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Offshoot

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President's Message

Happy New Year to all of you and your employees and families! We are off and running with a fresh start and new year beginnings. We've already had our first board meeting on January 8th at Mimi's Cafe in Mira Mesa. Our next will be on February 12th. I look forward to seeing you all at some events this year.

In other news, I'm excited to confirm that we are on track to be part of an incredible project for the TERI Foundation. This Foundation helps to improve quality of life for kids and adults with developmental or learning disabilities. Our President-Elect, Willie Valdez, will be updating us with the dates and the scope of the project as soon as he has them.

Other things we're looking forward to this year:

- We will have our kickoff event in February. I look forward to seeing all of you as we begin the 2019 year.
- We are working on increasing our membership, along with offering some incredible educational events.
- We will continue the tradition of holding our Golf Tournament and Beautification Awards.
- We are looking to upgrade our website.

Rick Mandel



I am also reaching out to all of our members to please consider one of our sponsorship opportunities – we have platinum, gold, diamond, emerald, ruby, and contractor levels. Signing up to be a calendar sponsor is a great way to support the chapter and pre-pay for your participation throughout the year.

Please reach out to me or any of our board members with your ideas or questions – we're looking forward to your active participation. ~Rick



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Coming Events

Mark your calendar!

February 6-7

2019 CLCA Landscape Industry Show.

Visit www.clca.org/lis/ for more information.

February 12

San Diego Chapter General Meeting. All welcome.
8:45 a.m. breakfast/networking, 9:15 a.m. meeting.
Mimi's Cafe, 10788 Westview Pkwy, San Diego.

February 28

San Diego Chapter Kick-Off Meeting. 5-9 p.m.
Location to be determined.

March 12

San Diego Chapter General Meeting. All welcome.
8:45 a.m. breakfast/networking, 9:15 a.m. meeting.
Mimi's Cafe, 10788 Westview Pkwy, San Diego.

April 5

Landscape Industry Certified Technician Written Test.
Cuyamaca College, 1 p.m. Re-test applicants only.

San Diego Chapter Member Milestones

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

16 Year Member

Garden Spirit

13 Year Members

Green Valley Ldscp & Maintenance

11 Year Members

C&H Gardens Artistic Ldscp & Tree Service

Pacific Rim Hydroseeding



10 Year Members

Falling Waters Ldscp
Heritage Landscape Services

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Promise Path Landscaping

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Four Business Resolutions for 2019

By Adreana Young, Ewing Irrigation

Here we are again, at the beginning of a new year. You have likely made some personal resolutions for the New Year: save money, drop 10 to 15 pounds, eat healthier, take that vacation, get outside more, etc. Personal resolutions are one thing, have you considered making a few business resolutions?

This year, take time to create some targeted resolutions to help you grow your company and increase your bottom line. Here are four potential business goals you can work toward in 2019.

Set goals

The first step to achieving success of any kind is setting manageable and measurable goals. When they say just 8 percent of people who set New Year resolutions achieve those goals, it's likely because the other 92 percent aren't setting realistically achievable goals.

First, your goals must be measurable. If your goal is to increase your total income, set an actual number you'd like to achieve rather than saying, "I'd like to make more money this year." How much more money? By when? Write down or type up your specific goals so you know exactly what you're aiming for.

Next, make sure those goals are manageable. So you want to have a million dollar company; that's a great goal! But is it realistic this year? Take a look at where you are with that objective and map out a realistic goal timeframe for that goal. The more realistic and manageable a goal is, the more likely you are to hit it.

Organize your finances

Last year, 53 percent of people's number one New Year resolution was to save money. Getting your finances in order is equally important and beneficial for a business.

The first step to organizing your finances is to figure out what you're bringing in versus what you're spending. Track your spending on employees, materials, gas for your work vehicles, insurance and other business expenses—like employee lunches or bonuses, then compare that to what you're bringing in from each job. Once you can see what your actual finances are, you can decide if you need to increase or cut spending somewhere and how best to manage your money.

If you haven't been tracking your business expenses up to this point, it could take a few months to figure this out, but remember, these are your 2019 goals, not just

Continued on next page...

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Four Business Resolutions for 2019

...Continued from previous page

your January 2019 goals. Part of making manageable goals is accepting that you won't achieve them overnight and working toward progress every day.

Add a new service

Constantly finding new customers is difficult. One way to grow your business and increase sales is to sell more to your existing customers. You can do this by adding new services to your business repertoire.

Offering lighting services can be a big money maker for landscapers. Including pest management to your turf maintenance services is a great add-on that will make your business an obvious choice for new and existing clients.

Freshen up (or start) your website

Homeowners today start their search for landscaping and home improvement services online. If you don't already have a company website, 2019 is the year to make one.

Having a business website gives you a platform to showcase your best work, it gives your business credibility and it makes your company searchable and easier to contact. If you want to grow your business this year and don't yet have a website, creating a digital platform is a great place to start.

If your website is already up and running, look it over

and give it a refresh this year. Update the content, add photos of recent projects and include new services or certifications. Keeping your content fresh and up to date will make it that much more apparent that your business is reliable and professional.

While the beginning of the year is not the only time to work on improving your company, it does give you an opportunity to start fresh and achieve your goals.

This article originally ran on Ewing Irrigation & Landscape Supply's blog at www.ewingirrigation.com/news. Visit it to find more green industry tips and solutions!

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Carlsbad Desalination Plant Celebrates 40 Billion Gallons Served

San Diego County marked a significant milestone in regional water supply reliability last month at the Claude “Bud” Lewis Carlsbad Desalination Plant – the delivery of 40 billion gallons of drinking water during its first three years of commercial operations.

This is enough water to fill 800 million bathtubs, or 1,820 Bellagio Las Vegas fountains.

The plant, which launched its commercial operations in December 2015, provides San Diego County with 50 million gallons of locally-controlled, climate-resilient and high-quality water a day, helping to minimize the region’s vulnerability to droughts.

Former U.S. Sen. Barbara Boxer, a long-time champion for water reliability projects like the Carlsbad facility, spoke at the third anniversary event on December 13, 2018.

“This facility has helped protect public health and safety and the economy during the worst recorded drought in California history,” according to Boxer’s prepared remarks. “Here in California, we need to have a multifaceted water plan that includes conservation, recycling, recharging underground aquifers, and catching water as it falls.”

“The Carlsbad Desalination Plant is a model for how desalination should

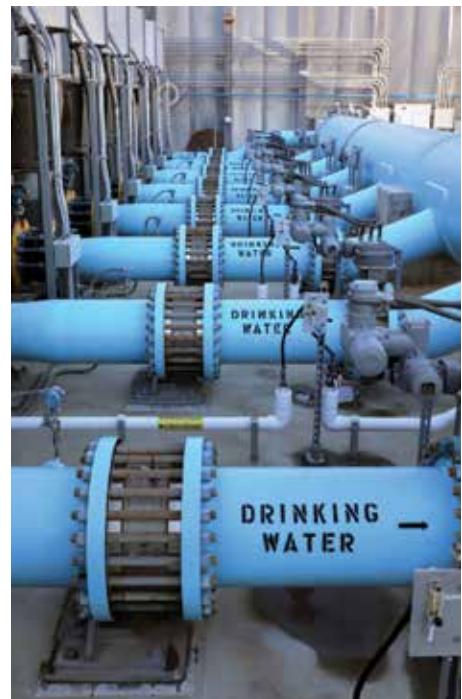
be done in California, and more facilities modeled after Carlsbad are certainly going to be needed,” said Boxer. Boxer said in arid regions like Southern California where most of the population lives along the coast, seawater desalination is the only way to ensure residents’ water needs are met under extreme conditions brought on by climate change.

Most advanced and efficient desalination plant worldwide

The Carlsbad desalination facility is the largest, most technologically advanced and energy-efficient desalination plant in the nation. It was made possible through an innovative public-private partnership between Poseidon Water and the San Diego County Water Authority. The plant enhances water supply reliability in the San Diego region by meeting nearly 10 percent of the region’s water demand – or about a quarter of all the water generated in the county.

“We’re just thrilled,” said Sandra Kerl, deputy general manager of the San Diego County Water Authority. “It’s hard to believe it’s been three years and that we’re on the 40 billionth gallon. To have been a part of a project that provides a service that all of us can’t live without is really quite gratifying.”

Desalination is a cornerstone of the Water Authority’s strategies. Regardless of weather conditions,



the Carlsbad plant produces a core supply of water day-in and day-out.

Since the plant opened, it has also proved to be an educational and inspiring tool for water innovation across the country and throughout the world. Tour groups visit the plant monthly to learn about the plant’s operation and the partnership between Poseidon Water and the Water Authority.

For more information, visit the project website, www.carlsbaddesal.com, or the Water Authority’s website, www.sdcwa.org.

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Landscape Literacy: Get the Dirt for 2019

APLD Annual Landscape Design Symposium Feb. 2, 2019 from 8 a.m.- 5 p.m.

APLD San Diego invites you to attend its annual landscape design symposium. What is the goal of today's ideal garden? To create beauty? Support native habitat? Be inviting to all? Help reverse climate change? These topics and MORE will be addressed at this symposium where you'll "Get the Dirt for 2019."

Topics and speakers include:

Pretty and Green: How to Create a Low Water Use Garden While Holding On to Every Raindrop

Speaker: Marilee Kuhlman

Marilee will review planting layouts for water collection enhancements, which plants to use for specific functions, and discuss ways to offset the impacts to landscapes with our ever-changing climate.

Creating Healthy Landscapes... That are People-friendly, Child-friendly, and Allergy-friendly

Speaker: Thomas Ogren

Tom will share his insights and strategies to help us understand how to design allergy-fighting gardens.

Climate Reality: Regeneration of the Landscape

Speaker: Shawn Maestretti

Shawn will focus on how nurturing living soil, capturing

rainwater, sequestering carbon in created land-forms, and planting climate-appropriate plants for biodiversity are prudent design practices.

Year Round Beauty in the California Native Garden

Speaker: Clayton Tschudy

Clayton will discuss how to avoid common pitfalls in native gardens. He will also provide a list of natives that will work for nearly every landscape and discuss tricks for optimizing the habitat potential of your native garden.

Invasive Plants: How to Protect our Native Landscapes From Them

Speaker: Arne Johanson

Invasive exotic plants. They can be deadly to our Southern California open spaces. Arne will discuss which plants to avoid and ways to get rid of them.

Reserve your spot at this not-to-be-missed symposium by January 31! Continental breakfast, snacks, and lunch provided. Includes private garden tour! This event is approved for 5.5 APLD CEUs.

Pre-registration is required! Space is limited. Visit www.eventbrite.com/e/landscape-literacy-get-the-dirt-for-2019-tickets-53077804141

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