

FEBRUARY 2024

Offshoot

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



www.clcasandiego.org

Offshoot
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Marybeth MacNaughton

President's Message

Recently, our SD Chapter orchestrated a dynamic educational gathering at Native West Nursery in South San Diego, just a stone's throw from the border. Led by Director of Education Mike Madewell and graciously hosted by Patrick Montgomery of Native West, the event drew a diverse crowd of contractors, landscape architects, vendors, designers, and students.

We were treated to a tour of the expansive nursery and retail space, showcasing a diverse range of native plants. Attendees learned about the ecological benefits and aesthetic appeal of incorporating native plants into landscaping projects.

A highlight of the event was an engaging plant education session, emphasizing the advantages of choosing native plants. The diverse audience fostered a collaborative atmosphere, encouraging networking and idea exchange.

To keep attendees fueled and comfortable, a taco truck lunch was provided, fostering casual conversations. Swag bags distributed included stylish shirts, note pads,

pens, and an informative flyer with QR codes for further exploration of featured plants.

Debby Dunn from the San Diego County Water Authority distributed Nifty 50 posters, offering valuable insights into water-efficient plants for Southern California landscapes. *Nifty 50 listed on pages 6-7 of this magazine.*

In essence, the CLCA education event at Native West Nursery was a success, leaving participants inspired and equipped with knowledge to implement sustainable practices into their landscaping projects. The event's blend of education, networking, and thoughtful swag created a memorable experience for all involved. Thanks, Mike, Patrick, and Debby!

Highlights of Native West Nursery Event & Tour on Feb. 15



SAVE THE DATE 2024 Golf Tournament Friday, May 17

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



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Water Efficient Landscape Dual Certification Program

Workshops will be presented in Spanish
March 6, 13, and 20 in San Diego



This free, one-of-a-kind certification and educational opportunity is brought to you by CLCA and the Metropolitan Water District of Southern California (MWD). The workshop series, presented in Spanish, will be hosted in San Diego.

Wednesday, March 6, 10 a.m. – 4:30 p.m.
Wednesday, March 13, 10 a.m. – 4:30 p.m.
Wednesday, March 20, 10 a.m. – 4:30 p.m.

This joint effort combines the CLCA Water Management Certification Program with the Qualified Water Efficient Landscaper program to offer the landscape industry an opportunity to obtain two nationally recognized EPA WaterSense Professional Certifications with one course and one written test.

Presented in three six-hour classes, these workshops will offer CEUs for your current certifications and provide you with a participation certificate.

They are free and available only to those in select counties of Southern California within the Metropolitan Water District's service area.

The combined curriculum focuses on landscaping fundamentals in one convenient course and includes topics like:

- Where Our Water Comes From
- Sustainable Landscaping
- Landscape Water
- Soils
- Irrigation Systems
- Irrigation Maintenance & Trouble Shooting
- Irrigation System Auditing
- Irrigation Scheduling
- Irrigation Controllers
- Landscape Water Management
- Landscape Water Budgeting

Register online at <https://clca.org/certification-center/water-efficiency-landscape-dual-certification-program/>

Coming Events

Mark your calendar!

March 12

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.

April 9

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 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.

Registration opening in March.

~KURAPIA~

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CLCA Honors Distinguished Members at Annual Leadership Conference

Each year, the California Landscape Contractors Association (CLCA) honors those who have made an exceptional impact on the association and the green industry. The 2023 awards were presented during the association's annual Leadership Conference, held in San Marcos January 16-17, 2024.

ALLEGIANCE AWARD



In recognition of his years of service and leadership, CLCA presented **Regan Barry** with its Allegiance Award, the association's most prestigious honor.

The award is only given to a green industry professional who has been a member of the association for a minimum of 15 years and who has had a significant effect on the industry. Each Allegiance Award

winner has served on at least three of the association's committees, task forces or boards for a total of 10 years. They are the driving force of many of the association's most innovative and substantial programs and efforts.

Regan Barry's passion for the industry shows with his service within CLCA.

Since joining CLCA in 2001, Regan has been an outstanding volunteer on both the chapter and state level. He has mentored others in the landscape industry over the years and is always there to volunteer and help out. As one of the nominators stated, "He does not expect anything in return — he has the heart of a servant."

Regan was named the association's 2017 Regular Member of the Year.

In his chapter, he has served as chapter President and Membership Director. He currently serves as his chapter's Legislation Director.

On the state level, he served on the Bylaws, Nominations, Membership and Legislation committees. He was the Chapter President's Council representative on the state Board of Directors and served as state President.

His service to the green industry extends beyond CLCA. He is a longtime volunteer at the CLCA Nor Cal Landscape and Nursery Show and he and his company regularly donate supplies and labor to the Central Coast Chapter's service projects.

REGULAR MEMBER OF THE YEAR

CLCA named **Sal Hernandez** its 2023 Regular Member of the Year, honoring his professionalism and leadership. The award is given annually to a contractor member who is involved with a significant project or accomplishment during the current year.



Sal actively uses social media to connect with clients and potential clients and to grow his company, Pacific Breeze Landscape, Inc. He was applauded for his efforts to share these skills to grow the association's membership and online presence.

As the winner of several Beautification Awards in the Orange County chapter and in the state Trophy Awards, he also harnesses the power of mainstream media to promote green industry professionalism. He has been featured on TV on Season 2 of HGTV's Hidden Potential with Jasmine Roth.

He is currently the state Membership Director and is on the CLCA state Board of Directors. He served as Orange County Chapter President in 2021-2022.

While presenting the award, CLCA President Tom Sweeney, CWM, praised Sal for his tremendous leadership on both the state and chapter level. Quoting those who nominated him for the recognition, Tom said that fellow members have recognized Sal as "someone who can lead the association and the green industry into a better future."

"He is a valued asset of CLCA and is starting to get results on membership going into the future with a new era of media, social media, and influence," Tom announced while presenting the award.

"He has gone far above and beyond to support the CLCA at both the state and local level," he added.

Continued on next page...

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Reach out to Bronwyn for info and rates at (949) 466-1222 or bronwyn@eyescapes.net.

CLCA Honors Distinguished Members

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ASSOCIATE MEMBER OF THE YEAR



CLCA named **Gina Stanley** of CLCA Insurance Solutions its 2023 Associate Member of the Year, honoring her enthusiasm and efforts to promote the association and California's green industry. The award is given annually to an Associate Member who is involved with a significant project or accomplishment during the current year.

While presenting the award, CLCA 2024 President Tom Sweeney, CWM, praised Gina for her dedication to the association. Quoting those who nominated her for the recognition, Tom

said that fellow members have recognized Gina as "instrumental."

"No' is not in her vocabulary," Tom announced.

In her role as chapter president, Gina revitalized the Sacramento Valley chapter. The chapter was struggling, but is now on the rebound. Gina organized a large and successful golf tournament and increased board volunteerism. The board has now almost doubled in size and is becoming active again.

As one nominator shared, "Her leadership has seen results."

In her role as a member of CLCA's Events Committee, Gina is a dependable and consistent volunteer at conventions, assembling swag bags, handing out drink tickets, networking with members and staffing the registration table.

CLCA's mission is to serve and protect the interests of its members, promote professionalism, and advance public awareness of the landscape industry.
LEARN MORE AT WWW.CLCA.ORG



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Nifty 50

Plants for WaterSmart Landscapes

The Nifty 50 plants you see here thrive in San Diego's climate. They're attractive, non-invasive, easy to maintain, and last for a long time. They're low or very low water users and you can typically find them in retail nurseries. Best of all, the plants invite pollinators such as birds, bees, hummingbirds, and butterflies into your garden! This is just a small sampling of WaterSmart plants. Work with your local nursery or landscape professional to find the right plants for your garden.



SMALL PLANTS

 Desert Globemallow <i>Sphaeralcea Ambigua</i>	 Blue Grama <i>Bouteloua Gracilis</i>	 Deer Grass <i>Muhlenbergia Rigens</i>	 Red Buckwheat <i>Eriogonum Grande var. Rubescens</i>
 Boxwood Beauty Natal Plum <i>Carissa 'Boxwood Beauty'</i>	 Lavender <i>Lavandula (many kinds)</i>	 De La Mina Verbena <i>Verbena Lilacina 'De La Mina'</i>	 Little John Bottle Brush <i>Melaleuca Citrina</i>

MEDIUM PLANTS

 Palmer's Indian Mallow <i>Abutilon Palmeri</i>	 Rosemary <i>Salvia Rosmarinus</i>	 Baja Fairy Duster <i>Calliandra Californica</i>	 California Lilac <i>Ceanothus (many kinds)</i>
 Cleveland Sage <i>Salvia Clevelandii</i>	 Bush Germander <i>Teucrium Fruticans</i>	 Lion's Tail <i>Leonotis Leonurus</i>	 White Sage <i>Salvia Apiana</i>

LARGE PLANTS

 Conebush <i>Leucadendron (many kinds)</i>	 Toyon <i>Heteromeles Arbutifolia</i>	 Manzanita <i>Arctostaphylos (many kinds)</i>
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VINES

 Lilac Vine <i>Hardenbergia Violacea</i>	 Roger's Red Grape <i>Vitis 'Roger's Red'</i>	 Bougainvillea <i>Bougainvillea (many kinds)</i>
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Mexican Bush Sage

 Mexican Bush Sage <i>Salvia Leucantha</i>	 Blue Gem™ Westringia <i>Westringia 'Blue Gem'</i>
--	--

Grevilles

 Grevillea <i>Grevillea (many kinds)</i>	 Arabian Lilac <i>Vitex Trifolia 'Purpurea'</i>
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SUCCULENTS

 Live Forever <i>Dudleya (many kinds)</i>	 Rock Purslane <i>Cistanthe Grandiflora</i>	 Red Yucca <i>Hesperaloe Parviflora</i>	 Hens-and-Chicks <i>Echeveria (many kinds)</i>	 Aloe <i>Aloe (many kinds)</i>	 Aeonium <i>Aeonium (many kinds)</i>
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San Diego Chapter Member Milestones

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

24 Year Member
AAA Landscape Specialists

17 Year Member
RCP Block & Brick

11 Year Member
Advanced Ldscp Management

9 Year Member
San Pasqual Valley Soils

8 Year Member
Courtesy Chevrolet

TREES

Tecate Cypress



Hesperocyparis Forbesii

Catalina Cherry



Prunus Illicifolia/Lyonii (many kinds)

Chitalpa



Chitalpa Tashkentensis

Western Redbud



Cercis Occidentalis

Sweet Bay



Laurus Nobilis

Desert Willow



Chilopsis Linearis

Desert Museum Palo Verde



Parkinsonia x 'Desert Museum'

Oak



Quercus (many kinds)

Strawberry Tree



Abrutus 'Marina'

GROUND COVER

Creeping Rosemary



Rosmarinus Officinalis 'Prostratus'

Bee's Bliss Sage



Sabia 'Bee's Bliss'

Yarrow



Achillea Millefolium

Kurapia



Lippia Nodiflora

Trailing Lantana



Lantana Hybrids

Seaside Daisy



Erigeron Glaucus

Silver Carpet



Dymondia Margaretae

South African Daisy



Arctotis (many kinds)

Dwarf Coyote Bus



Baccharis Pilularis 'Pigeon Point'

GET INSPIRED

The Nifty 50 plants are attractive, non-invasive, easy to maintain, long-term performers and are water-wise once established. You can find them at local nurseries.

For a list of environmentally friendly gardens around San Diego County, visit SDCWA.org. These gardens are the perfect places to get ideas for how you can create your own beautiful, low-water landscape.

Learn how to enhance your garden with WaterSmart plants at SDCWA.org/conservation



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A Company

Ray York, Former President and CEO of Ewing Outdoor Supply and Landscape Products, Passes Away

Raymon Alan “Ray” York, former President & CEO of Ewing Outdoor Supply and Landscape Products, passed away January 24, 2024, after a brief illness. He was 86.

Ray will be remembered as an innovative, ground-breaking businessman, an advocate for continual education and a leader in the green industry. He was passionate about his family, his extended family of employees and Ewing’s customers, and was known to personally scout new business opportunities in communities in need of a dedicated, reliable green industry distributor.

He and his wife and business partner of 63 years, Susan “Sue” Ewing York, met at Stanford University in spring

1959, a few months before he graduated with a Bachelor of Science degree in industrial engineering. In December 1963, they took over Ewing’s daily operations from King William Ewing, Sue’s father and the company’s founder. Together, they laid a foundation that fostered Ewing’s growth from two brick-and-mortar stores serving the landscape, golf and industrial industries in the Bay Area into the more than 100-year-old, fourth-generation national distribution powerhouse that it is today.



Ray was proud of his longstanding membership and past chairmanship of the National Association of Wholesale Distributors and his membership and past presidency of the Irrigation Association. In 2007, CLCA honored Ray and Sue with Lifetime Achievement Awards for their contributions to the industry.

Ray is survived by his wife Susan “Sue” Ewing York; sons David (Julia), Douglas (Kelli) and Richard (Victoria) York; six grandchildren and one great-grandchild; and his sister, Marjorie Crosby. May he rest in peace.

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Thank you to the following Life Members for their continued support of the association.

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John Mohns
Randy Newhard
Daniel Olson

Kim Rusing
Steven Smith
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25+ Year CLCA San Diego Chapter Members

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