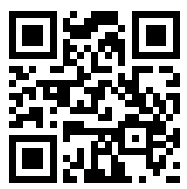


SEPTEMBER 2021

Offshoot

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



Cover Photo:
2021 Sweepstakes Award
winning project,
Noerenberg Residence,
by Old World Landscape.

Complete 2021 Chapter Beautification Awards
coverage will be in the next issue of the Offshoot!

www.clcasandiego.org

Offshoot
P.O. Box 242
Beaumont, CA 92223

Thank You to Our 2021 Sponsors!

Platinum Sponsors



Gold Sponsors



Diamond Sponsors




Contractor Sponsors



Ruby Sponsors





Enter at your own risk! 

My attraction to the world of landscaping started back in the 60s as an 8-year-old skinny little kid. Just to get away from the house, I used to tag along with my dad and some other gardeners and landscapers whenever I could. We would often go to housing tracts under construction. I really loved seeing the model homes. Since then, a lot has changed, changed back again, then reinvented itself and come back all over again. I had no idea what I was heading into!

As you can imagine, getting started in the green industry was a little different back then. I started out pulling weeds, always thinking someday I would get a chance to create a model dream home for someone. I was called a "helper," although I think people were being kind calling me that. They could have just as easily called me poop scooper or gopher boy. In those days it wasn't quite so sophisticated. I then moved up to become a gardener. As a gardener, I was in charge of lawn care, flower beds, fertilizers, irrigation, and sometimes even poop patrol. At that time, here in north county, a home sprinkler system was a relatively high luxury item—they existed, but not every home had one. Today, on the other hand, you see some form of irrigation on nearly every residential property. And it seems like there's no end in sight to the modern hardscape and softscape combinations—it's really become quite a compelling art form.

It didn't take me long to figure out I'd rather pull weeds for myself and make a little more moola. At the wise age of 21, I became a landscape contractor. In fact, I've now had my license 40 years, as of September 10. I realize now that I was starting to learn then about getting top dollar from the prospects inside the housing market—though I would learn later, that's not what everyone cared for. What people care for will vary. They have varying expectations from their landscape – there's a broad spectrum that ranges from function to elegance, from restoring a childhood memory to making a dream

home come to life, or a thousand other things. The game is in selling the dream idyllic lifestyle that meets your clients' expectations. As a member of CLCA, I've really seen some jaw-dropping projects, incredible pieces of art. Professional landscape contractors really get it!

What I'm driving at here is this...entry into the industry is fairly easy; it doesn't take a lot of capital or startup funding, only a strong desire. It's hard to really imagine that four full decades have passed, from pulling weeds to building dreams. Time flies when you're having fun! Can't say enough how much I love all my friends and associates inside the San Diego Chapter of CLCA. Still a word of warning... enter at your own risk. The years fly by when you're doing what you really love!

Best always! ~Willie

P.S. Next month I'd like to write about some solutions to address the worker shortage. If you have anything that's working well for you, please share it. Thanks in advance! (760) 500-9863

Join the 2022 Chapter Board of Directors!
The San Diego Chapter is accepting nominations for the 2022 board. Learn more on page 4 of this month's Offshoot.



AGRI SERVICE

Call to schedule your mulch application today!

(760) 295-6255
www.agrIServiceinc.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
--	--

San Diego Chapter Member Milestones

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

19 Year Members

Allen Landscape
Simplot Partners

6 Year Member

Sonsray Machinery

3 Year Members

Silver Moon Lighting
City of San Diego
Coast Landscaping
Davey Tree Experts

10 Year Member

EarthWise Industries
Landin Landscaping

2 Year Member

Landin Landscaping

9 Year Members

V.I.T. Products/
Strong Box Mftg.

1 Year Member

Florez Landscaping
Consultant

Put in Your Nomination Now to Become a Member of the CLCA San Diego Chapter 2022 Board of Directors!

Bring your ideas, enthusiasm, and passion for our industry to the board and watch our chapter continue to grow. You'll work with a great team of landscape contractors and suppliers in our area and throughout the state, while honing your leadership skills and building life-long friendships.

If you are interested in exploring this opportunity or to chat with someone to learn what opportunity best suits you, email eyescapecs@yahoo.com.

Our chapter elections will begin in October, with in-person voting available at our General Meeting and Elections at On the Border Restaurant in San Diego on October 12, 2021 at 3:30 p.m.

On the Border Restaurant is located at 10789 Westview Pkwy, San Diego, CA 92126.

CLCA's mission is to serve and protect the interests of its members, promote professionalism, and advance public awareness of the landscape industry. Learn more at www.clca.org

THE 2021 - LONG BEACH
LANDSCAPE
DESIGN • BUILD • MAINTAIN • SUPPLY
OCTOBER 13TH & 14TH EXPO

Long Beach Convention Center
Long Beach, CA

SAVE 40%
ON ADMISSIONS

SAVE 30%
ON SEMINARS

IF YOU REGISTER BY 9/30/2021
Register @ TheLandscapeExpo.com

Coming Events

Mark your calendar!

October 12

SD Chapter General Meeting & Elections, 3:30 p.m.

On the Border Restaurant: 10789 Westview Pkwy., San Diego.

October 13-14

The Landscape Expo. Long Beach Convention Center.

Register at www.thelandscapeexpo.com.

October 21

San Diego Chapter Educational Seminar, 2 p.m.

Topic: Rock and Hardscape Design Basics.

All welcome.

Due to health guidelines, this will be a virtual seminar.

November 3-6

CLCA Convention in Ka'anapali, Maui, Hawaii.

Learn more at www.clca.org/convention.

December 9

San Diego Chapter Holiday Party. All welcome.

Stone Brewing: 1999 Citracado Parkway, Escondido.



2021 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

Treasurer

Cecily Gordon, Nature Designs Landscaping

(760) 224-7664 • cecilyg@naturedesigns.net

Secretary

Bronwyn Miller, Eyescapes

(949) 466-1222 • bronwyn@eyescape.net

Vice President Events

Janet Pozzuoli-Vallin, Belle Terre Landscapes

(858) 487-8639 • BelleTerre01@gmail.com

Vice President Membership

Ian Campbell, Davey Tree

(619) 572-2674 • ian.campbell@davey.com

Associate Member Officer

Melissa Tetzlaff, LCIS, Inc.

(858) 353-4991 • mtetzlaff@lcisinc.com

Education Chair

Mike Madewell, Hunter Industries

(760) 583-4479 • michael.madewell@hunterindustries.com

Legislation Chair

Pam Kinne, CLCA Insurance Solutions

(562) 208-3427 • Pam.Kinne@arm-i.com

www.clcasandiego.org

(866) 699-2512

Benchmarking for Improved Profit



As an owner, it's your job to become a data scientist and learn how to manage your landscape business like any other business: by the correct numbers and benchmarks. This will allow you to become a successful investor in your own business!

Start by getting a handle on these seven benchmarks:

1. Five-year trends. The most important benchmark is comparing yourself to yourself. Like any great athlete that competes primarily against him or herself, you must keep track of your past performances. Most firms look back just one year for comparison, but a five-year-lookback will give you an actual trend line to see where you are improving (or faltering) over time. This is why company valuations are often built on five-year trends, because it shows the competitive arc of the business.

2. Benchmark the big picture. The ultimate purpose of your business is to buy things and hire people in order to serve your clients, with the aim of producing a positive cash flow to invest in growth and take dividends. We can sum this up in three benchmarks:

1. Squeeze maximum revenue from the trucks/equipment/things you buy (Sales/Assets).
2. Operate with efficiency and a smart pricing strategy to earn the most profit from those revenues (Profit/Sales).
3. Ensure maximum effectiveness turning your profits into a positive cash flow, aka, cash/profits.

3. Measure activities and results. In any business, the right results are determined by the right actions. 'Sales' is the perfect example:

Activities, e.g.: How many lunch-n-learns do your salespeople perform? How many leads or RFP are you receiving? How many proposals are your salespeople sending out? Results e.g.: What is their closing ratio? What are their margins-as-built? What are their total sales? What are their enhancement sales as a percent of maintenance contracts?

In each area of your business, define the most important activities that lead to the right results; track and manage both.

4. Triangulate your numbers. Any number/percent you take time to review should be done in context, by comparing it against the budget and against the actuals from last year. This answers two key questions: How are we doing vs. our goals? and how well did we do last year at this same point in time? It is best to put these into chart or graph form when you share and discuss with your team. This allows non-financially minded leaders to actively engage in discussion and make informed decisions.

5. Empower the divisions. Your growth potential lies in treating your divisions as profit centers, but before you grow them you should optimize their profitability. Look at each division's gross and net profit, and benchmark these internally and vs. best in class! Treat each division manager as an intrapreneur and you will optimize your chances for success.

6. Motivate crew performance. Each division is made of individuals doing work. Their performance will vary from crew to crew and can be tracked as follows: 'revenue per man hour' and 'revenue per man-day and man-week.' You can benchmark your crews versus one another to create internal competition, and you can benchmark vs. best in class to gain perspective on what's possible.

7. Remove the biggest internal obstacle. To become a successful investor, you must master the soft skills as well as the numbers. But where to start? Because all leaders have their blind spots, I recommend benchmarking your blind spots against your teams', and identify where you and each team member must improve. You can also get outside help, by working with an exceptional coach to understand how you compare with other top performers in the industry. As I tell my coaching clients, "When you continually grow yourself as a leader, the sky is the limit!"

Every business is different and will require a unique set of benchmarks based on its business model and service mix. Apply these seven outlined here as a start and figure out what works best for you!

This article by Jill Odom was originally published on NALP's blog at <https://blog.landscapeprofessionals.org/>.

WHERE QUALITY GROWS ...



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

Growers of Quality Fescue & Bermuda Sod



Buy better, buy different, buy Horizon.

Horizon has the products you need, when you need them—all under one roof.



IRRIGATION



OUTDOOR LIVING & LANDSCAPE LIGHTING



LANDSCAPE

Step outside your normal scope of work to grow your business and keep up with the competition.

Low voltage lighting, outdoor kitchens, synthetic turf & hardscaping are all great opportunities for you to improve your profitability and expand your service offering.

And that's just what Horizon's Outdoor Living products can help you do.



EQUIPMENT



MORE THAN A STORE.

Visit us online, or stop in to your local branch to experience the Horizon difference today.

- Irrigation
- Outdoor Living
- Landscape
- Equipment



CLCA Legislative Update

Submitted by CLCA President-Elect, Megan Rios, Rios Design Studio LLC

CLCA Priority Bills as of Sept. 7, 2021

SB 410 (Leyva-D): Occupational safety and health: regulations

Exempts any occupational safety and health standard and order (CalOSHA regulations) from the standardized regulatory impact analysis (SRIA) required for major regulations by the Administrative Procedure Act (APA). The SRIA process was created by the Legislature and was passed by vast majorities in both houses with the goal of ensuring that new regulations of a sufficiently large size (economic impact exceeding \$50 million) should be thoroughly analyzed. It requires that the Department of Finance (DOF) should review the estimated economic impact to confirm the methodology used in these estimates were suitable. As a result of the SRIA process, improved economic analysis has been available to members of the public and policy makers over the past decade.

This bill is a huge step backward for transparency and common fiscal sense.

Recommendation: Oppose 2

AB 223 (Ward – D): Wildlife: dudleya: taking & possession

This legislation was recommended to be considered for support by CLCA Legislative Committee member Peter Dufau. The bill currently sits in the Senate Appropriations “suspense” file.

The purpose of this AB 223 is to make it a misdemeanor to uproot, harvest or cut dudleya from state or local government property or from private property without permission and to sell, export, purchase dudleya that was taken illegally. Dudleya is a perennial California native succulent that has about 68 subspecies. As the popularity of succulents grow internationally, cases of illegal poaching of the state’s native dudleya have risen alarmingly, necessitating action and enforcement that will disincentivize it. These succulents can be grown in

nurseries, but a fixation from buyers on larger, more mature dudleya that have been shaped by growing conditions in their natural habitat and have visible signs of weathering, has driven up the price of dudleya taken from natural areas of the state to as much as \$1,000 per plant making them an attractive target of poachers.

Under existing law, a person can already be prosecuted for the taking of dudleya. Depending on the circumstances and the specific species taken, the defendant could be prosecuted under the federal Endangered Species Act., California Endangered Species Act., the Native Plant Protection Act., the California Desert Native Plants Act., or simply under the Penal Code provision making it a crime to take plant material from public land or land that belongs to another person. Given the status of current law, it is unclear whether it will be any easier to catch and prosecute poachers under AB 223 if enacted.

Recommendation: CLCA Legislative Committee have a dis-cussion on the pros and cons of weighing in on this measure.

Labor Coalition Letter – Cal-OSHA COVID-19 Paid Sick Leave Extension

On March 19, 2021, Governor Newsom signed SB 95, granting two weeks of emergency paid sick leave for COVID-19 to workers with employers who have 26 or more employees through September 30, 2021. A broad coalition of labor groups have recently written the Governor and legislative leadership asking for immediate action to extend this paid sick leave. The letter did not say specifically, but the assumption is that the extension ask is through the end of 2021. The labor coalition is asking for this to be accomplished through a budget trailer bill.

• There is a Cal-Chamber led coalition letter being prepared responding to this. Does CLCA want to weigh in?

Continued on next page...



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



Genuine
MARATHON SOD

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

CLCA Legislative Update

...continued from previous page

Drought Legislative Update

California has a total of 50 counties out of 58 that are under emergency drought declaration by the Governor. This represents the majority of California's nearly 40 million people. Consequently, we are starting to see both voluntary and mandatory water conservation measures put into place.

The Governor and Legislature agreed on billions in new spending on drought related initiatives in the 2021-22 budget. In July, right before going on summer recess, the Legislature sent the Governor a supplemental appropriations bill, SB 129 (budget bill junior), that included over \$3.2 billion in new General Fund spending on drought.

The most significant allocations in SB 129 for the "Water and Drought Resilience Package" include:

- a) \$1.3 billion one-time to the State Water Resources Control Board (SWRCB), \$650 million of which will be available for drinking water projects, \$650 million for wastewater projects, \$85 million for groundwater cleanup and water recycling projects.
- b) \$500 million to Department of Water Resources (DWR) for small community drought relief (\$200 million), urban community drought relief (\$100 million), multi benefit projects (\$200 million).
- c) \$100 million to DWR for water conveyance projects.
- d) \$85 million to SWRCB for groundwater cleanup/water recycling projects.
- e) \$65 million to the Wildlife Conservation Board for local assistance for drought-related purposes.
- f) \$60 million to the Department of Water Resources (DWR) for the Sustainable Groundwater Management Act.
- g) \$33 million to the Department of Fish and Wildlife for fisheries and wildlife support projects.
- h) \$33 million to SWRCB for water rights modernization.
- i) \$10 million to DWR for salinity barrier projects.

SB 129 also sets aside over \$730 million that is still being negotiated between the Governor and Legislature for remaining proposals. We anticipate seeing more legislation before the end of session.

Stay up with CLCA legislation by visiting www.clca.org/clca-legislation-center/

JOB OPPORTUNITY

Van Slyke

LANDSCAPE, INC.

An Award Winning
DESIGN • CONSTRUCTION • MAINTENANCE

hiring for

LANDSCAPE MAINTENANCE PRODUCTION MANAGER

Van Slyke Landscape is seeking a full-time Landscape Maintenance Production Manager who is knowledgeable in all aspects of landscape maintenance.

The position manages all landscape maintenance crews and acts as an intermediary between clients, the Landscape Maintenance Account Manager, and Van Slyke Landscape upper management.

Benefits include: Paid Holidays, Paid Sick Leave, Paid Vacation, and Medical Insurance that is 100% paid by employer!

Apply in person at:

442 Rancho Santa Fe Road, Encinitas, CA

Email teresa@vanslykelandscape.com
or call (760) 753-7793 for more details.



Tree Removal is Serious Business

By Luis Casas, ISA Board Certified Master Arborist, Legacy Tree Care, www.legacytrecare.net

Having your trees removed is not as simple a task as one might think. Before removing trees, it is important to know whether it is your best option. There are several factors that go into determining whether tree removal is necessary or if the tree can be saved. Furthermore, California is filled with protected trees that, if removing, require certain standards be met and permits acquired.



If you answered yes to any of these questions, your best option might be to remove the tree. Before you do...it's best to get a professional consultation. Have an arborist see if they can save your trees and save you some costly removal expenses. They should also be able to tell you if it's a protected tree. If the tree is protected, there are specific steps that need to be taken.

Is removing the tree your best option?

Trees are very robust organisms that usually require multiple stresses to bring them down. Sometimes it is hard to know when removing the tree is your best option. To help make that determination, consider these things:

- Is more than 50 percent of the tree dead or damaged where leaving it may create a safety risk for people or property?
- Is the tree trunk or large branches compromised, showing cracks, splits, dead branches, and internal decay?
- Is the tree too close to a structure and posing a hazard?
- Is your tree not growing well? Does it have an extreme lean with poor or abnormal trunk taper.
- Does the tree have fungal bodies growing along the main trunk? Is the tree hollow or rotting in more than 30% of the main trunk?

Who can remove your protected tree?

Did you know that La Canada Flintridge – and many more cities all over California – has implemented standards regarding who can remove protected trees? These standards require that a tree removal permit be acquired, and that the contractor:

- have a D49 Tree Service License,
- be an arborist or commercial tree service on the Official City Approved List,
- and have a city business license.

Furthermore, before the tree is removed, as a condition to granting a tree removal permit, the property owner or applicant is required to plant replacement trees on the subject property or pay a designated amount into the city's tree replacement fund. Rules vary by city so be sure to visit your city's official website to learn theirs.

CUSTOM CONCRETE LANDSCAPE BORDERS

Can be installed in new or existing landscapes!

A wide variety of color and molds available!

Clean and efficient installation process, generally completed in one day!

Curb Appeal
by Burgio Landscape Services, Inc.
(619) 277-1399 CA Lic. #1036455

West Coast Turf's Drought Tolerant Kurapia is Back in Stock

Kurapia, a drought tolerant and low maintenance turf alternative natural ground cover sod, is back in stock at West Coast Turf. Once established, Kurapia requires less maintenance and needs less water than cool and warm season turfgrasses.

Establishment takes approximately 21-30 days (March-September) and requires regular irrigation. Once established, Kurapia's water requirement can be maintained aesthetically at 50% of the evapotranspiration versus 80% for cool season fescue.

Irrigation Guidelines

Irrigate Kurapia lightly and frequently to maintain moist soil beginning immediately after installation and until active shoot growth is evident (approx. 2 to 3 weeks). Although it is tolerant of drought and low water use, the establishment period is not the time to withhold water.

After about one month, soak the area once or twice per week to help expedite complete Kurapia cover. Additional irrigation may be required on sandy soil and in full sunlight during warm, dry, and windy conditions.

Once fully established, Kurapia has a very deep root system that can reach down 5 to 10 feet below the soil surface. Research at the University of California, Riverside demonstrated that mature Kurapia can be maintained similar to warm-season turfgrasses at 60% replacement of reference evapotranspiration (ET_o) in warmer inland climates and likely as low as 40% to 50% ET_o in cooler, coastal regions during the growing season. Irrigation should be scheduled 1 to 3 times per week to wet all or most of the root zone while minimizing runoff.

Weekly or bi-weekly irrigation during extended drought or dry periods in summer may help winter color retention. Remember that Kurapia or any plant material will look only as good (or bad) as the irrigation system used to distribute water. Avoid over-irrigation to compensate for dry areas caused by poor sprinkler distribution, clogged nozzles, or leaks in the irrigation system.

Characteristics

Kurapia has thick, dense growth, and is a flowering live plant. It can be mowed for a more manicured look, or left natural (it grows to about 1" in full sun, and much more in shade). It maintains green year-round in most locations in California except high elevation areas.

Kurapia's sturdy structure makes it ideal for many uses such as covering lawn type areas, highway and freeway shoulders, rooftops, public utility areas, commercial properties, and landscape areas. It can tolerate light foot traffic, but is not recommended for heavy traffic areas like playgrounds or sports fields.

Kurapia grows close to the ground. It is a great option where you need a ground cover that won't regularly get irrigated. It is perfect for those strips between sidewalks and road ways or in medians. Or, if you want a unique look different from your neighbor's lawn, Kurapia is for you!

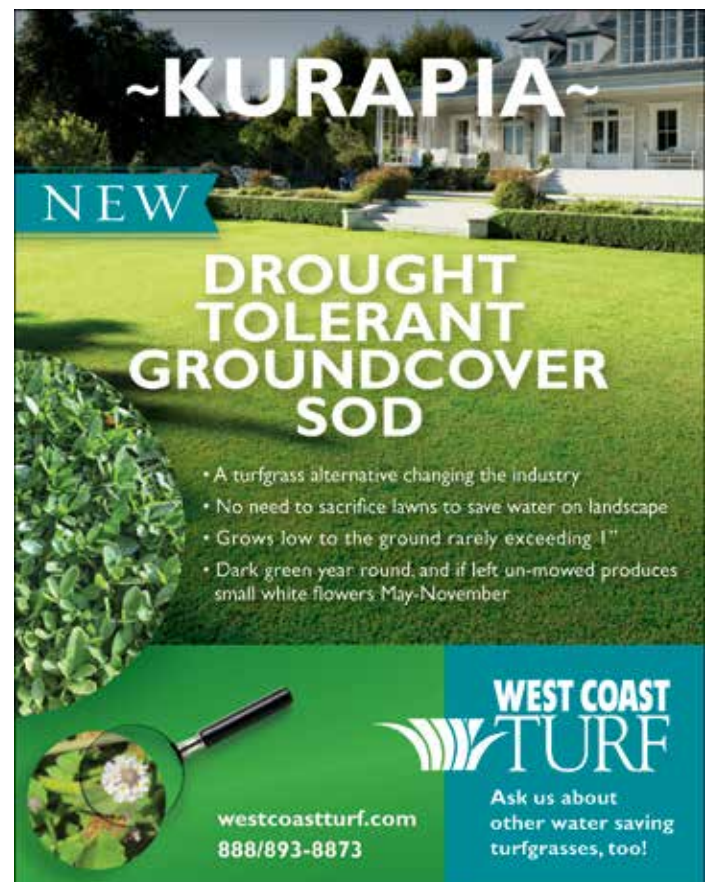
Note: If left un-mowed and allowed to flower, Kurapia will attract natural pollinators such as honeybees to the area. This is remedied by mowing off flowers.

To learn more about Kurapia and download a spec sheet, visit www.westcoastturf.com.

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



~KURAPIA~

NEW

DROUGHT TOLERANT GROUND COVER 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

CLCA San Diego Chapter Life Members

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

Jerrie Beard
Steve George
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.

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
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
Southland Sod Farms
Southwest Boulder & Stone
Sowell Landscaping
Steven Smith Landscape
Sunlite Landscape
Van Slyke Landscape
Village Nurseries
Yasuda Landscape



**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

