

MAY 2023

Offshoot

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

www.clcasandiego.org



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Marybeth MacNaughton

President's Message

The San Diego Chapter held its Annual Golf Tournament at Twin Oaks Golf Course in San Marcos on May 12. I'd like to thank the golfers, volunteers, vendors, and golf course staff who all contributed to making this a fun event. Thanks also to the donors of our fantastic raffle prizes! There was a wide variety of prizes for attendees to try their luck at winning. All in all, it was a great event and the feedback I've received has been positive. Shout out to Ryan Moore with Border Concepts who served as our emcee during lunch. He did a wonderful job of engaging the crowd and having everyone in stitches after a full day on the links. A special thank you also to Bronwyn Miller who organized it all! *See photos from this event on pages 10-11 of this Offshoot.*

I recently attended the Cuyamaca College Botanical Society's 41st Annual Scholarship and Awards Banquet in the Prado Grand Ballroom at Balboa Park. I was honored to present the CLCA Scholarship Award to Debra Seracini who is pursuing a degree in Landscape Architecture and Design. She currently holds her Qualified Water Efficient Landscaper certification, is the California Membership Chairperson of the Association of Professional Landscape Designers, and plans to start her own landscape design business at the beginning of next year. I must say, I was fascinated by the diverse and impressive backgrounds of all the students presented with scholarships at this event. Some in their mid-twenties and others embarking on their second and third careers, all coming from varied backgrounds and different ethnicities.

The Cuyamaca College Botanical Society has been an important source for students aspiring to pursue careers in environmental studies, horticulture, and landscaping. This esteemed program not only provides financial assistance to deserving students, but also fosters diversity and promotes a strong relationship with CLCA. Through its dedicated efforts, the scholarship program offers opportunities for individuals from various backgrounds to contribute to the green industry and

create a sustainable future.

In the past, Cuyamaca College has enjoyed a strong partnership with CLCA. Before transferring to the National Association of Landscape Professionals (NALP), CLCA's Certified Landscape Technician (CLT) test was hosted at Cuyamaca College. This collaboration between the college and association has enhanced the educational experience for students, connecting them with industry professionals and providing networking opportunities. Furthermore, CLCA's partnership with Cuyamaca College ensures that the curriculum remains aligned with industry standards and practices.

Helping to provide students with access to internships, job placement services, and valuable insights from experienced professionals that can further strengthen the students' understanding of the field, foster professional development, and increase their chances of securing fulfilling careers after graduation is important to us. We look forward to many more years of partnership with Cuyamaca College.

Take the attitude of a student. Never be too big to ask questions, never know too much to learn something new. - *Og Mandino*

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Coming Events

Mark your calendar!

June 8

San Diego Chapter Lunch and Learn: Battery Equipment for the Pro Landscaper and Arborist.

All welcome. Register at www.clcasandiego.org.
Milwaukee Factory Service Center: 4229 Ponderosa Ave., Ste A.

June 13

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.

July 11

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.

July 13

RCP Educational Event: Emerging Design Trends & Important Legislative Updates, 5:30 p.m.

RSVP to Gina at (619) 247-6594 or tadams31@cox.net.
RCP Block & Brick: 1070 W Mission Ave, Escondido.

August 8

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.

September 9

San Diego Chapter Beautification Awards.

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



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We would love to hear from you! Please contact anyone on our team for more information.

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Advertiser Spotlight

Curb Appeal – Custom Concrete Landscape Borders

Born from a desire to provide his customer's the best landscape borders, Chris Burgio of Burgio Landscape Services, Inc. started Curb Appeal. Curb Appeal's custom concrete borders are extruded from one of several molds using a zero-slump mix that holds its shape without the use of traditional forms. The curb can be installed in an existing landscape or in a new project. The process is clean and leaves very little need for touch-up of the landscape. Even better, it is generally completed in one day on most residential projects. It's a perfect alternative to other border materials and will outlast and look better for the life of the landscape.

How it All Started

Burgio Landscape Services, Inc. was started in 2013 by Chris Burgio. Chris has been involved in the landscape industry for 26 years, working for a variety of San Diego-based landscape companies and a school district. His experience and education come from a combination of trade schools, educational workshops, fellow tradesmen, and a lot of hands-on experience. Today, Burgio Landscape Services, Inc. is a prominent east San Diego County company serving primarily residential customers with landscape design, installation, and maintenance services.

As his business continues to grow, Chris is always looking for new ideas and the best products to offer his customers. One design flaw he started noticing on his projects was where bender board and plastic edging material was used to separate landscape materials. No matter how many stakes were put in the material, it always buckled and popped out of place over time. Additionally, it just wasn't strong enough to hold back the base materials that synthetic turf required.

While looking for a better product, he came across a concrete mow curb that a local company offered. He was impressed with the product and how it added to his overall design. While the reliability of the product was great, the company he was partnering with to install it wasn't. To remedy this problem, he decided to purchase a curb machine and hire on an experienced operator for it. That's when Curb Appeal was created and is now a division of Burgio Landscape Services, Inc.

If you're looking to take your design to the next level, call Curb Appeal by Burgio Landscape Services, Inc. They serve all of San Diego County. No project is too big or too small! Call (619) 277-1399 today for a free quote on your residential or commercial project.



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

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Steven Smith
William Schnetz
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Gary Weems
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Setting Clear Boundaries with Customers

establishing boundaries helps build mutual respect.

It's common for consumers to expect instant responses or results, but it's up to you to educate them that this is not how your company operates. While you will get back to them promptly, explain that your account managers can't accept their calls when they are meeting with another client.

Set Expectations Early On

If you don't take the time to outline boundaries from the start, some clients might expect you to be available at any time. This is why early on you need to outline your business's working hours, response time, and the scope of work. Establishing the scope of work is critical to prevent clients from adding on work that was not originally budgeted for.

Have Clear Communication Channels

There are multiple methods to stay in contact with your clients, and it's up to your company which of these you want to utilize. Texting is often a way to provide quick responses, but it can also be easily abused and may not be the best for tracking conversations.

Do you have issues with clients calling day and night with questions and concerns about their projects? Is your inbox flooded with constant emails, or is your phone buzzing with frequent texts from customers?

While timely communication is an important aspect of customer service, lines must also be drawn for your team and your own sanity. Having a client monopolize your staff's time and focus is detrimental to the rest of your customer base.

It can feel like being available at all times is necessary to keep your customers happy, but

Listing this information in a legal document that the client signs can help resolve issues that may occur later. Loriena Harrington, LIC, owner of Beautiful Blooms LLC, based in Menomonee Falls, Wisconsin, says her company has lengthy descriptions of their services written into their contracts. If a client is disappointed that something wasn't included, Harrington says they will refer back to the contract.

One way to help establish separation between work and personal time is to only provide business numbers to your clients. Your account managers deserve work/life balance, so explain to customers they should not

Continued on next page...

~KURAPIA~

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Setting Clear Boundaries with Customers

...Continued from previous page

be calling your employees' personal phone numbers.

Because emergencies do happen, outline to your customers how you'd like them to reach your team for these situations. You should list examples of what your company considers true emergencies. Something that seems urgent to the client may not meet your criteria.

Respect Your Own Time

Working late or on off days should be the exception, not the rule, for yourself and your staff. Your clients should respect your employees' time, but you need to be clear with them when they can and cannot expect you to be in touch.

If you've made it abundantly clear to a customer that all emails received after 5 p.m. will not be responded to until the following day, stick to that. Constantly disregarding the work hours you've established will cause clients to expect you or your team members to respond no matter how late it is.

Know When to Say No

In some cases, no matter how many boundaries you set and reiterate, some customers will continue to ignore them. You have to know which customers are worth saying no to and walking away. Often by moving on, your team will have the time to find better clients.

You also need to be able to say no to customers making unreasonable requests, such as moving up a project deadline suddenly or expecting your company to add a service free of charge. Sometimes accommodating a customer's request can help foster goodwill, but other times it can lead to them taking advantage of your business. Never feel guilty for establishing boundaries with clients that protect your team and your own well-being.

This article by Jill Odom was originally published on the National Association of Landscape Professionals' blog at <https://blog.landscapeprofessionals.org/>.

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