

MARCH 2022

Offshoot

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

www.clcasandiego.org

Offshoot
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President's Message

Ian Campbell



Our year is off to a great start! As we slowly emerge (with some hesitation) from a COVID weary world, we all relish in the opportunities to enjoy a semblance of normalcy from a pre-endemic time. That showed in the participation by chapter members in our kickoff event last month. It was a resounding success! I want to take a moment to recognize and thank both Janet Pozzuoli-Vallin with Belle Terre Landscapes and Marybeth MacNaughton with MSE Landscape Professionals for their commitment to making our 2022 San Diego Chapter Kickoff a fantastic evening. These events don't just happen. Great events like this one take time, effort, and planning. Without Janet and Marybeth's dedication and hard work, it just wouldn't have been what it was. Thank you, from your board and every member of CLCA... you ladies went above and beyond and continue to exceed expectations as always!

Also going above and beyond is our Membership Chair, Mike Madewell of Hunter Industries. He continues to treat us to some valuable educational opportunities. Our Waterwise Botanicals Nursery Tour was phenomenal and drew out record participation. The number of members who signed up to attend this event hasn't been seen before. For the first time in my experience with the chapter, we had to close the registration due to overwhelming response. And the tour itself did not disappoint. Wow, Tom Jesch sure knows his stuff!

It is our mission as an organization to provide educational opportunities that our members need, want and value. Based on the response to this first educational event of the year, Mike has figured out the winning combination. The next educational event is set for April 14 at Agri Service's El Corazon facility. Agronomist and

Agri Service owner Mary Matava will talk to us about San Diego soils before leading a tour of the facility to see how organic waste is turned into compost, mulch, and engineered soil. This is sure to be a great event where we'll learn lots about soil management!

Do you have an idea or suggestion for future educational events? Reach out to us. This is your organization! Need CEU's and having trouble obtaining them? Let us know. We want to help!

Networking and educational opportunities are two of the biggest CLCA membership benefits. Another big one is our awards program and we are currently accepting entries. It's time to show off the hard work that you and your company have completed throughout the county this last year by submitting them into the competition. Entry forms are available for download at our chapter website. Judging is set for June 6-10, 2022. Our awards celebration will be September 10 at Twin Oaks Country Club in San Marcos.

If you haven't attended a Beautification Awards ceremony yet, I highly recommend you do. You don't have to have entered the competition to join us either. This is our biggest event of the year! It's when we take a moment to appreciate what our members do throughout our communities. It's also a great opportunity to network and build relationships with the county's premier landscapers. These people are the best of the best in San Diego County... if not the entire state! I know it will be a night full of memories, good food, and amazing landscapes we can all appreciate and celebrate!

Stay safe and profitable, *Ian*.

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SAVE THE DATE

2022 Golf Tournament

Friday, May 13

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



San Diego Chapter Member Milestones

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

22 Year Member

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14 Year Member

Watersedge Landscape

19 Year Member

Elite Landscape Development

12 Year Member

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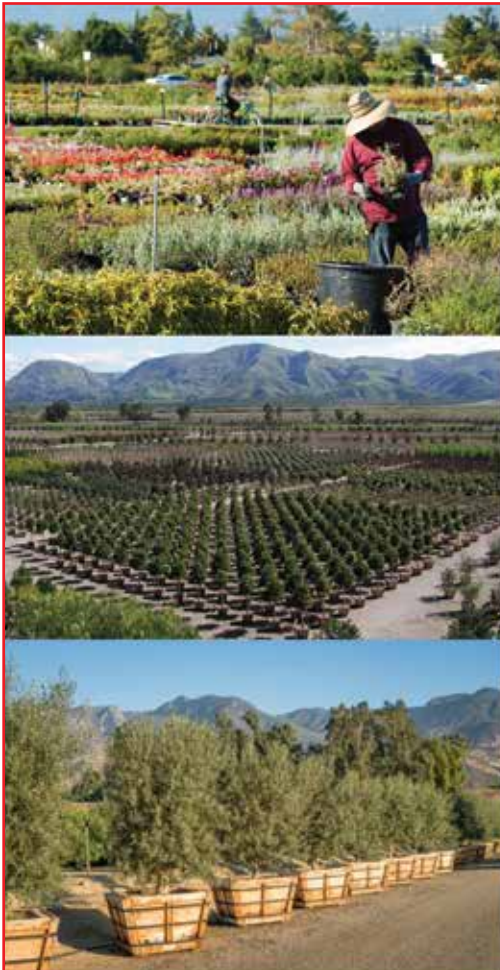
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Coming Events

Mark your calendar!

April 14

San Diego Soils Lunch & Learn.

Space is limited. Register online at clcasandiego.org.
Agri Service: 3210 Oceanside Blvd., Oceanside, 92056.

April 19

San Diego Chapter General Meeting.

All welcome. This will be a virtual meeting.
Email eyescales@yahoo.com for the link to attend.

May 10

San Diego Chapter General Meeting.

All welcome. This will be a virtual meeting.
Email eyescales@yahoo.com for the link to attend.

May 13

San Diego Chapter Golf Tournament.

Twin Oaks: 1425 N. Twin Oaks Valley Road, San Marcos.

June 6-10

San Diego Chapter Beautification Awards Judging.

Entry forms available online at www.clcasandiego.org

June 14

San Diego Chapter General Meeting.

All welcome. This will be a virtual meeting.
Email eyescales@yahoo.com for the link to attend.

July 12

San Diego Chapter General Meeting.

All welcome. This will be a virtual meeting.
Email eyescales@yahoo.com for the link to attend.

August 9

San Diego Chapter General Meeting.

All welcome. This will be a virtual meeting.
Email eyescales@yahoo.com for the link to attend.

September 10

San Diego Chapter Beautification Awards.

Twin Oaks: 1425 N. Twin Oaks Valley Road, San Marcos.

September 13

San Diego Chapter General Meeting.

All welcome. This will be a virtual meeting.
Email eyescales@yahoo.com for the link to attend.

2022 San Diego Chapter Board of Directors

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Not a voting position on the board.

Mike Madewell, Hunter Industries
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San Diego Chapter Members Enjoy an Informative Tour of Waterwise Botanicals Nursery in Bonsall on March 3



Plant aficionado Tom Jesch and SD Education Chair Mike Madewell did a fantastic job organizing this event!



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LEAF Scholarship Applications are Available Online!

- Deadline to apply is April 15, 2022

Seeking to promote and support the future of the green industry, CLCA's Landscape Educational Advancement Foundation (LEAF) is now accepting applications for 2022 scholarships.

So many students struggle with funding their education and 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.

The largest struggle LEAF has is building awareness that scholarships are available.


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.

Help spread the word by letting students know of this scholarship opportunity! The deadline to apply is April 15, 2022.


Together we can help students get the funds they need to continue on with their education!




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




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New Bills Emerge Impacting How We Do Business

By Jay Martinez, CLCA Legislative Director

Our bill introduction deadline has come and gone and 2022 has 2,130 legislative bills pending in the State Assembly and State Senate. Of those, 128 are currently being tracked for CLCA.

While it is tempting to think the bill introduction deadline means no more new bills, CLCA stays ever vigilant due to the Legislature's use of "spot bills." Spot bills are legislative bills that are introduced but still need the detail language inserted. Essentially, they are introduced to meet the deadline and are holding a spot for the real legislative language to be added at a later date. CLCA continues to monitor these spot bills to see if they materialize into legislation we need to take advocacy action on.

In the time since my last update to you, the Governor and Legislature reached agreement on a package of bills including supplemental paid COVID sick leave of up to 80 hours per employee. CLCA just held a webinar on these COVID changes, including sick leave. If you

missed it, it is in the members section of the CLCA website and you can view it on demand.

In reviewing the scores of new legislation, here are a few bills of interest:

“While it is tempting to think the bill introduction deadline means no more new bills, CLCA stays ever vigilant due to the Legislature’s use of ‘spot bills.’”

SB 1162 (Limon-D): Employment: salaries and wages.

Places new and burdensome reporting requirements on all employers of 100 or more employees or sub-contractors by requiring detailed information on pay rates, demographics, and related characteristics.

It requires the pay data report to include the median and mean hourly rate for each combination of race, ethnicity, and sex within each job category. It requires employers with multiple establishments to submit a report covering each establishment and establishes civil penalties of up to \$200 per employee for failure to comply. It requires the Department of Fair Employment and Housing (DFEH) to publish each private employers pay data report on an internet website available to the public.

AB 2182 (Wicks-D): Discrimination: family responsibilities.

This bill would further expand the California Fair Employment and Housing Act (FEHA) and is practically identical to AB 1119 which CLCA has already opposed. It would expand the FEHA to protect characteristics that include “family responsibilities,” defined to mean the obligations of an employee to provide direct and ongoing care for a minor child, other family member or anyone else the employee has a close caring relationship. This greatly expands the FEHA and would create a bonanza in discrimination litigation opportunities.

Continued on next page...



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New Bills Emerge Impacting How We Do Business

...Continued from previous page

AB 1872 (Low-D): Election day holiday.

This bill adds the day on which a statewide general election is held, which is the first Tuesday after the first Monday in November of any even-numbered year, to these lists of state holidays. It requires public schools, community colleges, CSU and U.C. to close campuses on a day on which a statewide general election is held. It requires state employees be given time off with pay among other provisions.

AB 1874 (Smith-R): Contractors: unlicensed work.

This bill would authorize a person who is not licensed as a contractor to advertise for construction work, or a work of improvement covered by existing law if the aggregate contract price for labor is less than \$500, and the person states in the advertisement that they are not a licensed contractor. Current law sets the threshold at \$500 but includes labor, materials, and other items.

AB 1949 (Low-D): Employees: bereavement leave.

This bill would make it an unlawful employment practice for an employer to refuse to grant a request by an employee to take up to 5 days of bereavement leave upon the death of a family member. The bill would require that leave be completed within 3 months of the date of death and that it be taken pursuant to any existing bereavement leave policy of the employer if one exists.

AB 1993 (Wicks-D): Employment: COVID-19 vaccination requirements.

This bill would require an employer to require each person who is an employee or independent contractor, and who is eligible to receive the COVID-19 vaccine, to show proof to the employer that the person has been vaccinated against COVID-19. This bill would establish an exception from this vaccination requirement for a person who is ineligible to receive a COVID-19 vaccine due to a medical condition or disability or because of a sincerely held religious belief and would require compliance with various other state and federal laws.

It repeals these provisions when the federal Centers for Disease Control determines that COVID-19

vaccinations are no longer necessary for the health and safety of individuals.

AB 2188 (Quirk-D): Discrimination in employment: use of cannabis.

This bill would make it unlawful for an employer to discriminate against a person in hiring, termination, or any term or condition of employment, or otherwise penalize a person, if the discrimination is based upon the person's use of cannabis off the job and away from the workplace or upon an employer-required drug screening test that has found the person to have non-psychoactive cannabis metabolites in their urine, hair, or bodily fluids.

SB 1458 (Limon-D): Workers' compensation: disability benefits: gender disparity.

This bill increases disability payments to claimants by the percentage of disparity in earnings between genders as reported by the applicant's employer in its pay data report to the Department of Fair Employment and Housing. The bill would apply prospectively to injuries occurring on or after January 1, 2023.

You can see all the bills CLCA is monitoring plus any advocacy positions taken by visiting the CLCA website at: www.clca.org/advocacy/clca-legislation-center/

2022 BEAUTIFICATION AWARDS COMPETITION IS HERE!

Entry forms available at www.clcasandiego.org.

Judging will be June 6-10, 2022. Winners will be announced in September at an awards banquet.

~KURAPIA~

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Increase Your Landscape Business' Value by Turning Repeat Customers into Subscribers

By Larry Giroux, Ewing Irrigation & Landscape Supply

Many people think reoccurring and recurring revenue are the same thing, but that couldn't be further from the truth, and not knowing the difference can cost you. While both are valuable to your bottom line, one is much more valuable than the other.

Reoccurring Revenue

Reoccurring revenue comes from repeat customers who need your services more than once, but they aren't under contract, so they contact you at different times to schedule the work they need done.

You're never quite sure when those customers will call, but you know they'll reach out eventually when the leaves pile up or the weeds start affecting the look of their landscape.

Recurring Revenue

Recurring revenue comes from sales to customers who buy from you on a predictable, automatic basis, like a subscription or service contract.

Those are the customers who sign a one- or multi-year contract for landscaping, irrigation, lighting, maintenance, and other services your company offers.

It's a win for both the customer and the contractor. The customer doesn't have to worry about remembering to call to schedule service, and you don't have to wonder when they're going to call.

Compared to one-off transaction revenue, both reoccurring and recurring revenue contribute positively to your company's bottom line, but you can see why recurring revenue is more valuable. Not only does it ensure you keep your crews working and your revenue flowing, it also saves you time when it comes to filling your calendar and scheduling jobs for maximum efficiency.

How to Switch Jobs from Reoccurring to Recurring

To convert reoccurring revenue into recurring revenue:

1. Identify customers who schedule your services on a reoccurring basis.
2. Look for a landscape segment with a purchase cadence that is relatively predictable. Lawn care, irrigation service, landscape cleanup, and maintenance are some examples.
3. Design an offer for your regular, reoccurring customers that makes it more convenient for them to buy on a subscription or service contract rather than on a transactional business model. Instead of calling for a landscape spruce-up before a big event, offer a package with several landscape spruce-ups throughout the season.
4. Give reoccurring customers compelling reasons to subscribe.

Here are examples of recurring services you can suggest:

- Periodic landscape clean-ups throughout the season.
- Annual brick paver inspection, clean up, sweeping sand application.
- Routine irrigation system check-up before dead turf indicates an issue.

This article originally ran on Ewing's blog at www.ewingirrigation.com/news



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Ballast Point in Miramar Hosts San Diego Chapter Members and Friends for the Chapter Kickoff Event on February 17

Lots of laughs, lively conversations, and tasty food were enjoyed!



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CLCA San Diego Chapter Life Members

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

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

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SAN DIEGO SOILS LUNCH & LEARN

Thursday, April 14, 11:30 a.m. - 1 p.m.

Agri Service - El Corazon Facility

3210 Oceanside Blvd., Oceanside, 92056

Agronomist and Agri Service owner Mary Matava will give a talk specific to San Diego soils before leading a tour of the El Corazon facility to see how organic waste is turned into compost, mulch, and engineered soil. Attend this event and learn:

•The types of soils we have in San Diego.

•How to identify them, i.e. clay soil, and how well they work (or don't) with plants, water.

•How to get organics back into the soil and improve conditions using composted products.

Lunch with product presentation and Q&A period will follow the tour. This event is limited to 25 attendees.

**Registration is first-come, first-served. Limited to 25.
Reserve your spot at www.clcasandiego.org**