

SEPTEMBER 2022

Offshoot

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

www.clcasandiego.org

Offshoot
P.O. Box 242
Beaumont, CA 92223

Complete 2022 Chapter Beautification Awards coverage will be in the next issue of the Offshoot!



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President's Message

Ian Campbell



Hello CLCA San Diego Chapter members and anyone else taking the time to read this month's newsletter. September is an exciting time for us in the San Diego Chapter! It's when we celebrate the great work of our members in fantastic fashion. This year's Beautification Awards gala was awesome! We had a great venue, great food, and lots of great people in attendance. Thank you to all who submitted projects into the competition and to our wonderful sponsors who supported the event. Without you, there is no competition... there is no event! Thank you also to those who contributed their time, opinions, and expertise to making this event a success. You are the reason the San Diego Chapter is the best CLCA chapter in the state!

As we enter the last quarter of 2022, what has changed for our industry? Our county? Our country? Our world? "A lot," is the short answer. One thing that hasn't changed though is the expectations from our clients to keep landscape and tree budget costs down, especially with the economy and the ever looming *recession* heavy on the tongue of every property manager and homeowner.

While we can all understand the why behind this mindset, the how has gotten more difficult *if not impossible* to comprehend. Biologically, plants continually grow throughout their lifetime. If it's not growing, it's dying! So, the plants we care for only get larger and older the longer they are there. This usually requires more maintenance, not less. Furthermore, with age, plants become more susceptible to disease and insects and that leads to more maintenance costs. The training and education required to identify these issues also increases. While I'm a huge proponent of *right plant right place* and young tree/shrub care for development, this will minimize maintenance costs... not eliminate them. Urban density continues to increase and the environment we provide our plants continues to decline.

Fuel, labor (the good labor that contributes to an organization or industry), taxes, and rent are among the many costs on the rise. Yet our industry is told to keep our costs down. I ask how? This quagmire is leading our industry down a precarious path that leaves our future employee pool in question. I plead with you all as an industry to stop the practice of being cheaper than one another. Let's offer the wages our industry once did that attracted us all to it in the first place.

As the age of climate change and climate action take hold, let's evolve our industry. Let's demand fair rates for the services we provide to our clients. Let's ensure our employees, who work hard in the heat and rain throughout the year, can manage their financial obligations while fulfilling their duties to their families. It starts with asking and expecting our clients to pay more for the services we provide. This is especially important in San Diego County where the value of the dirt, where plants and housing both reside, has risen by such amounts. If we all decide together, we *can* create this reality.

As always, thank you for being fantastic members of our San Diego CLCA chapter. Stay safe and profitable. ~Ian

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Coming Events

Mark your calendar!

October 11

San Diego Chapter General Meeting & Elections.

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

October 21

DMWN Oceanside Open House, 9 a.m.

Tour the Oceanside growing ground, enjoy lunch, and a chance to network with other landscape pros. This event is free to attend, but requires registration. www.devilmountainnursery.com/upcoming-events/

November 8

San Diego Chapter General Meeting.

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

November 9-12

CLCA Convention & Trophy Awards.

More information at www.clca.org/convention.

November 16-17

The Landscape Expo.

More information at www.thelandscapeexpo.com.

December 8

San Diego Chapter Holiday Party.

Brigantine: 3263 Camino del Mar, Del Mar, CA 92014.

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San Diego Chapter Member Milestones

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

20 Year Members

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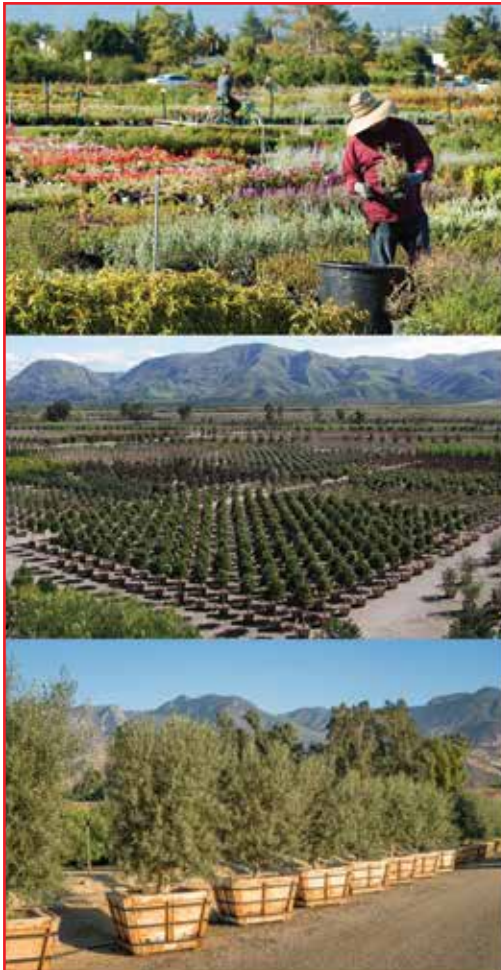
Put in Your Nomination Now to Become a Member of the CLCA San Diego Chapter 2023 Board of Directors!

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 would like to chat with someone to learn what opportunity best suits you, email eyescape@yahoo.com.

Our chapter elections will begin in October, with live voting available at our General Meeting and Elections via zoom on October 11, 2022, at 9 a.m.

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IN MEMORY

With a heavy heart, we announce the death of two long-time CLCA members.



John Marman

John Marman, the Vice President of Sales and Marketing at West Coast Turf, passed away suddenly and unexpectedly on Aug. 14, 2022. He was 51.

Marman worked for West Coast Turf for 27 years, starting right after graduating from the University of California, Riverside.

His sister Danielle, then the marketing and PR director, convinced company president John Foster to “hire her little brother to work in the sod fields.” Marman worked his way up the company ladder in the intervening years, spending many years in the WCT Las Vegas office, eventually becoming regional manager, until his promotion to VP of Sales and Marketing in 2015.

In a statement, John Foster said, “The West Coast Turf Family has suffered a tragic loss. John Marman, our VP of Sales and Marketing has passed away...He leaves behind his sister Danielle Scardino, sister Sue Hanks, and his 11-year-old son Knox, the light of his life. He was a friend to all. There are no words that can describe the terrible grief and pain his loss brings to all of us in the West Coast Turf family.”

The list of projects Marman helped with is long, including numerous Super Bowls and World Series, the Rose Bowl, Dodger Stadium, Angel Stadium, the LA Coliseum, Candlestick Park, and even a trip to Singapore to work on natural grass projects.

He spent many years of service on the Certification Board of Governors of the Golf Course Builders Association of America (GCBA), was a member of the Sports Field Managers Association, California Landscape Contractors Association, Golf Course Superintendents Association, and started the Nevada Landscape Association with the late Barry Mohon, his mentor. He also loved to speak at conferences, including last year’s Golf Inc. Summit.

His family requests that remembrances be made in the form of a tribute gift to Sticks for Kids or St. Edwards the Confessor Parish School.



Nelson Colvin

Nelson Colvin, past CLCA State President and CLCA Life Member, passed away on August 25, 2022, at the age of 83.

Colvin held numerous positions in CLCA, including San Fernando Valley Chapter President, state Director of Events, and state President. He was honored as CLCA’s 1980

Associate Member of the Year. In 1979, the Auxiliary named him a Knight of the Gartner, and in 1990 he was presented an Allegiance Award, the association’s most prestigious accolade.

He served several terms as CLCA’s Director of Events, where he championed the Trophy Awards as a celebration of excellence in landscaping. When he stepped down as Director of Events, the Humanitarian Award was re-named in his honor.

Elizabeth Burns, CLCA’s 2022 Director of Events, noted that Nelson’s “passionate involvement in the CLCA led to many lifelong friendships. Nelson was known for his wonderful sense of humor and his impish grin.”

“If you knew Nelson,” she said, “he loved planning our events for the association, as he took such pride in it, especially if he had a special little something up his sleeve.”

In lieu of flowers, the family requests donations be made to LEAF’s Nelson Colvin Memorial scholarship fund.

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Act Now to Avoid Bond Surprise

Act now to avoid starting the new year with an unpleasant surprise following the premature expiration of your state-mandated bonds. That's the recommendation of CLCA Insurance Solutions.

Starting January 1, 2023, the Contractors State License Board will increase all bond limits from \$15,000 to \$25,000. This includes contractor license bonds and RMO bonds. The increase was the result of Senate Bill 607, which Gov. Newsom signed into law in September, 2021. The purpose of this bill is to protect consumers and ensure that contractors have enough financial backing to complete a project.

Most surety companies are expected to automatically increase a contractor's bond and invoice for the difference in premium. If the invoice is not paid, the surety company will shorten the term, rather than cancel the bond. If the surety company sets your bond to expire sooner, you will need to renew sooner. Contact your insurance agent to ensure that your premiums and records are up-to-date. Otherwise, surprise!



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Connect, Learn and Grow at CLCA's 2022 Annual Convention

Join friends and colleagues in beautiful Indian Wells for CLCA's Annual Convention. Indian Wells is a desert oasis known for its clear blue skies, pristine golf courses, amazing shopping district, and midcentury modern architecture.

Connect!

After honoring green industry leaders at the Recognition Luncheon, help grow the future of your professional association at the General Membership Meeting. Take advantage of formal and casual opportunities to share ideas and insights with friends and future friends.

Learn!

In their *Marketing to Attract your A-Client* presentation, the experts from Intrigue Media will show you how to get higher quality leads and better outcomes, resulting in fewer tire-kickers and more ideal clients.

Curator Paul Sturwold, ASLA, will take us on a behind-the-scenes tour of the Living Desert Zoo and Gardens, which has been called "undoubtedly the best desert-themed zoo in America."

Afterwards, enjoy the SiteOne Showroom Premier & Happy Hour. Plan on catching up with old friends and making new ones.

Grow!

The Trophy Awards will amaze you with a display of excellence in landscaping.

Golf!

And, of course, a fabulous opportunity for golf.

Hotel Reservations

Our host hotel is the Hyatt Regency Indian Wells Resort & Spa. Convention attendees are encouraged to reserve their hotel rooms as soon as possible. Space is filling fast. Call reservations at (877) 803-7534.

Learn more and register at www.clca.org/convention.

ICC2 Cellular Connection Module Offers Faster, Easier Way to Connect ICC2 Controllers



Installing a commercial controller is challenging without an internet connection. So what can contractors do when local Wi-Fi or LAN access is out of range or unavailable, or they aren't allowed to log in to their customers' secure network? Use the ICC2 Cellular Connection Module.

A Secure, Reliable Connection

The new ICC2 Cellular Connection Module integrates seamlessly with ICC2 Controllers and Centralus™ Software to overcome these obstacles. The simple, plug-in module gives contractors full system and hydraulic control from the palm of their hand.

- Connects directly to 4G LTE networks so contractors can manage controller setup independently
- Preinstalled SIM card provides quick data activation and convenient service plan options within the Centralus Irrigation Management Platform
- Enables flow monitoring capabilities via the cloud to provide system-level flow rates and totals with automatic high-flow shutdown and alert notifications

“The sleek design of the ICC2 Cellular Connection Module allows for quick and easy internet access with the option to extend the cellular antenna for optimal signal strength,” said Ben Sacks, Product Manager at Hunter Industries. “This flexibility helps ensure a reliable connection to Centralus Software and the local cellular network.”

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- Luxor Mode allows a Luxor Controller to assign a Group and set Hue, Saturation, and Intensity values.

Installation Is a Breeze

While traditional installation methods require up to 20 complicated steps, SRP RGBW Strip Lights reduce setup to three simple tasks. Installers simply insert the LED spacer, slide the splice connector into the strip plate, and snap the connector clip in place.

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- Each unit comes in 10' (3.1 m) lengths with 2" (51 mm) cutmarks for precision customization.
- A preinstalled 10' (3.1 m) power feed, splice connectors, end caps, and all necessary accessories are included too.
- The unique splice connector design means heat shrink or adhesive are no longer needed for a proper connection.
- Plus, the specially designed silicone body delivers soft, even lighting without hot spots or diffusers.

www.fxl.com

Overseeding Your Lawn for Fall

Temperatures are still warm in Southern California, but fall is here. It's time to start preparing your lawn for the new season. Once temperatures do cool down, it's the perfect time for grass to recover and prepare itself for winter. Below are some tips on overseeding your grass for fall from West Coast Turf's Mr. Wise Grass.

First things first... when to start overseeding. According to WCT's experts, the ideal time for overseeding is when nighttime temperatures get down lower, like in the 60s. Typically, this happens in October.

Next, know how low you should scalp your grass prior to overseeding. The height of your grass isn't the important issue as much as opening the turf canopy. If you mow the grass shorter, the turf canopy will be tighter, which will result in the need to verticut more aggressively. The standard recommendation is to not cut the grass lower than half an inch. If you scalp the sod too low, you will cause long-term problems to the grass.

Many people ask if it's ok to use annual ryegrass, rather than perennial ryegrass. Annual ryegrass has a much lower cost than perennial ryegrass, but it's not ideal for a winter overseed. If you use annual ryegrass, you

will get a thinner grass blade and a slightly chlorotic look compared to perennial ryegrass. It also grows much taller (and faster) than perennial ryegrass, which results in more frequent mowing. This isn't where to cut costs! Stick to perennial ryegrass for optimal winter overseeding.

Choosing the right seed is important. It's tempting to go with the cheapest option, but it's a bad idea. Seed can contain a variety of weed seeds, off types, and poor germination rates, so you need to be careful. We recommend a perennial ryegrass with zero percent weed seed, 90% or more germination, and very little inert matter.

It's important to keep the seed wet. This usually consists of 3-4 cycles for around 5-10 minutes per cycle. The water doesn't need to puddle or saturate the ground, simply keep the seed wet. Irrigation systems vary so watch your sprinklers and run the first couple cycles to check coverage and to keep it from puddling.

This article was excerpted from West Coast Turf's sod blog at <https://blog.westcoastturf.com/>

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