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Offshoot

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President's Message

Marybeth MacNaughton



I hope you had a memorable Fourth of July holiday and were able to take some time to relax and reflect on what a wonderful country the US of A is. The holiday serves as a great opportunity to celebrate America's history, culture, and diversity. It represents so much and is a reminder to not take our freedoms for granted.

With summer in full swing and everyone's calendars filling up, I'd like to remind you of our August 10 educational event. Plan to join us for an open house and vendor fair at Site One Landscape Supply in San Marcos. Enjoy a free lunch while checking out their showroom and learning about the latest and greatest new products from green industry suppliers. It is sure to be a great event. I hope to see you there!

Now, sit back and cue up your Siri or Alexa to the Toby Keith song *I Wanna Talk About Me*. Perhaps you know the lyrics...

"I like talking about you, you, you, you usually;
But occasionally, I wanna talk about me (me, me, me, me)"

I first learned of CLCA when my good friend and mentor, Ron Zaccaro, asked me to be a timekeeper for the field portion of the Certified Landscape Technician (CLT) test at Cuyamaca College in 2015 – maybe 2016. I had just started at MSE Landscape Professionals and knew virtually nothing about landscaping. This was a great opportunity for me to learn more about the craft while also meeting other green industry professionals. From that time on, I was hooked. I have been helping at CLCA events ever since, have made lots of connections along the way, and am stoked to be your chapter president this year. You'll most often find me at registration for our events. Put a table in front of me and I'll sign people in all day. It's a safe space with no pressure and instant conversation starters. I find it easy to ask, "What's your name?"

More fun facts about me:

1. I have a BS in Education and an MS in Special Education. I taught school for over 20 years before entering the green industry.
2. I grew up on a 7-acre apple farm in rural Stanton, NJ and developed a system for inventorying our heirloom trees. *I guess that somewhat applies to landscaping.*
3. My father was Captain for United Airlines and I traveled extensively growing up. We frequently went to Disneyland to ride the E-ticket rides.
4. I have been in San Diego since 1992 and will be married to my husband Scott for 29 years in October.
5. I have two children, Colin (23) and Lee (22). Colin works in the accounting department at MSE and attends Cal State San Marcos. Lee lives in Anaheim, works for Starbucks, and attends ASU through their scholarship program.
6. My dog is a Westie mix named Pi. Born on March 14, the name represents the math term, not the food.

Well, enough about me, me, me. I look forward to talking to you, you, you! Come out to an event and find me at registration. Let me get to know you better!

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Coming Events

Mark your calendar!

August 10

San Diego Chapter Lunch and Learn: Site One Landscape Supply Open House and Vendor Fair. There will also be a tour of Modern Builders' natural stone yard. RSVP at www.clcasandiego.org
Site One Landscape Supply: 849 Grand Ave., San Marcos.

September 9

San Diego Chapter Beautification Awards.
Bernardo Winery: 13330 Paseo del Verano Norte, San Diego.

September 20-21

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

October 10

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

November 8-11

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

November 14

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

November 30

San Diego Chapter Holiday Party, 5 p.m.
Amalfi Cucina Italiana: 1035 La Bonita Drive, San Marcos.



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GoFundMe Fundraising Effort Started for Long-Time CLCA Member Charles Nunley

CLCA Ambassador, Past State President and former LA Chapter President Charles Nunley needs your help. He suffered a heart attack and stroke late last year, has been bedridden for five months, and is now in hospice care.

A group of Charles' friends, along with his sisters and brother, have come together to help Charles with his medical care and day-to-day expenses. A landscape contractor for over 40 years, Charles was told he would never work again.

A GoFundMe page has been established in Charles' name to get him the care and support he needs and deserves. **You can reach Charles' GoFundMe page by visiting <https://gofund.me/57cdca97>, or by clicking on the QR code here:**



Here are some of the highlights of the life of Sir Charles Nunley...

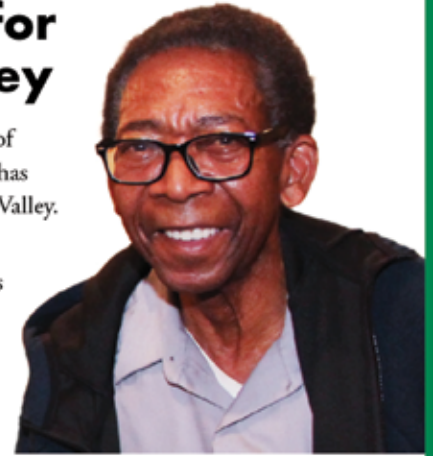
Charles Nunley has been a landscape contractor, having worked in the trade and in his own business in Southern California for over 40 years. Charles is a Life Member of CLCA (California Landscape Contractors Association) and has served as the Los Angeles Chapter President in 1979 and CLCA State President in 1998. Born in Los Angeles in October 1939, Charles is 83 years old. He was raised

in the South-Central part of the city and most recently has resided in the San Gabriel Valley.

Charles has been a CLCA member since the seventies and has been an active member since the day he joined. In addition to State and local presidencies he has served in many other capacities including Certification Chairman, as well as having been named a Knight of the Garter and an Allegiance award winner. There are few if any CLCA chapters Charles *has not* visited, often volunteering to help on various local events and committees.

Charles Nunley is a Green Industry Hall of Fame Co-Founder as well as a recipient. He also has volunteered for years at a local food bank, helping pass out food to the homeless.

Now it's our turn to give back to Charles in his time of need. Please help with any donation you can afford. From everyone who loves Charles Nunley, thank you and God Bless.



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Thursday, August 10, 10 a.m. - 2 p.m.

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Join us at Site One Landscape Supply's newer location in San Marcos, off the 78 freeway. Enjoy lunch while exploring their showroom and learning about the latest and greatest new products from green industry vendors. At 11 a.m. we will head next door to Modern Builders for a tour and demonstration at their natural stone yard.

FREE to attend. Registration requested to ensure enough food.
Reserve your spot at www.clcasandiego.org

July is Smart Irrigation Month

This year's theme is: What's the value of smart irrigation?

Telling the story about how smart irrigation products, technologies

and practices are having a positive and beneficial impact on our lives and communities.



Smart Irrigation month was created to promote the social, economic, and environmental benefits of efficient irrigation technologies, products, and services in landscape, turf, and agricultural irrigation. The green industry is providing solutions to some of the most critical challenges facing society, including supporting global food security and protecting the water used in thriving, healthy communities.

This year's theme, *What's the value of smart irrigation?*, tells the story about how smart irrigation products, technologies, and practices are having a positive and beneficial impact on our lives and communities.

"The value and impact of irrigation to society is immeasurable. July is our industry's opportunity to share its amazing stories about contributing to a sustainable world and raising awareness about how innovative and smart irrigation technologies, practices, and products provide solutions to some of the most critical challenges facing society," said IA Chief Executive Officer Natasha Rankin, MBA, CAE. "By promoting smart irrigation, our industry's experienced and committed professionals work every day to protect our world's valuable natural

resources while supporting food production and creating landscapes that enhance the quality of life in our communities."

The value of Smart Irrigation includes:

Environmental Sustainability

Irrigated green spaces provide biodiversity and habitat for pollinators, create opportunities for carbon sequestration, and provide cooling for urban areas.

Vital Green Spaces

Through smart and efficient irrigation, our industry provides vital environmental services including carbon sequestration, soil conservation, and plant pollination, while supporting growing, thriving communities.

More Livable Communities

Smart irrigation creates green spaces where people can play and stay active, providing health benefits for communities.

Cutting-Edge Careers

Smart irrigation creates high-tech jobs here in the United States and provides the technical and vocational jobs that keep our communities thriving.

Water Conservation

Using smart irrigation options like weather- and soil moisture-based controllers that automatically adjust the watering schedule based on conditions at your location helps keep your landscape healthy, while using less water.

Thriving Economies & Businesses

The irrigation industry contributes over \$23 billion annually to the U.S. economy and enables businesses large and small to thrive.

~KURAPIA~

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You Get What You Pay For

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

A business owner from Virginia called me the other day to talk about various issues including his company culture, employee productivity, and compensation plans. As readers of this column already know, those three issues must be optimally aligned, intertwined by the company's business goals. It all starts with the goals. It always starts with the goals, supported by key initiatives and best practice behaviors designed to achieve those goals, reinforced by accountability systems to ensure employees attain those goals.

In case you forgot: It all starts with the goals.

Without the destination, no map is useful.

The owner acknowledged his company culture has made advances in defining, rolling out, and holding staff accountable for the goals, though further refinement is required. An honest assessment; a work in progress.

As our conversation continued, he expressed concern that his field employees were not at his desired caliber regarding work ethic, professional polish, and team cohesion. Notwithstanding the goal ambiguity mentioned above, as a capitalist, I asked him to review the placement of his employees' current hourly pay rates within their respective wage and salary scales (e.g., Maintenance Foreman, Construction Specialist, Irrigation Technician) to determine if any linear relationship existed between pay and productivity.

Not really.

In fact, his analysis revealed that most employees were paid at or near the low end of their wage and salary scale. Wal-Mart say hello to Nieman-Marcus; Budweiser meet Cristal; Prius let me introduce you to Rolls Royce. This same pattern applies to employees; all employees, field, management, office, sales, etc.

Continued on next page...

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You Get What You Pay For

...Continued from previous page

You get what you pay for.

I know the economy is tough. I know labor costs are out of control. I know there are cost pressures. We all know those things. That is why we must design an integrated system based on departmental revenue goals, production rates, gross margin goals, and employee compensation. If any aspect of that relationship is imprecise, imbalance, inefficiency, and ineptitude are inevitable.

It is my view that the field organization (e.g., Operations Manager, Maintenance Manager, Construction Manager) owns these processes. Maybe I'm visiting from a different planet, but aren't they infinitely closer to the employees, jobs, and customers than the owner? Accordingly, managers should be paid and bonused meritoriously on their individual ability to define, convey, and achieve their respective departmental goals (e.g., revenue per employee, gross margin, employee staffing levels, job quality).

By the same token, are the department managers underpaid relative to the local labor market? Conversely, are they overpaid relative to their ability to achieve their departmental goals? Similarly, is their weekly salary disproportionately inflated compared to their success-based bonus potential, which substantively evinces true merit pay? Are the managers routinely held accountable for staffing their own departments, tracking each employee's hourly average wage, and coaching them to achieve performance standards? The owner should not have to hold the managers accountable; the managers should hold themselves accountable based on their departmental-goal-to-forecast variance each month, all the while anticipating the trend line culminating with the end of the fiscal year results and adjoining performance review.

Thus, whether we expect too much from field employees who are systemically underpaid, or are overpaying for underperforming managers who do not reach their goals, we have to remain capitalistic in that we should get what we pay for. If we underpay for field employees, we are going to get underperformance; however, if we overpay for management staff shouldn't we receive overperformance?

Getting what you pay for, works both ways.

If you don't believe me, try using that Wal-Mart coupon at Neiman-Marcus.

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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Exposed Tree Roots: Practical Tips for a Healthy Landscape

By Richard Restuccia, JAIN Irrigation



Trees are often the most valuable asset in your landscape. Tree roots usually grow just below the soil. However, sometimes we encounter a common problem: exposed tree roots. These unsightly roots can be a tripping hazard and disrupt the aesthetics of your outdoor space. In this article, we will explore simple and practical solutions to help you deal with exposed tree roots and restore the beauty of your yard.

Exposed tree roots occur when the soil erodes or the top layer of soil is washed away. This can happen due to heavy rainfall, poor drainage, or even natural soil erosion. It's essential to address this issue promptly to avoid potential accidents and maintain a visually appealing landscape. The best way to treat this issue is to create a layer of mulch around the affected areas.

Mulch acts as a protective barrier, helping to retain moisture, regulate soil temperature, and prevent further erosion. Apply a 2-4 inch layer of organic mulch, such as wood chips or shredded bark, around the tree's base, leaving a gap around the trunk to prevent moisture buildup. This alone will solve most of the issues.

Another solution that works well is to plant ground covers. Ground covers hide the exposed roots while adding beauty and functionality to your yard. Select low-growing plants that can withstand shade or low sunlight.

This will vary depending on the tree's canopy. Ground covers like periwinkle, ivy, or hostas can help control erosion, provide a lush ground cover, and enhance the area's overall appeal.

Be cautious about covering the tree roots with soil. One primary reason tree roots are exposed is to find oxygen. The soil may be clay and stays too wet, so the tree roots surface for oxygen. Tree roots need oxygen, and dumping a load of soil on them may just cut the oxygen.

Finally, when dealing with severe root exposure or if you are still determining the best course of action, it is wise to seek professional advice. An arborist can assess the tree's health, suggest appropriate solutions, and help mitigate any potential risks associated with the exposed roots. They have the expertise to handle complex root issues while ensuring the tree's long-term health.

Don't let exposed tree roots ruin the beauty of your yard. With the solutions discussed, you can regain control over your landscape and create an inviting outdoor space. Remember to implement preventative measures and consult professionals when needed. By addressing the issue of exposed tree roots, you'll be well on your way to enjoying a visually appealing and safe yard for years to come.

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CSLB Cracks Down on Unlicensed Contractors in Orange County



The Contractors State License Board (CSLB) joined forces with the California Department of Insurance (CDI) to conduct a successful undercover operation aimed at targeting unlicensed contractors in southern Orange County.

The operation, conducted on May 31 and June 1, 2023, resulted in eight individuals receiving Notices to Appear in criminal court for allegedly engaging in contracting activities without the required license. Four other individuals will be referred to the Orange County District Attorney for similar violations because they provided bids after leaving the construction site. These offenders now face legal consequences, including substantial fines and potential jail time.

During this planned sting operation, CSLB and law enforcement officials identified and cited eight individuals for submitting bids that exceeded the legal limit of \$500. The bid amounts ranged from \$7,500 to an alarming \$36,000 for a painting job at the property. In accordance with California contractor state license laws, bidding and/or contracting for construction work that exceeds \$500 in value requires a contractor's license. Engaging in contracting work without a valid license is considered a misdemeanor offense

in California, carrying substantial penalties that include fines up to \$15,000 and potential jail time. CSLB remains focused in its mission to enforce these laws, ensuring the protection of consumers from unscrupulous individuals involved in unlicensed contracting activities.

Moreover, the unlicensed contractors apprehended in this operation may face additional charges for advertising their construction services without possessing the necessary license. According to California law, it is illegal for anyone to advertise construction or home improvement work without a valid license in the advertised classification. In instances where contracting services are advertised by unlicensed individuals, the advertisement must explicitly state their lack of licensure. Even with this disclosure, an unlicensed individual is limited to providing bids and performing work for projects valued at less than \$500, inclusive of materials and labor.

"CSLB remains committed to safeguarding homeowners from the perils associated with unlicensed contractors," emphasized David Fogt, CSLB Registrar. "We continually strive to educate consumers about the importance

of hiring licensed contractors and strongly urge homeowners to take a few moments to verify a contractor's license before proceeding with any construction project in California."

During the operation, it was discovered that some of the individuals demanded excessive down payments before commencing work. Under California law, contractors are strictly limited to requesting no more than 10% of the project cost or \$1,000, whichever is less. Violating this provision constitutes a misdemeanor offense, punishable by substantial fines of up to \$5,000 or a potential one-year county jail sentence, or both.

CSLB, CDI — which provided law enforcement backup for the sting — and other agencies around the state will continue to collaborate in their ongoing efforts to combat unlicensed contracting activities, ensuring the safety and welfare of California's homeowners. Together, they will continue to vigilantly enforce the law, promote consumer protection, and maintain the integrity of the construction industry.

CSLB operates under the umbrella of the Department of Consumer Affairs and licenses and regulates about 285,000 contractors in California. www.cslb.ca.gov.



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