

MAY 2019

Offshoot

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

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Rick Mandel

President's Message

Summer is almost here, and I know everyone is busy and working on amazing projects. As the year progresses, I'd like to take a look at what's been going on with our chapter, and at our upcoming events.

On April 25 we had our annual golf tournament at St. Mark Golf Course in San Marcos. The turnout was awesome. We had incredible support from all of our hole sponsors, and the venue was in great shape. The entire day was a wonderful time for our members. Congratulations to all the winners!

I want to thank all the folks who helped to make the tournament a success. Larry Hall, as always, really supported this event with his due diligence in getting all the hole sponsors organized. Thanks also go to Stacey Sturnot, Amy Conrad, Janet Pozzuoli-Vallin, Melissa Tetzlaff, Ryan Moore, and Christina Van Slyke for all of

their help. Finally, an additional thank-you goes out to all the folks who donated raffle items.

In upcoming events, our next general meeting is on June 11 at Mimi's Café. Look forward to seeing you there!

We have the annual Beautification Awards coming up soon too. There are over 80 entries in this year's competition. Winners will be announced at our banquet at Farmer & the Seahorse on September 28.

We are also looking for a treasurer. Rosalee Clanton, who has been our treasurer for the past couple of years, has decided to make the move out of California. Rosalee, thank you very much for all your support, and we wish you all the best in your new adventure! Those interested in serving as treasurer, or who know someone who would be a good fit, please reach out to me.

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Coming Events

Mark your calendar!

June 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.

August 13

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 10

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 28

Chapter Beautification Awards.
Farmer & the Seahorse, 10996 Torreyana Road, San Diego.

October 8

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 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.

November 13-16

CLCA Convention, Lake Tahoe.
More info. can be found at www.clca.org/convention.

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3 Summer Season Upsell Tips for Your Customers' Backyards

By Adreana Young, Ewing Irrigation

You can earn extra revenue by helping your customers prepare their backyards for the summer. Here are three tips for upselling your next backyard job.

1. Ask about their summer plans.

In order to get a feel for the types of projects or solutions you can offer your homeowner customers, you should first talk with them about their summer plans. Customers who won't be spending a lot of time at home this summer might be harder to sell to than customers who have plans to host a few parties or spend more time in their backyards.

Conversation starters:

Do you and your family have any upcoming trips for the summer or will you be spending your time at home this year?

Will you be hosting any events at your home like a wedding, graduation, or anniversary party?

Is there anything in your backyard you're interested in upgrading for the season?

Are you planning to host any family or friends this summer? I can offer a few services that can help get your backyard ready for the season.

Asking these types of questions will get the conversation started and help you discover your customers' needs and wants. Maybe they will be away for the summer, but they want to install synthetic turf. Maybe they plan to stay in town and need to update their lighting system. You won't know unless you ask.

2. Show 'em what sound and lighting can do.

One of the best ways to sell outdoor living services is to do an on-site demo. For lighting and sound projects, you can offer to do demonstrations for your customers. Ewing can help.

If your customer seems interested in installing new lighting fixtures or enabling outdoor sound into their backyard, offer to do a demo to show them what it would look like right in their own space.

3. Update and clean pavers.

If your homeowner customer is interested in upgrading their backyard, but doesn't have the budget for an install, a refresh to their pavers might be the way to go. You can give pavers a brand new look in several simple steps.

1. Sweep the surface.
2. Wet down the pavers.
3. Apply a paver cleaner.
4. Let the cleaner sit for five to 10 minutes.
5. Seal or reseal the pavers using a clean pump sprayer over the entire hardscape area.
6. Let it sit for a minimum of one hour.

Summer can be a busy time for any landscape contractor, but if you're looking to earn more revenue this season, try out these tips for upselling. For help with any outdoor living or turf related project, stop by your local Ewing store for more information.

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

~KURAPIA~

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CLCA Capitol Delegation Educates Lawmakers

Supporting water conservation, combatting the underground economy and getting ahead of blower bans topped the agenda when members of the CLCA Legislation Committee visited lawmakers at the state capitol in mid-April.

In individual meetings with lawmakers and their top staff members, legislative committee members Megan Rios, Dave Norred, Ian Campbell and Jay Martinez, along with CLCA Executive Director Sandra Giarde, CAE, and legislative advocate Maria Garcia, presented

the green industry point-of-view on topics important to landscape contractors.

Backed by a well-researched toolbox of facts and presentations, committee members educated lawmakers about the impact of proposed legislation on their businesses.



CLCA DIRECTOR OF LEGISLATION
Megan Rios met with Assemblymember Vince Fong. He was one of several legislators the group met with to talk about the impact of proposed legislation on their businesses.



Photo by Dave Norred

CLCA EXECUTIVE DIRECTOR
Sandra Giarde (right) and CLCA legislative advocate Maria Garcia were ready to inform lawmakers of the green industry point-of-view on topics important to our industry.

In the 2019 legislative session, CLCA's Legislation Committee is monitoring – and speaking out about — more than 100 pieces of legislation that could impact landscape contractors (Find a detailed list at: www.clca.org/wp-content/uploads/2018/08/legreport.pdf)

Added bonus: Both the Assembly and Senate were in session, and the CLCA delegation was officially recognized and welcomed.

Well done CLCA legislative advocates!

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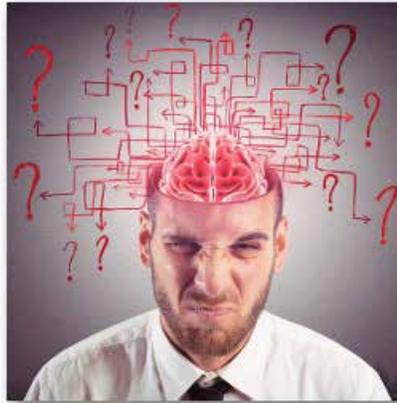
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How Cluttered Is Your Mind?

by Jim Paluch, President, JP Horizons, Inc.

Allow that question to occupy some space in your thoughts even for just a moment . . . How cluttered is your mind? Pause . . . breathe . . . great job! Now, let's talk. If we would really reflect on this, I believe most would conclude that it is CLUTTERED. Think about how many times we may have said something like, "My head is full!" "My brain is on overload!" or multiple variations of that concept. And, justifiably so when we consider the noise that we are faced with every day. Some we choose, like Facebook, Twitter and YouTube that have crept in to add clutter, and then there are the real challenges of balancing demands on our time, emails, our active imaginations, etc. You can create your own list of things, but it's easy to conclude that the noise can be deafening!



keep the worthless, or negative, or distracting thoughts around to clutter our thinking another day.

Shine: Consider what works for you to cleanse your mind. It could be reading a good book, going outside, great exercise, walking the dog, or hanging out with friends and family that clears your mind so the right thoughts can reside there.

Set in Order: When we are organizing our thoughts, it helps to take inventory first thing in the morning and identify where the productive, positive thoughts are located that we will want to access throughout the day. When you set your thoughts in order, you will be in control of your day!

Standardize: If what we are organizing is our thoughts and what occupies our mind, then doesn't the process of standardizing look a lot like setting goals? A goal is how we want things to look in the future, and when we set goals, they inspire good thoughts and remind us of why they are important.

Perhaps a better question would be: "How organized do we want our thoughts to be?" That question alone will start the uncluttering process. Consider applying a little 5S (Sort, Shine, Set in Order, Standardize, and Sustain) to really begin the process of organizing your thoughts.

Sort: "When in doubt, throw it out!" The same is true for our thoughts as the things to get rid of in a closet or workspace. We become attached to them, comfortable with them and, without a deliberate effort, we will

Sustain: As we keep our minds uncluttered and filled with the right thoughts, it is important to celebrate our little successes and wins along the way. If the goal was to lose 20 pounds and you are protecting every thought and taking every important step toward reaching that goal, then celebrate the one pound that was shed this week.

After reviewing the 5S process and how it can help to unclutter our lives and our minds, I ask the question again for all of us to consider, "How organized do we want our thoughts to be?"

San Diego Chapter Member Milestones

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

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The Solar Solution

Excerpted from Horizon's Blog at www.horizononline.com

When doing a new irrigation install, electricity isn't always readily available. Whether you need to run a controller, pump, or outdoor lighting system, there are times when you need power in a remote area. And solar might just be the right solution for your project.

Solar offers an off-grid solution for your project needs. Much less costly than a power drop, solar is a simple low voltage option requiring minimal permitting, helping you stay on time and on budget. There are several scenarios that are ideal for a solar solution:

- Street medians
- Temporary irrigation on new construction sites
- When wire paths are blocked by trees, pavement, or other obstacles
- Power drops are cost prohibitive for the project

There are a variety of solar product options, depending on the scope and size of your project. Some of our partner manufacturers like Hunter, Weathermatic, and Baseline offer solar power systems that work with their controllers and components; however, even these products can be further enhanced to meet site specific needs. For the greatest flexibility, Horizon Technical Services can engineer a solution to meet the specific needs of your project, integrating all electrical, irrigation, and lighting components in to a customized enclosure for an easy onsite installation.

Solar isn't always the best option. But before you opt for an expensive power drop, or worse, refuse a project because of electrical challenges, contact Horizon to see if solar is the right solution for you.



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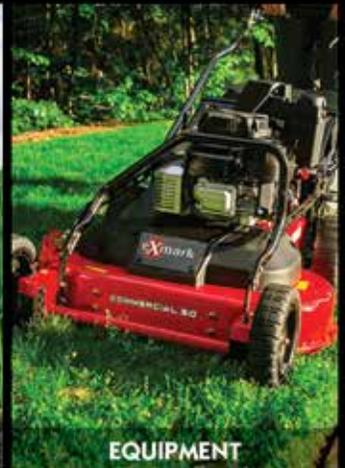
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San Diego Chapter Golfers Enjoy a Day on the Links at the



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

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