

MARCH 2021

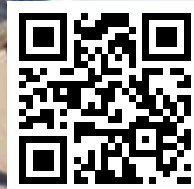
Offshoot

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

Cover Photo: 4S Ranch Favorite by 2020 multi award-winning contractor Nature Designs Landscaping.

www.clcasandiego.org

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President's Message

Willie Valdez



Maintaining optimism has become a regular workout for me since the pandemic began close to a year ago. That's about when reality set in for me that this COVID thing wasn't going away soon – which was being said no matter which channel I heard the news from.

Now we're hopefully almost on the other side of this. Spring is so close and with the welcome seasonal changes, we are also beginning to receive some very welcome news on declining COVID cases, lowered positive testing percentages, and a lower death count each day. With the generally good news and renewed optimism, I think it's a really good time to review and maintain my COVID safety practices of washing, masking, distancing, and the like. I'm certain all of us can't wait to see this pandemic stuff in our rear-view mirrors – staying the course and maintaining a few simple disciplines may be the key!

Never in my life have I welcomed a spring as much as this year, for obvious reasons. Hopefully, you're ready to roll forward as the gun goes off and let the busy season begin!

Marcus Aurelius said: "Why do you hunger for length of days?" While he had an entirely different point to drive home, as a landscaper I love the lengthening of days this time of year for a great many reasons—mostly because longer days brings the chance to make some green appear along with all the extra work and activity. Green, as in the most fundamental sign of thriving.

As sure as spring is a wakeup call, I'm optimistic with some simple disciplines we can all stay safe, stay well, and begin to thrive again in the landscape, as well as other areas of our lives that might also have gone dormant.

Last but certainly not least, I'd like to express great thanks and more to our volunteers, sponsors, attendees, and all who participated in the kickoff & awards show. That took a lot of high-quality efforts, teamwork, and support, and deserves a big giant pre-COVID hug! Let's all gain some momentum and keep it rolling!

Best always, Willie.



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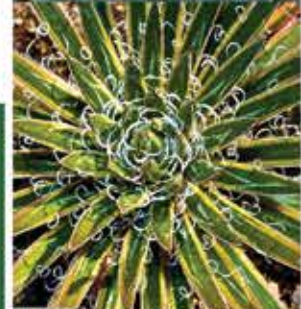
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Hours
Monday—Friday 7:00am—4:00pm
Saturday 7:00am—2:00pm
(Hours may vary by location and can be adjusted based on weather)



Coming Events

Mark your calendar!

April 13

San Diego Chapter General Meeting. All welcome. Due to health guidelines, this will be a virtual meeting. To attend, email amy@conradpr.com for the Zoom link.

May 11

San Diego Chapter General Meeting. All welcome. Due to health guidelines, this will be a virtual meeting. To attend, email amy@conradpr.com for the Zoom link.

May 14

San Diego Chapter Golf Tournament.
Rancho Bernardo Inn: 17550 Bernardo Oaks Dr., San Diego.
Register online at our website www.clcasandiego.org.

June 8

San Diego Chapter General Meeting. All welcome. Due to health guidelines, this will be a virtual meeting. To attend, email amy@conradpr.com for the Zoom link.

June 17

San Diego Chapter Educational Seminar, 2 p.m.
Topic: Lighting Design & Concepts. All welcome. Learn the *what, how, and why* of lighting design, including: shadowing, up-lighting, down-lighting, path lighting, safety, and function. Due to health guidelines, this will be a virtual seminar.

San Diego Chapter Member Milestones

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

24 Year Member

Columbine Landscape

13 Year Member

Watersedged Landscape

21 Year Member

Barenbrug USA

11 Year Member

PWLC I, Inc.

18 Year Member

Elite Landscape
Development

6 Year Member

Conrad PR

17 Year Member

Western Gardens
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4 Year Member

Gentile & Associates

2 Year Member

Christopher Burroughs

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How the CLCA Makes Us A Better Contractor

By Alex Salazar, Business Development Manager, Groundcare Landscape Company

Have you heard the expression, “What would you do if you knew you couldn’t fail?” It’s a loaded question that usually leads nowhere. Eight times out of ten you begin daydreaming of building a spaceship or a time machine. Best-selling author on marketing and leadership, Seth Godin, says a better question to consider is: “What would you do even if you knew you would fail?” In other words, what is something that means so much to you that you would sacrifice part of yourself for it?

If I were to attribute Groundcare Landscape’s success over the last few years to something, it would be to the heart my brothers and I have put into it. The success of the business is very meaningful to all of us. There are other reasons we have been successful too. Among the top five I would say is our active involvement in the California Landscape Contractors Association (CLCA). The CLCA is a not-for-profit trade association that was formed in the early 1950s to protect and champion the scope of work allowed under the C-27 (landscape contractor) license.

Being Active

The decision to be active in this trade association is what makes a difference for us. There is an old saying that comes to mind... “You only get out of something what you put into it.” Well, simply put, we’re putting into the associa-

tion by being active volunteers. CLCA has hundreds of members throughout the state. Only a fraction of those are active volunteer members. These are the people that help keep the organization alive. We joined CLCA in November 2013 and made the decision to be active members four years later. We’ve seen the fruits of this commitment in the success of our company ever since.

My brothers and I each serve in different chapters within CLCA. Francisco serves as President for the San Fernando Valley Chapter. Omar serves as President for the Kern County Chapter. Ivan serves as Secretary for the Channel Islands Chapter. I’m serving as Chairman of the Board for the Los Angeles/San Gabriel Valley Chapter. This year I am also serving on the CLCA state board as Secretary/Treasurer. Needless to say, we are committed and as active as can be!

Volunteerism

As a family we learned the importance of volunteering early on. My father, Javier Salazar, helped create and lead a volunteer group that accomplished great things for his hometown in Mexico. Over a span of three years, they remodeled the junior high school in their community and installed a new potable water deposit that has provided 24-hour clean water for the last 20 years. Most of the organizing and fundraising was done here

Continued on next page...



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How the CLCA Makes Us A Better Contractor

...Continued from previous page

in Los Angeles and our dad made sure we participated. We would print and sell tickets and organize all sorts of fundraising events. Because of this, we witnessed their accomplishments as teenagers from beginning to end. We learned how good it felt to give back and volunteer.

Being a part of CLCA makes us feel good. We feel like we are giving back into the industry that provides for our livelihoods. The CLCA also allows us to work collaboratively on local volunteer projects to better our community. We have received local and state recognition on several humanitarian projects that we've had the honor of being a part of.

How CLCA Makes Us Better

Imagine attending a class in school as a freshman where your classmates are as smart or smarter than you are. It is a mixed class of freshmen and seniors. The seniors know the material better because they've been exposed to it longer than you have. They have solved problems you haven't even learned of yet. You are all there because you enjoy the class. The freshmen are learning something new, and the seniors learn more while also helping others. All want to be successful. That's how the CLCA is.

We don't compete in the local CLCA chapters. In fact, most of us cover different areas in the region. Also, for the most part, we each have a different specialty inside the trade. This makes it easy to share work scenarios with each other and help one another solve problems. Many of the conversations have to do with small issues like "what's your favorite irrigation controller?" or "how does your team start their mornings?"

Sometimes small things turn out to be big. For example, when we were curious about using a business software to help manage our company, we learned about LMN from a peer. At the time, it was a total game changer for us. It taught us to build company budgets and to price jobs accordingly. This was leaps and bounds ahead of simple

pricing where you priced your labor at X per hour because your competitor did. It also provided a definitive answer to the question: "How low can I price my work?"

Being a multi-owner company and learning how to interact with each other in a more professional manner has been transformational. Our local chapters have taught us how to properly run board meetings. In turn, we've implemented board meetings into our company and find that having them at least once

a month keeps us more organized and on track. Knowing our officer roles helps each of us to prepare for meeting discussions. Taking minutes of the meeting keeps everyone accountable. There is a comfort in knowing that everything is recorded and can be referenced at any point in the future.

During times of uncertainty, we tend to lean into things that we know and people we trust. In the past year, our relationship with CLCA has proven to be imperative to our success. We have been able to lean into the organization when we needed guidance. I am grateful for all the work our peers have referred to us as well as the support they have offered when we needed it. We look forward to much more learning and growing as individuals and professionals!

"During times of uncertainty, we tend to lean into things that we know and people we trust. In the past year, our relationship with CLCA has proven to be imperative to our success."

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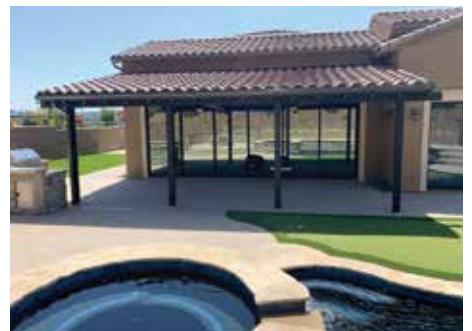
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La Jolla Cliffs



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Achievement Award
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First Place
Nature Designs Landscaping
Black Mountain Backyard



Achievement Award
MSE Landscape Professionals
Marina Del Mar



Visit our website to view the awards presentation that was showcased at our 2021 kickoff event!
www.clcasandiego.org

California Landscape Contractors Association
CLCAV
SAN DIEGO CHAPTER

Congratulations to our 2020 Award Winners!

2020 SAN DIEGO CHAPTER BEAUTIFICATION AWARD WINNERS CONTINUED

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 Mission Hills Mid Century Modern



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Thank You Awards Judges!



Pete Dufau
 Dufau Landscape

Jim Rios
 Rios Design Studio

Due to COVID, our 2020 Beautification Awards were conducted differently than in years past. Instead of cancelling the event due to social distancing restrictions, we decided to try something different... judge entries by photo submission. We're grateful for our two judges, Pete Dufau with Dufau Landscape and Jim Rios with Rios Design Studio. Both green industry professionals took their time to carefully assess the photos submitted along with the entry forms to determine winners in the categories. The integrity of the awards was a top priority! Winners were announced at our chapter kickoff event held virtually on February 25, 2021.

LEAF Scholarship Applications are Available Online!

- Deadline to apply is April 15, 2021



CLCA is pleased to announce that the application for LEAF scholarships is now available online.

Every year, the number of students needing financial assistance grows. LEAF is here to help!

Since 1972, CLCA's Auxiliary has offered scholarships to college and university students majoring in landscape-related programs. In 1988, the Landscape Educational Advancement Foundation (LEAF) was formed to carry on the tradition of awarding financial aid to deserving students.

In 2020, nine deserving California college students received scholarships

totaling more than \$38,000 from the LEAF scholarship program. We'd like to award even more this year!

Any student attending an accredited California community college or state university majoring in a landscape-related program and taking a minimum of six units is eligible.

Please help us spread the word by letting students know of this scholarship opportunity! The deadline to apply is April 15, 2021.

Together we can help make education attainable and boost our industry's next wave of leaders.

Students can apply online by visiting
www.clca.org/industry-resources/college-scholarships-leaf/

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

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

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Tom Heaviland
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.

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Bradley Ldscp Development
Brightview Landscape Services
California Backflow Specialist
Cuyamaca College
Daniels Landscape
Eagle Spec Sales Group
Ewing Irrigation
Grangetto's Farm&Garden Supply
Habitat West
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 Srv.
North County Yard Care
Nutrien Solutions
One Tripp Tree Service

Pacific Green Landscape
Parsons Designscapes
Performance Landscape Services
Robert Brown Ldscp Irrigation
Schnetz Landscape
SiteOne Landscape Supply
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