

JANUARY 2020

Offshoot

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

www.clcasandiego.org

Offshoot
P.O. Box 242
Beaumont, CA 92223



Cover Photo: *Bio Legend* by
2019 award-winning contractor
Benchmark Landscape.

Thank You to Our 2020 Sponsors!

Platinum Sponsors



Gold Sponsors



Diamond Sponsors



Contractor Sponsors



Ruby Sponsors



It's not too late to sign-up to be a 2020 Calendar Sponsor!
Sign up at our chapter website: www.clcasandiego.org
OR by calling (866) 699-2512!

President's Message

Willie Valdez



Fellow Stakeholders,

First, a big thanks to all of the volunteers who give their time and talent and use their resources to support CLCA San Diego – they keep it running year in and year out. This includes the 2019 executive team members.

As incoming Chapter President, I take 2020 as a great opportunity for much-needed professional and personal growth. Since I took the C-27 test 38 years ago, quite a bit has changed. At that time, an examinee was actually given a blueprint, a scantron sheet, and a #2 pencil – and the test for southern California was given at the Pasadena Civic Auditorium. Results came about six weeks later on a 3 x 5 post card with a simple pass or fail, the seal of the great state of California with a consumer affairs logo, and a notice to post your bond if you managed to pass. Today, test takers do it on a computer and when finished, simply push a button to complete the test. Almost instantly, the pass or fail grade appears.

For me, the changes represent improved efficiencies. In reality, there's much more to it – the changes come in many areas. When I was first starting out, I think we were using "Clara" white, or, "Pink Lady" Ralph's mixed in with what? A few Nandina Domestica? And if you were good (a premium operator), a triple laminated Redwood header with extra stakes. Now, there's what – 20 varieties of Ralph's, maybe 12 or more varieties of Nandina . . . and more water requirements than we could ever think possible.

But some things are the same. Quality softscapes, architectural-grade hardscapes, impeccably-maintained landscapes that inspire, incredible tree species and placements – these have not changed but have certainly gotten better. Quality work, thriving plantings, and incredible landscaping maintenance companies are still the keys to the long-term success of our industry.

A few things are on my mind as 2019 has passed us by: Can 2020 be better? Where will we all find time to implement solutions to the ever-changing needs and challenges not even yet known? Will the housing affordability crisis eventually push our labor force completely out of the area? Where will real growth come from, if any? Consumers use more unlicensed landscapers every day; what will that mean for the industry? What will it mean for CLCA SD? Will mergers and acquisitions have any effect on smaller companies?

Are all the above simply opportunities in disguise? Or, are the answers a mix of the old and the new? Old-time values that inherently come with needed passion to make a landscape come to life, along with new technologies and applications to deliver thriving landscapes that inspire us all, consumers and landscape contractors. I welcome all new ideas and relish the thought of meeting, sharing, and interacting with you all – please come and get involved to thrive.

All the best in 2020! ~Willie



**LANDSCAPE CONTRACTORS
INSURANCE SERVICES, INC.**
Member owned. Service focused.



Million Dollar Producer

MELISSA TETZLAFF
ACCOUNT EXECUTIVE,
SOUTHERN CALIFORNIA
1835 N. Fine Ave.
Fresno, CA 93727
CA LIC # 0755906

P (800) 628-8735 Ext. 512
C (858) 353-4991
F (800) 440-2378
mtetzlaff@lcisinc.com
www.lcisinc.com



Specialized Insurance & Business Services for Members of the Green Industry



~KURAPIA~

NEW

**DROUGHT
TOLERANT
GROUNDCOVER
SOD**

- A turfgrass alternative changing the industry
- No need to sacrifice lawns to save water on landscape
- Grows low to the ground rarely exceeding 1"
- Dark green year round, and if left un-mowed produces small white flowers May-November

**WEST COAST
TURF**

Ask us about
other water saving
turfgrasses, too!

westcoastturf.com
888/893-8873

Connect, Learn, & Grow with CLCA! Not a Member? Join at clca.org/join



BECOME A QUALIFIED WATER EFFICIENT LANDSCAPER!

FREE CLASS FOR LANDSCAPE PROFESSIONALS

WORKSHOP CONDUCTED IN ENGLISH AND
INCLUDES IRRIGATION AUDIT AND EXAM

CONTACT HOURS OFFERED!
SIGN UP AT QWEL.NET

The QWEL certification program provides 20 hours of instruction on water efficient areas of expertise such as local water supply, sustainable landscaping, soil types, irrigation systems and maintenance, as well as irrigation controller scheduling and programming.



FEBRUARY 4, 11, 18, & 25

MARCH 3 & 10

9 AM - 12 PM

**IRVINE RANCH WATER DISTRICT DUCK CLUB
15 RIPARIAN VIEW, IRVINE**



Coming Events

Mark your calendar!

February 11

San Diego Chapter General Meeting. All welcome.
8:45 a.m. breakfast/networking, 9:15 a.m. meeting.
Mimi's Cafe, 10788 Westview Pkwy, San Diego.

February 26

San Diego Chapter Kickoff Event, 6 p.m.
Gravity Heights, 9920 Pacific Heights Blvd., San Diego.

March 10

San Diego Chapter General Meeting. All welcome.
8:45 a.m. breakfast/networking, 9:15 a.m. meeting.
Mimi's Cafe, 10788 Westview Pkwy, San Diego.

April 14

San Diego Chapter General Meeting. All welcome.
8:45 a.m. breakfast/networking, 9:15 a.m. meeting.
Mimi's Cafe, 10788 Westview Pkwy, San Diego.

April TBD

San Diego Chapter Golf Tournament.
Location to be determined.



Find opportunities that align with your interests.

Serving on a board or committee at the chapter or state level is a great opportunity to develop your leadership ability. Gain contacts and different skill sets in decision making, governance, group process, financial management and more.

The experience you acquire can be applied in many aspects of your professional life — no matter where you are in your career!

ccla.org/volunteer 

2020 San Diego Chapter Board of Directors

President

Willie Valdez, Free Flow Products
(760) 500-9863 • willie@freeflowproducts.com

Immediate Past President

Rick Mandel, Ewing Irrigation
(619) 402-8432 • rmandel@ewingirrigation.com

Secretary/Treasurer

Bronwyn Miller, Eyescapes
(949) 466-1222 • bronwyn@eyescales.net

Associate Member Officer

Melissa Tetzlaff, LCIS, Inc.
(858) 353-4991 • mtetzlaff@lcisinc.com

Vice President Membership

Albert Canedo, MSE Landscape Professionals
(760) 743-4127 • albert@mselandscape.com

Vice President Events

Stacey Sturnot, Landscapes USA
(619) 695-6759 • ssturnot@lusagroup.com

Vice President Legislation

Ian Campbell, Davey Tree
(619) 572-2674 • ian.campbell@davey.com

Education Chair

Mike Madewell, Hunter Industries
(760) 583-4479 • michael.madewell@hunterindustries.com

Resource Management Chair

Pam Kinne, CLCA Insurance Solutions
(562) 208-3427 • Pam.Kinne@arm-i.com

Public Relations

Amy Conrad, Conrad Public Relations
(619) 733-6538 • amy@conradpr.com

www.ccasandiego.org

(866) 699-2512



Join the Fun at the San Diego Chapter Kickoff Event!

Wed., February 26
6 - 9 p.m.

9920 Pacific Heights Blvd., San Diego

Come out and kick off the new year with CLCA San Diego! Join friends and colleagues to network over brews and apps at Gravity Heights in San Diego. You won't want to miss this fun event - it is a great opportunity to meet new members and reconnect with industry partners. Register online at our chapter website (www.clcasandiego.org). Contact Amy Conrad at (619) 733-6538 or amy@conradpr.com with questions.

Advertise in the Offshoot

Call Bronwyn Miller at (949) 466-1222.

San Diego Chapter Member Milestones

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

17 Year Member

Garden Spirit

10 Year Member

Promise Path
Landscaping

14 Year Member

Green Valley Ldscp
& Maintenance

8 Year Member

CLCA Insurance Solutions

12 Year Member

C&H Gardens Artistic
Ldscp & Tree Service

5 Year Member

Eco Minded Solutions

11 Year Members

Falling Waters Ldscp
Heritage Ldscp Services

2 Year Members

Carlos Gonzalez
Thomas Speer
Rafael Villanueva

..... Support Those Who Support Our Chapter! Call Our Advertisers First!

People. Knowledge. Relationships.
Keeping our promises since 1963.

Horizon



outdoor living | landscape | equipment | irrigation | outdoor living | landscape | equipment | irrigation | outdoor living | landscape | equipment

Offering the industry's most comprehensive selection of landscape and irrigation supplies, Horizon is the one stop shop for over 27,000 green industry professionals. We carry professional-grade products in irrigation & drainage, landscape, safety, lighting, outdoor living, outdoor power equipment and equipment parts & service.

Visit us online or stop in to your local Horizon store.



San Diego ★ 858.278.5151
7366 Engineer Rd.

Santa Ana 714.279.8060
2710 S Main St, Unit B

Vista ◆ 760.291.1916
975 Poinsettia Ave.

★ = Service Center on site
◆ = Outdoor Living Showroom

Horizon

HorizonOnline.com
shop online at 247.HorizonOnline.com

City of Encinitas Gas-Powered Leaf Blower Ordinance

The ordinance, prohibiting the use of all gas-powered leaf blowers citywide, is in effect NOW!

In August of last year, during a regular City Council meeting, the Encinitas City Council voted unanimously in favor of passing a progressive new Leaf Blower Ordinance.

Key elements of the ordinance include:

- Prohibits the use of all gas-powered leaf blowers citywide in January 2020;
- Allows for the use of electric or battery-powered leaf blowers;
- Requires responsible use of blower equipment to control dust and noise; and
- Restricts leaf blower hours of operation to between 8:00 a.m. and 6:00 p.m. Monday through Saturday, and between 12:00 noon and 5:00 p.m. on Sundays.

A transition away from fossil-fuel based off-road equipment is one of the strategies for reducing greenhouse gas emissions identified in the Climate Action Plan. The benefits of prohibiting gas-powered leaf blowers include avoidance of greenhouse gas emissions, decreased noise levels, and reduction in suspended dust, allergens, and other harmful particulates.

The goal of the City's CAP is to reduce greenhouse gas (GHG) emissions by 41% by 2030. It is estimated that the Leaf Blower Ordinance will reduce local GHG emissions by 128 metric tons of CO₂ emissions (MTCO₂E) by the end of 2020, and 142 metric tons by 2030.

When will the ordinance go into effect?

The Encinitas City Council approved the Leaf Blower Ordinance on August 21, 2019 and it became law on September 20, 2019. The ordinance applied to all municipal operations on that date. Implementation was phased-in: All commercial operators (defined as "...any person who, for compensation or hire, engages in providing services or products...") had to comply by December 20, 2019. The ordinance becomes operative for any person defined as "...any person, business, corporation, or event organizer or promoter; public, nonprofit or private entity, agency or institution; or partnership, association or other organization or group, however organized..." on January 20, 2020.



How will this ordinance be enforced? Will there be monetary fines for non-compliance?

The City will enforce this ordinance on a complaint-driven basis. Consistent with established municipal code, the City has the authority to enforce this ordinance administratively, which may include assessing monetary penalties (Section 108), as determined necessary and appropriate. Citizens will be able to file a complaint with the City's Code Enforcement Division and report violations via the City's See-Click-Fix App.

Connect, Learn, & Grow with CLCA! Not a Member? Join at clca.org/join

CDI # 0B64616

Text for a Quote!
562.682.0606
JOSE LARIS

Endorsed broker
of the HAA

**LANDSCAPERS
ADVANTAGE**
COMMERCIAL INSURANCE PROGRAM

TOR
INSURANCE SERVICES

DM
COLOR EXPRESS, INC.
Wholesale Plant Growers

Shrubs ▪ Trees ▪ Annuals ▪ Succulents
With 5 locations to serve you!

Will Call Locations

31461 Avenida de La Vista San Juan Cap., CA 92675 (949) 496-9356	1511 North Main St Orange, CA 92867 (714) 921-1004
Deliveries & Will Call 5708 North River Rd Oceanside, CA 92057 (760) 732-3501	4343 Carmel Valley Rd San Diego, CA 92130 (858) 794-1858
545 Smilax Rd. Vista, CA 92081 (760) 305-0427	

sales@dmcolorexpress.net

The Offshoot is the official publication of the San Diego Chapter of CLCA. Opinions expressed within the context of this publication are not necessarily those of the CLCA or its members. The Offshoot is designed and printed by Eyescapes, P.O. Box 242, Beaumont, CA 92223. Email: Bronwyn@eyescales.net, phone: (949) 466-1222.

CLCA SD Members & Friends Celebrate the Holidays at Cutwater Spirits on Dec. 17



California Landscape Contractors Association
CLCA
 SAN DIEGO CHAPTER

facebook
 San Diego
 California Landscape Contractors Association

Connect with Us...
twitter
 @clcasd
 California Landscape Contractors Association

LinkedIn
 San Diego
 san_diego_clca
 California Landscape Contractors Association

Genuine
MARATHON SOD

When you want the Best
1-800-532-3489
 www.sod.com

Delivering Unsurpassed Quality, Selection and Service

TREE TOWN USA
 villa e nurseries | Hines Growers

Julianna Martinez, Territory Manager - Greater San Diego
 jmartinez@villagenurseries.com • (714) 715-0046
 www.villagenurseries.com

LandscapeProPac is a National Green Industry Specialty Program designed exclusively for the Green Industry by Landscape Contractors Insurance Services.

Coverages Included in Package

- General Liability • Business Auto
- Inland Marine-Contractors Equipment • Property • Crime

Residential and Commercial Coverages

- Landscape Maintenance
- Landscape Construction
- Synthetic Turf Installers
- Irrigation System Installation & Repair
- Arborists/Tree Trimming
- Hydro Seeding
- Nurseries and Nursery product sales
- Greenhouses
- Pond Installation & Repair
- Weed Control
- Landscape concrete curbing/paving
- Habitat Restoration Services
- Excavation with limited ornamental planting/tree and fencing work
- Landscapers with incidental snow plowing and/or street cleaning
- Landscapers with ancillary pool work such as decorative tile, rock, decking and limited plumbing work
- Landscape Consultants & Architects (except Errors & Omissions)

Program Highlights

- Tract home or multi-unit developments - Not Excluded
- Cranes, boom trucks and bucket trucks eligible
- New ventures OK with 3 years experience in the industry
- Multiple premium finance plans
- Flexible deposits and installment plans

Services Included

- Dedicated Certificate Unit - 24 hour turnaround
- Customized claims oversight
- Claims handled by a leading National Claims Administrator
- Loss Control
- MVRs run for new hires
- LCIS Business Services (legal, HR, safety and more)

Brought to You by



**LANDSCAPE CONTRACTORS
INSURANCE SERVICES, INC.**

Member owned. Service focused.

Landscape Contractors Insurance Services, Inc.
1835 N. Fine Ave, Fresno CA 93727
Tel (800) 628-8735 Fax (800) 440-2378
www.lcisinc.com CA LIC # 0755906



Four Tips for Long Term Business Success

By Adreana Young, Ewing Irrigation & Landscape Supply

Welcome to 2020. It's a fresh year and a fresh decade. With that, comes a whole host of new opportunities. If you're a business owner, a new year can mean a chance to grow your business, earn more and build a foundation for long-term success. Whether you're just starting out or you've been in business for years, these tips can help you improve your company.

1. Evaluate where the business is and decide where you want to take it. The first step to building and sustaining a strong business is evaluating the current position of your company. Get an understanding of how you and your company are performing overall. Here are a few questions to help get you started: Are you making a profit? Do you have a strong team around you? Are the tools you need to do your job in good shape or do you need new ones? Are you offering the right services? Do you need to update your website?

Once you've assessed your business overall, decide

where you want to take your business this year and even in the next five years. Do you want to increase your staff? Are you interested in offering new services? Do you need to update or create new marketing materials?

“Whether you're just starting out or you've been in business for years, these tips can help you improve your company.”

Now that you have your goals and priorities in place, develop a plan to tackle each step by prioritizing your goals, making sure they're attainable in the timelines you've set and start working on them.

2. Focus on your profits, rather than your revenue. Want to achieve real financial success? Focus on profit rather than revenue. A business' revenue is a good indicator of cash flow, but it doesn't always indicate a successful company. If your expenses are higher than your revenue, you're not making money.

Take a look at what it costs you to run your business and compare it to your earnings – where do you stand? If your cost to do business is more than you're earning, work to lower those costs. Earning more revenue isn't

Continued on next page...

QUALITY *never grew so good!*

Supplying landscapers for over 40 years.
We deliver.

www.briggstree.com | (760) 727-2727 |

**BRIGGS NURSERY
& TREE CO.**

Four Tips for Long Term Business Success

...Continued from Previous Page

the only way to make money. Here are a few ways you can work to lower your business costs:

Streamline your team: You're only as strong as your team. To improve profits and strengthen your business, make sure you have the right people in place; that you're taking care of them, so they stick around and keep them trained, so they can do the best work possible.

Maximize your time: Wasted time is wasted dollars. If you or your team are spending hours traveling to different jobsites each day, try to schedule your routes or jobs, so you're not spending as much time on the road.

Cut non-essential expenses: It can be difficult to decide what is and isn't an essential expense, but once you've mapped out your business goals it can be easier to parse the difference.

Improve tools for better output: Make sure you're keeping your tools and vehicles in good shape. Repairs cost far less than replacement.

Take advantage of supplier programs and discounts: Rebate programs, bulk-buy opportunities, and other supplier programs can help you cut costs when it comes to purchasing products.

3. Keep your workload manageable. As a business owner, your time and energy are precious and more work doesn't always mean a good thing. In order to sustain success and the longevity of your business, try not to take on too much at once.

If you're working harder to balance workload than you are on the actual work, you're probably spreading yourself too thin. This puts you at risk of injuring someone on your crew, damaging your tools or vehicles and could cost you more in the long run.

4. Continue learning and try new things. As a business owner, you know your company better than anyone else, but that doesn't mean you know it all. Always remain open to new ideas, improvement opportunities and new technology. Staying on top of trends and being open-minded is what will help sustain your business for years and even decades to come. There are a variety of ways to stay in the know, including industry publications, tradeshow events, supplier communication, and even your younger employees.

While it can be daunting to open yourself up to new things, remaining stagnant won't help improve your business and could put you at risk of losing business.

This article originally ran on Ewing Irrigation's blog at www.ewingirrigation.com/news. Find other green industry tips and solutions there too!



AGRI SERVICE

Call to schedule your mulch application today!

(760) 295-6255
www.agrismerviceinc.com

Organic Recycling • Mulch • Compost
Custom Blends • Bioretention Soils

Otay Mesa 434 Alta Road San Diego, CA 92154	El Corazon 3210 Oceanside Blvd. Oceanside, CA 92056
----------------------------------------------------------	------------------------------------------------------------------

David Diehl (909) 393-3744 OFFICE
Product Consultant (909) 393-2773 FAX
Licensed P.C.A. (714) 321-4359 MOBILE
david@gropower.com

GRO POWER[®] INC.

15065 TELEPHONE AVE • CHINO, CA 91710
www.gropower.com

WHERE QUALITY GROWS . . .



A-G Sod Farms Inc.

PAUL GAUDET
(951) 906-5746 • (800) 233-5254
www.AGSOD.com

Growers of Quality Fescue & Bermuda Sod

CLCA San Diego Chapter Life Members

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

Jerrie Beard
Steve George
Stephen Jacobs
Alfred Lehmann

John Mohns
Randy Newhard
Daniel Olson
Kim Rusing

Steven Smith
William Schnetz
Mark Schroeder

Gary Weems
Keith Wilhite
Glenn Wilhite

25+ Year CLCA San Diego Chapter Members

Thanks to the following Chapter Members for their continued support for over 25 years.

American Sod Farms
Aristocrat Landscape Maint.
Banister Landscape
Benchmark Landscape
Bradley Ldscp Development
Brightview Landscape Services
California Backflow Specialist
Cuyamaca College
Daniels Landscape
Eagle Spec Sales Group
Ewing Irrigation
Holmes Landscape Co.

Horizon
Hunter Industries/FX Luminaire
Hydrosprout
Imperial Sprinkler Supply
J.M.D. Landscape
Kellogg Garden Products
KRC Rock
Landscape Contractors Ins. Serv.
Mark Schroeder & Co.
Milfield's Nursery
Nature Designs Landscaping
New Way Landscape & Tree Srvc.
Pacific Green Landscape

Parsons Designsapes
Performance Landscape Services
Robert Brown Ldscp Irrigation
Schnetz Landscape
SiteOne Landscape Supply
Southland Sod Farms
Southwest Boulder & Stone
Sowell Landscaping
Steven Smith Landscape
Sunlite Landscape
Van Slyke Landscape
Village Nurseries



SAN DIEGO'S LARGEST
WHOLESALE NURSERY
40+ YEARS IN THE
INDUSTRY
500 ACRES IN
PRODUCTION

www.evergreennursery.com

Huge Selection
4" Color to 60' Box Trees
All Sizes of Gallons
1000's of Succulents

Carmel Valley **Oceanside**
(858) 481-0622 (760) 754-0340
Blossom Valley
(619) 443-0873

info@evergreennursery.com

