

May 2018

Offshoot

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

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SD Chapter Educational Event Set for June 19 at the Leichtag Foundation in Encinitas

- Learn about sustainable landscaping and tour the Leichtag coastal farm!

Save the date and plan to join us for an educational event at the Leichtag Foundation in beautiful Encinitas on Tuesday, June 19!

Presenting on the topics of sustainability and popular water-efficient applications, we're excited to have keynote speakers Warren Gorowitz, Vice President of Sustainability for Ewing Irrigation and current Irrigation Association President, and Judy Guido, green industry thought-leader and game-changer. To complement the presentations, event sponsors will be on hand with tabletop displays showcasing a multitude of irrigation products.



Warren Gorowitz



Judy Guido

There will also be a tour of the ocean view farmlands that make up part of the 68-acre Leichtag complex. On the tour, attendees will visit the veggie garden to learn about irrigation and proper farming methods to produce maximum yield with minimal environmental

disruption, stop by the mammoth compost system, and swing by the vineyards to learn how easy it is for you to plant and harvest grapes in your garden!

You're not going to want to miss this unique educational opportunity! Keep on the lookout for more details coming soon.



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Coming Events

Mark your calendar!

June 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.

June 19

Educational Meeting, Sustainable Landscaping.
Leichtag Foundation, 441 Saxony Rd, Encinitas, CA 92024.

August 14

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.

September 11

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.

September 29

San Diego Chapter Beautification Awards.
Bernardo Winery, 13330 Paseo Del Verano Norte, San Diego.

October 9

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.

November 7-10

CLCA Annual Convention, San Diego.
Hilton San Diego Resort & Spa. www.clcasandiego.org/convention.

ATTENTION: If you RSVP for an event and are unable to attend, you must cancel your reservation at least 24 hours prior to the event, or you will be invoiced for the reservation. All registrations are prepaid; there are no refunds if you don't attend.



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LandPAC - Voice of the California Landscape Industry

LandPAC is the California Landscape Contractors Association's political action committee (PAC). Its purpose is to raise funds from the landscape industry and use that money to support qualified candidates for political office.

LandPAC is an important adjunct to CLCA's governmental affairs program, a program that also includes professional lobbying, grass roots action, and communications with members and other groups. LandPAC complements and enhances these other program elements.



LandPAC Makes Our Industry a Player

Although small in comparison with the political action committees of many other organizations, LandPAC has increased the landscape industry's visibility and put us on the political map. This has been accomplished not only by LandPAC's contributions, which obviously attract notice from potential recipients, but also by the other activities associated with operating a PAC: getting on candidate mailing lists, attending fundraising events, and meeting with candidates or their staffs.

Campaign Contributions and the Democratic Process

Campaign contributions are an integral part of our political system. Election campaigns are expensive, and candidates must raise tremendous amounts of money to fuel them. Contributions are a way of helping good candidates get elected or stay in office.

PACs play an important role in this process. They amalgamate many contributors into an organized effort, thereby permitting a unified voice on diverse issues. PACs speak for their members and express their opinions in political campaigns – a constitutionally protected form of participation in the democratic process.

Through LandPAC, CLCA educates our elected representatives about the landscape industry. For example, the unlicensed operator problem – let's face it – does not move the masses as an issue. But it's a burning issue among landscape contractors. And that makes it a major LandPAC issue. When LandPAC contributes to a candidate, you can be sure the candidate has been educated about this problem and the myriad of other issues that affect the survival of landscape contractors.

LandPAC also helps level the playing field for the landscape industry's political battles against better-financed opposition groups. LandPAC doesn't guarantee us victories, but it makes us a player in Sacramento. And make no mistake, in the political arena there are no disinterested spectators – only players and victims.

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clca.org/benefits

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More than ever, your help is essential to meet the challenges ahead. Join those who already support LandPAC to ensure that the landscape industry and free enterprise survive in California. Only by pooling our resources can we be successful!

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New Rain Bird 1.5" Commercial Drip Control Zone Kit with Higher Flow Rate Provides Simple, All-In-One Solution

Installing efficient drip irrigation at commercial sites can be challenging, with extensive drip zones that often require multiple valves, valve boxes and filters to accommodate higher flow rates. Now, Rain Bird is making these installations easier by introducing a new, fully assembled 1.5" inline commercial drip control zone kit with a 15-62 gpm flow rate to cover larger drip zones with fewer components.



featuring a purple identifier, spacer, scrubber globe valve (PESB-R) and disc filter.

“Choosing our new 1.5” inline commercial control zone kit for larger drip applications just makes good sense,” Meza added. “It eliminates the hassle of assembling a control zone kit from scratch, improves

reliability, convenience and savings. It’s just another way that Rain Bird is helping make drip irrigation easier and more readily available for sites both large and small.”

“Our new control zone kit provides contractors and specifiers with an all-in-one solution that delivers convenience and savings to large drip zone installations,” said Ivonne Meza, product manager for Rain Bird’s Landscape Drip division. “It decreases installation time and costs by ensuring that all key components are included and properly assembled. By covering a larger drip zone with a single kit, fewer zones are required, as well as fewer valves and other components. Ultimately, it also takes less labor to install drip irrigation in that same area.”

To learn more about Rain Bird’s new 1.5” inline commercial control zone kit or any of the company’s other efficient drip irrigation solutions, visit www.rainbird.com/drip.

Rain Bird’s new 1.5” inline commercial control zone kit features a 1.5” large-capacity screen filter, 1.5” PEB Globe valve and 1.5” 40 psi pressure regulator. These kits were engineered to minimize friction loss and preserve water pressure so the system can operate as intended. Thanks to the kit’s inline configuration, contractors can install two kits in a single jumbo valve box for lower labor costs and easier future maintenance. A reclaimed water version of the inline control zone kit is also available,

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Design a Stunning Backyard with These Popular Hardscape Features

By Adreana Young, Ewing Irrigation Products

As the weather warms up homeowners are looking to prepare their backyards for the summer season. If you're interested in expanding your services and helping customers create stunning backyard hangouts, here are four types of hardscape solutions you can offer to install for them.

Permeable Pavers

Earlier this year, the American Society of Landscape Architects (ASLA) surveyed more than 800 people about their landscape wants. 74 percent of respondents said they were interested in permeable pavers as a hardscape solution.

Permeable pavers can help reduce surface water runoff by absorbing it and allowing the water to seep into the ground below the paver.

Many homeowners today are looking for sustainable options for their landscapes. Providing customers with a sustainable paver option can help you stand out from the competition when it comes to job bids.

Retaining Walls

Incorporating a retaining wall into a backyard design can improve an outdoor space's functionality and give your customer more flexibility in their backyard.

Before you pitch a retaining wall build, you will need to know if you're pitching it to the right customer. Not every backyard or outdoor space is right for a retaining wall. If your customer's backyard has slopes or is at risk for erosion, a retaining wall could be a good fit for them.

Surrounding a sloping area with an aesthetically pleasing retaining wall will allow homeowners to utilize space in their backyard that couldn't be used before. Additionally, sloping areas are at risk for erosion in rainstorms. Talk to your customer about the erosion control benefits retaining walls could have in their landscape.

River and Decorative Rock

If your customer is looking to update their backyard, but not completely change it, decorative stones or boulders and river rocks can enhance an already existing backyard feature and make it stand out even more.

If your customer already has a water feature in their backyard, talk to them about including river rock into the design. River rock helps shape the water feature and can add an extra element of design or creativity to the scenery. Decorative rock can be added to landscape edging designs to help turf or native plant landscapes pop.

Fire Features

In that same ASLA survey mentioned before, one of three most popular outdoor design elements reported were fire pits and outdoor fireplaces. Fire features are great for entertaining and allow homeowners to utilize their spaces day and night, giving them more freedom to enjoy their outdoor space.

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

San Diego Chapter Member Milestones

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

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How to Turn Angry Customers Into Happy Ones

By Brad Sugars, ActionCOACH

Every business owner worth their salt knows the value of a happy customer. The saying “the customer is always right” is often misunderstood – it doesn’t mean that customers can get away with saying and doing anything. What it means is that if your customers tell you you’re doing something wrong, you are doing something wrong. Their complaints aren’t made because they are bored – they see things that you are missing. Most business owners go out of their way to make customers as happy as possible, because happy customers are repeat customers.



But as every entrepreneur knows, even the best customer service can slip up at some point. Whether it’s your fault or not is irrelevant – the customer is angry at you, and you need to come up with a solution. How you handle these stumbles will frequently determine how well you perform in relation to your competitors. Some companies treat these customers as though they are a distraction – this is a sure-fire way to lose their business. Others apologize but don’t take any meaningful steps to make things right – this will result in customers feeling as though their concerns are not being taken seriously.

If you find yourself on the receiving end of poor customer reviews and sluggish business, it might be time to re-evaluate the way you treat your customers when they receive less-than-stellar service. The following tips are frequently employed by successful business owners who understand how to turn unpleasant moments into memorable ones for their customers.

1) Adapt to your customers.

Every person reacts differently to an unexpected setback. Some customers get angry and demand immediate action, while others are more passive and don’t express their disapproval as vocally. Being able to read your customers’ body language is as important as listening to the verbiage they employ; a customer may tell you that everything is fine, when their tone of voice and facial expression conveys clear dissatisfaction. Other times, the customer just wants to be heard and validated. Listening to them talk without interjecting may prove to be cathartic, calming them down and putting them in a more rational state of mind.

Knowing how to read and respond to the different kinds of customers you have will go a long way towards finding what makes them happy.

2) Show empathy.

We get it: having to listen to somebody complain isn’t something you want to do. But for nearly all dissatisfied customers who complain, they want somebody who understands their perspective and cares about what they feel. Listen to them, and use phrases that reflect that you understand how they feel. A great way to do

that is to relate to their grievance with one you once experienced. Creating that human connection will prove to your customer that you see them as more than just an angry face. Those emotional connections will prove to be powerful and enduring, and it will go a very long way toward securing them as repeat customers.

3) Accept responsibility and make things right.

It’s not uncommon for business owners to try and justify why something went wrong – this is especially true if the error stems from something they did. If a customer doesn’t get what they ordered, don’t blame the employee who made it – apologize and accept responsibility. If a customer notes that they are overcharged for something, don’t blame the system or the person who invoices – apologize and find a way to make things right. If your first instinct is to blame somebody else for what went wrong, that will leave a negative impression on you and your business as a whole.

The other part of this is that you need to find a way to make the customer happy. Whether you fix the mistake, give them a refund, offer them a credit, or even more, just remember that the cost of losing their business is likely going to be worse than the cost of making them happy. Don’t look at making things right as an expense – look at it as an investment. If you address their concerns in a way that makes them happy, you’ll recoup the cost again and again.



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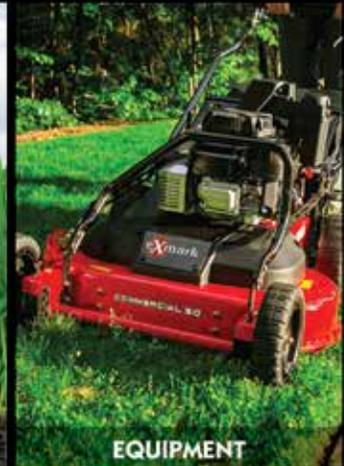
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