider of payment technology integrations and acquiring solutions. All Toro contractors will be able to utilize EVO's secure cloud-based payment processing solutions to accept and manage their payments within their Horizon360 software suite.

“We are excited to partner with Toro to offer EVO's acquiring and processing services and secure Payfabric gateway to Horizon360 software customers,” says Brendan F. Tansill, EVO's President, the Americas. “Our proprietary solutions improve the contractors' ability to accept and manage card payments, allowing them to focus on growing their businesses.”

“Horizon360 is designed to help busy landscape contractors deliver better customer service, attract and retain great employees, manage time better, while increasing revenues and profit margins,” said Francis. In addition to the two new features, the software suite offers real-time equipment tracking and an intuitive bi-lingual phone app, and makes managing complex scheduling, challenging weather events, and multiple crews easier than ever.

To learn more about Horizon360, visit the Toro website at www.toro.com.

UC Landscape Plant Irrigation Trials™ Fall Open House Set for Thursday, September 29, at South Coast REC in Irvine

All landscape professionals and affiliated professions are invited to participate in the UC Landscape Plant Irrigation Trials™ (UC LPIT) Open House at South Coast Research & Extension Center in Irvine on September 29, 2022. Come out and rate this year's trial plants near the end of their treatment season and see how they have performed.



UC LPIT™ seeks to improve urban water-use efficiency by evaluating landscape plant performance on three irrigation treatments corresponding to the Water Use Classification of Landscape Species (WUCOLS) High, Moderate, and Low categories of water need. Plants are irrigated regularly during their first summer after planting. Treatments are imposed during the second growing season where researchers collect growth and quality ratings. The Open House allows landscape professionals and affiliated professions the opportunity to see new plants in their second year and share their opinions and preferences by rating a representative sample of the plants in the field undergoing irrigation treatments.

Ratings take about 1-1.5 hours to complete. The fields are covered in packed dirt and uneven mulch. Participants are encouraged to wear sturdy comfortable shoes, sunscreen and/or a hat. At the trial site, you will be provided a ratings sheet, writing implement, and given general instructions when you arrive. Cold water will be provided.

Registration is required to participate in the Plant Irrigation Trials. Visit <https://surveys.ucanr.edu/survey.cfm?surveynumber=38914>

Chapter Beautification Awards Saturday, September 10, 5 p.m. at Twin Oaks in San Marcos

Attend this year's Beautification Awards ceremony on September 10, 2022, at Twin Oaks in San Marcos. Come mingle with friends in the industry, while dining on a delicious dinner, as you cheer on this year's winners being honored for the highest level of craftsmanship in landscaping around the county.



Didn't enter a project? Plan on attending anyway. Photos of the winning properties are showcased in a multi-media presentation during the awards ceremony, allowing you an opportunity to get ideas for your projects.

Get more info and register at www.clcasandiego.org.

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PFL Grant Money for Small Employers

By Kim Gusman, President & CEO, California Employers Association

Small businesses in California with 1-100 employees with at least one (1) employee who has utilized California's Paid Family Leave (PFL) program (on or after June 1, 2022) are eligible to apply for grants up to \$2,000 to offset the increased costs associated with their employee(s) out on leave.

California's Paid Family Leave program allows California workers to take paid leave to bond with a new child (through birth, adoption, or foster care) or to care for a seriously ill family member.

Back on July 1, 2020, the PFL program expanded benefits from six to eight weeks for all businesses regardless of size. At that same time, the legislature also expanded the California Family Rights Act, which provides up to a twelve week non-paid protected leave to eligible employees working for businesses

The PFL Small Business Grant will pay up to \$2,000 to small businesses impacted by paid family leave to offset costs related to hiring or cross-training.

with 5 or more employees (whereas previously the employer only needed to employ 50 or more employees). These changes may have caused a hardship for you and this grant program is designed to lessen the financial burden on employers.

Pay Outs & Grant Eligibility

Payments are made directly to the employer and are designed to cover costs for:

- Training/cross training existing staff to cover the duties of the

employee on PFL;

- Marketing, recruitment, and other reasonably foreseeable training costs.

Eligibility

- Small businesses in California with 1-100 employees who have at least one (1) employee utilizing California's Paid Family Leave program (on or after June 1, 2022).
- Businesses must be registered to do business in the State of CA.
- Must be in active status with the CA Secretary of State's Office.
- Must have an active California Employer Account Number (CEAN) under which their employees are listed for payroll.

NOTE: Small businesses utilizing a Professional Employer Organization (PEO) for payroll services are not eligible to participate.

More information available at <https://californiapfl.com>.



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Truth

By Steven Cesare, Ph.D., The Harvest Group

A change-agent business owner from Kansas called me the other day to talk about a topic that an increased number of owners have thrown my way recently. “Truth.”

I hear it all the time:

- “Steve, my employees do not tell the truth to me.”
- “If I told my employees the truth, they would be offended.”
- “To avoid a lawsuit, I have to be politically correct with my employees rather than be truthful with them.”
- “If I gave them a truthful performance review, they would leave, and how does that really benefit me?”
- “Steve, truth is irrelevant nowadays, since everyone has their own ‘personal truth.’”
- “I’m sort of truthful with my employees most of the time.”

Let’s wax philosophical for a moment. If you don’t have truth, can you really have love, or respect, or honor, or

friendship, or sincerity, or trust, or peace of mind?

“Really?”



Remember the timeless adage: “A half truth is still a lie.”

The Kansas business owner shared a recent example where her employees did not tell the truth. In brief, due to a safety issue involving landscape equipment, several employees did not tell the truth (that’s called lying by the way) as part of the related investigation. Rather than tell the truth, the employees chose to “play dumb” and simply let the investigation play itself out administratively.

She knew they were lying. They know they were lying. I’m in San Diego and I know they were lying. And you know what? You know they were lying too, right?

Are you being truthful with me?

Continued on next page...




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Truth

...Continued from previous page



Now answer the question again.

When it comes to truth, never forget that you are a role model. Do it, lead it, enable it, reinforce it.

During my conversation with the business owner, I suggested that “truth” become more of a foreground issue in her company. My recommendations to her, also apply to you:

- make “truth” one of your company’s Core Values,
- when doing an investigation ask your employees “are you being completely truthful to me on this issue?”,
- insert the word “truth” into every contract proposal and enhancements bid,
- ask your employees if they think you are always truthful with them,
- stipulate in the Code of Conduct section of the Employee Handbook that employees always be truthful,
- document truth at all times (e.g., interviews, performance reviews, walk-throughs, job quality, injuries, customer interactions, overtime).

Being realistic, we all know this process will be awkward, time-consuming, and revealing. But until we begin this process, we are not being honest to our employees, our customers, our family members, or ourselves.

Isn’t that the truth?

Now answer the question again.

If you have any questions or comments about this topic or anything else related to human resources, simply call me at (760) 685-3800.

This article was excerpted from the Harvest Group blog, Tuesdays with Steve Cesare.

San Diego Chapter Member Milestones

Congratulations to the following companies for reaching membership milestones this month.

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