

DECEMBER 2021

# Offshoot

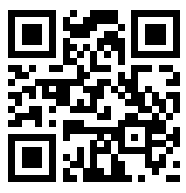
The Official Publication of the California Landscape Contractors Association San Diego Chapter



[www.clcasandiego.org](http://www.clcasandiego.org)



Offshoot  
P.O. Box 242  
Beaumont, CA 92223



Cover Photo:  
2021 Trophy Award winning  
project, Fredericka Manor  
Water Garden, by MSE  
Landscape Professionals.



# Thank You to Our 2021 Sponsors!

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With the holidays here and a much-needed rain season arriving, I am embracing the extra time for reflection. After two surprisingly good but very tough years, this is my last message as president of the San Diego Chapter of CLCA. I've learned a lot of things during this season of my life. The biggest being my ability to move forward despite the changing environment.

Uninvited and unwanted challenges *can* bring solutions to changes that we now can't even imagine. We've had to solve issues fast and move forward, no matter what. That is the essence of landscaping from installation to maintenance after all, isn't it? We simply keep moving forward. I'm certain I'm not alone in discovering this.

I'm very grateful for the opportunity to serve as your president these last two years. Although a little older now than when I started – in landscaper years, that's a lot of grey – being of service has provided me much needed growth, both professionally and personally. CLCA has given me more opportunities than I could have ever imagined and many friendships that I wouldn't have otherwise developed. I will never forget this experience where I witnessed firsthand the dedicated volunteer work it takes to keep our chapter up and running.

A big hearty thanks to all of you for the support you've given me. We have a special group of professionals making up this chapter! It is what it is today because of those who have shared and given generously of both their knowledge and valuable time. It is so appreciated! Also appreciated are our sponsors. We could not run this

chapter without their support! Please take the time to make lasting relationships with them and support them when you can.

Your chapter is in very good condition, all things considered. Membership is still a struggle, but that is how it is with all trade organizations right now. Growth will require fresh and creative participators bringing new ideas. For us landscapers, that shouldn't be too difficult. After all, creativity and growth is where the green is; that's what we do.

The incoming board will be led by the very bright and capable Mr. Ian Campbell from Davey Tree. Let's do our best to support him and the entire CLCA San Diego leadership team. Please join me in welcoming the 2022 CLCA San Diego Chapter Board of Directors:

President: Ian Campbell, Davey Tree  
Treasurer: Cecily Gordon, Nature Designs Landscaping  
Secretary: Bronwyn Miller, Eyescapes  
Associate Member Rep: Melissa Repenning, LCIS  
Events Dir.: Janet Pozzuoli-Vallin, Belle Terre Landscapes  
Legislation Dir.: Mike Seymour, MSE Ldscp Professionals  
Resource Management Dir.: Danny Smith, ParkWest  
Education Chair: Mike Madewell, Hunter Industries

Lastly... let's all stay safe during the holidays! Make it special and as we celebrate, let's remember that there are plenty less fortunate than us.

May the coming year bring you all the success you can dream of. Best always! ~Willie

## Hunter's Pro-Spray® PRS Spray Sprinklers Meet New State Mandates for Pressure Regulation

Across the nation, state legislatures and regulatory agencies are increasingly mandating the use of pressure-regulated irrigation products to maximize water-use efficiency.

To meet these stringent new requirements for water conservation, irrigation product manufacturer Hunter Industries offers a full suite of pressure-regulated Pro-Spray spray bodies — the first in the industry to be WaterSense Certified by the U.S. Environmental Protection Agency.

Several states, including California, have introduced pressure regulation requirements for irrigation spray bodies offered for sale that comply with the water efficiency and performance criteria of the EPA WaterSense Specification for Spray Sprinkler Bodies.

To help comply with these mandates, innovative Pro-Spray PRS30 and PRS40 spray bodies from Hunter Industries have built-in pressure regulation technology that saves up to 30% more water compared to systems without pressure regulation. Brown and gray caps make the products quick and easy to identify for compliance.

Pressure-regulated Pro-Spray PRS30 and PRS40 spray sprinklers provide a range of benefits, including the same body across all models for easy retrofits, a co-molded wiper seal for leak-free operation even with a loose cap, and a factory- or field-installed check valve for added flexibility.

The complete offering of Hunter Pro-Spray PRS spray sprinklers is available at [hunterindustries.com](http://hunterindustries.com).

# 2022 Annual Sponsorship Commitment Form

| Annual Sponsorship Level   |                  | Platinum<br>\$2,500 | Gold<br>\$1,850 | Diamond<br>\$1,300 | Ruby<br>\$350 | Contractor<br>\$750<br>Contractor<br>Members Only! |
|--|------------------|---------------------|-----------------|--------------------|---------------|--|
| Company Name and Logo in <i>Offshoot</i> , on Chapter Website and all General Meeting Emails with hot link | Priceless        | Yes                 | Yes             | Yes                | Yes           | Yes  |
| Recognition at all Chapter Events on Sponsor Banner  | Priceless        | Yes                 | Yes             | Yes                | Yes           | Yes  |
| Sponsorship of Beautification Award Plaque   | \$650            | Yes                 | Yes             | Yes                | -             | Yes**  |
| Hole Sponsorship at Golf Tournament  | \$225            | Yes                 | -               | -                  | -             | -  |
| Advertising Discount in <i>Offshoot</i> (cannot be used in conjunction with other discounts)               | Dependent on Use | 10%                 | 5%              | -                  | -             | -  |
| Golf Tournament Player(s)  | \$185            | 4                   | 2               | 1                  | -             | 1  |
| Kick Off Dinner Ticket(s)  | \$85             | 2                   | 2               | 1                  | 1             | 1  |
| Beautification Awards Dinner Ticket(s)   | \$150            | 2                   | 2               | 2                  | -             | 2  |
| Holiday Dinner Ticket(s)   | \$105            | 4                   | 2               | 1                  | 1             | 1  |

\*\*Contractor receives one entry into Beautification Awards competition in lieu of award plaque sponsorship.

**Contact Bronwyn Miller at (949) 466-1222 with questions.**

## 2022 CLCA San Diego Chapter Sponsor Form

1. Please complete and return this form by Jan. 14, 2022 with written sponsorship commitment to: CLCA San Diego, c/o Cecily Gordon - Grace Gordon Designs, P.O. Box 181271, Coronado, CA 92178
2. Please remit your check\* made payable to CLCA San Diego Chapter by Jan. 31, 2022 or sooner to: CLCA San Diego, c/o Cecily Gordon - Grace Gordon Designs, P.O. Box 181271, Coronado, CA 92178

**We MUST receive your commitment by January 14, 2022 to put your name on the sponsor banner.**

The San Diego Chapter of the California Landscape Contractors Association has my support.  
 For the 2022 calendar year, I/we are committing to be sponsors at the following level (please check one):

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**Please email your digital logo to Bronwyn Miller at [bronwyn@eyescares.net](mailto:bronwyn@eyescares.net) by Jan. 14!**

Contact Bronwyn Miller at (949) 466-1222 with questions.

\*If desired, payment may be divided into three equal payments due January 15, March 15, and May 31, 2022.

# Coming Events

Mark your calendar!

## January 11

### San Diego Chapter General Meeting.

All welcome. This will be a virtual meeting.  
Email [eyescales@yahoo.com](mailto:eyescales@yahoo.com) for the link to attend.

## February 8

### San Diego Chapter General Meeting.

All welcome. This will be a virtual meeting.  
Email [eyescales@yahoo.com](mailto:eyescales@yahoo.com) for the link to attend.

## February 17

### San Diego Chapter Kickoff. All welcome.

*Ballast Point Miramar: 9045 Carroll Way, San Diego.*

## March 8

### San Diego Chapter General Meeting.

All welcome. This will be a virtual meeting.  
Email [eyescales@yahoo.com](mailto:eyescales@yahoo.com) for the link to attend.

## April 12

### San Diego Chapter General Meeting.

All welcome. This will be a virtual meeting.  
Email [eyescales@yahoo.com](mailto:eyescales@yahoo.com) for the link to attend.

## May 10

### San Diego Chapter General Meeting.

All welcome. This will be a virtual meeting.  
Email [eyescales@yahoo.com](mailto:eyescales@yahoo.com) for the link to attend.

## May 13

### San Diego Chapter Golf Tournament.

*Twin Oaks: 1425 N. Twin Oaks Valley Blvd., San Marcos.*

## June 14

### San Diego Chapter General Meeting.

All welcome. This will be a virtual meeting.  
Email [eyescales@yahoo.com](mailto:eyescales@yahoo.com) for the link to attend.

## June TBD

### San Diego Chapter Beautification Awards Judging.

**We're also working to organize quarterly educational opportunities, including tours of the San Diego Wild Animal Park and Waterwise Botanicals Nursery Plant! Stay tuned for more details as they are confirmed.**

## 2021 San Diego Chapter Board of Directors

### President

**Willie Valdez**, Free Flow Products  
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**Janet Pozzuoli-Vallin**, Belle Terre Landscapes  
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(619) 572-2674 • [ian.campbell@davey.com](mailto:ian.campbell@davey.com)

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(858) 353-4991 • [mtetzlaff@lcisinc.com](mailto:mtetzlaff@lcisinc.com)

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# Air Resources Board Mandates 2024 Phase Out of Gas-Powered Landscape Equipment

Board rejects calls from CLCA and industry for more time to address unresolved technological and financial hurdles

On December 9, the California Air Resources Board (CARB) voted to update California's Small Off-Road Engine Regulations, effectively banning the sale of gas-powered equipment using small off-road engines (SORE), which includes all lawn and landscape equipment in 2024.

These recently updated regulations are part of the state's attempt to reduce greenhouse gas emissions. California also aims to mandate that 100 percent of in-state sales of new passenger cars and trucks are zero-emission by 2035.

The California Landscape Contractors Association, the landscape industry association for California's licensed landscape contractors, coordinated feedback and advocacy from California's landscape professionals who use SORE landscape equipment daily.

"CLCA's members were candid and forthcoming about their concerns for such an accelerated timeline to ban the sale of SORE landscape equipment starting in the model year 2024," said Sandra Giarde, CLCA's executive director. "The reality is that the currently available battery-powered commercial landscape equipment has a way to go before meeting the needs of the full-time landscape professional. California's landscape industry supports the transition to zero-emission equipment, but a 2024 deadline is too soon, given numerous unresolved technological and financial hurdles."

CLCA worked with a national coalition of associations and industry groups to lead the charge for a compromise solution that would have ended the sale of residential landscape SORE by 2024 and allowed commercial SORE to be sold until 2028. This commonsense compromise would give equipment manufacturers enough time to increase performance and improve battery life while bringing down costs for commercial landscape professionals.

"With 85 percent of the SORE landscape equipment

in California belonging to residential users, we felt our compromise solution could achieve the state's 2031 emission reduction goals while reducing the impacts on landscape professionals," says Giarde, "We remain disappointed that the board members did not concur."

**"We felt our compromise solution could achieve the state's 2031 emission reduction goals while reducing the impacts on landscape professionals. We remain disappointed that the (California Air Resources Board) board members did not concur."**

*Sandra Giarde, CLCA executive director*

"I am proud of the advocacy efforts made by CLCA's staff and members, said Paul Hansen, CLCA's State President." "Despite today's decision by CARB members, CLCA will continue efforts to ensure adequate funding will be made available for rebate programs and tax credits to ease the transition."

"The Legislature only appropriated \$30 million for rebate programs, which would be about \$15 per piece of equipment for professionals, Giarde said. "With California facing a \$3 billion budget surplus, we will be working to secure additional funds to help landscape professionals make the transition."

As passed, the updated SORE regulation would allow users of gas-powered landscape equipment to continue to use their equipment. However, it would only allow zero-emission equipment to be sold starting in the model year 2024.

## San Diego Chapter Member Milestones

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

**10 Year Member**

A&C Landscaping

**3 Year Member**

Rainbow Treecare Scientific Advancements

**Connect, Learn, & Grow with CLCA! Not a Member? Join at [clca.org/join](https://clca.org/join)**

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- Pond Installation & Repair
- Weed Control
- Landscape concrete curbing/paving
- Habitat Restoration Services
- Excavation with limited ornamental planting/tree and fencing work
- Landscapers with incidental snow plowing and/or street cleaning
- Landscapers with ancillary pool work such as decorative tile, rock, decking and limited plumbing work
- Landscape Consultants & Architects (except Errors & Omissions)

## Program Highlights

- Tract home or multi-unit developments - Not Excluded
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- Multiple premium finance plans
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# San Diego Chapter Members Among Attendees at this Year's



**STATE EVENTS CHAIR** Ana Cooper greets attendees of CLCA's Annual Convention with a warm aloha welcome. Held November 3-6, this year's event was big on business AND relaxation.



**WELCOME RECEPTION** kicks off convention and offers attendees an opportunity to network in-person with colleagues and friends.



**STATE PRESIDENT** Paul Hansen welcomes attendees to CLCA's Annual Convention at The Westin Maui Resort and Spa in Hawaii.



**MAKING NEW FRIENDS**  
Dibble Landscaping reps Jeff and Jim Dibble share a laugh with 2022 SD Chapter President and Davey Tree rep Ian Campbell.



**KNIGHTS OF THE GARTER** – Knighted in the past for being courteous, kind, and always willing to help when needed, CLCA's Knights of the Garter showcase their garters with pride.



**EXECUTIVE DIRECTOR** Sandra Giarde welcomes attendees with information and a smile. Postponed due to the pandemic, this event is the first in-person state event since early 2020.



Need the right fit?

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|  | 545 Smilax Rd.<br>Vista, CA 92081<br>(760) 305-0427            |

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# Annual Convention in Maui, Hawaii, November 3-6, 2021



**PAST STATE PRESIDENT** and Nature Designs Landscaping rep Steve Jacobs attends convention with his mother and traveling partner, Phyllis Jacobs.



**RECOGNITION LUNCHEON** serves as the perfect setting to showcase the impact CLCA and its chapters have on the community and the green industry as a whole.



**MIRA COSTA COLLEGE STUDENT** Christopher Burroughs chats with Phyllis Jacobs about the effect CLCA has had on his educational journey.



**ELVIS IS IN THE BUILDING** – Hawaiian Elvis (also known as Past State President Heath Bedal) serves as emcee for this year's Trophy Awards. Heath ensured all in attendance had a great time and enjoyed lots of laughs!



**TAKING A BREAK** from his presidential duties, 2021 State President Paul Hansen enjoys some one-on-one time with his wife Maddie.



**BIG TROPHY AWARD WINNER** MSE Landscape Professionals takes home three awards in this year's statewide competition! They won the water features award, lighting award, and award for best entry from all commercial installation categories. Company rep Jesse Hynd proudly showcases the awards!

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# How to Inform Clients Your Prices are Increasing

Submitted by Larry Giroux, Market Development Manager, Ewing Irrigation & Landscape Supply

No one likes a price increase, but the reality is that the cost of many things you use in your business are rising. If you want your business to survive, your prices should increase too. Talking about money can be uncomfortable, especially when it means telling someone they're going to pay more.

It's important to notify your clients about your new pricing structure as soon as possible to avoid surprises at invoice time. Most people have probably read or seen news reports about inflation, and they've experienced higher prices at places like the gas station and the grocery store, so it shouldn't come as a shock. Here are seven tips for sharing the news:

## 1. Nail down the details.

Before you can let clients know what's happening, *you* need to know what's happening. First, determine your new pricing — let's say a 10% increase for 2022 — then decide how and when you're going to implement it. Will it be a one-time-only increase or will it be implemented in phases?

Each method has its pros and cons. A larger, one-time number may initially shock some clients, but many business experts recommend it because it gives people the ability to plan their expenditures, and it doesn't remind them about rising prices every few months.

## 2. Craft a clear message.

When you draft your letter to clients stating that prices are going up, include the reason for the increase, the date it will go into effect, and that it's necessary for you to continue providing quality service. Conclude by thanking clients for their business and for their understanding, and include your contact information.

Here's an example: "Due to the rising cost of materials, supplies, fuel, and wages, Company XYZ is raising our prices 10%, effective March 1, 2022. This will ensure that we can continue to provide our valued customers with the highest-quality service, and invest in the best materials, equipment, and training available. We appreciate your business and your understanding. If you have questions or concerns, please call 000-000-0000 or email name@businessname.com." Before printing or emailing your letter, have someone proofread it to ensure that the message is clear, and everything is spelled correctly.

For information on setting up a business letter, visit the Purdue Online Writing Lab's sample business letters page. Template Lab also offers 50 free, downloadable price increase letter templates that you can tailor to

fit your communication needs. (<https://templatelab.com/price-increase-letters/>)

## 3. Get the message out.

Do you communicate with clients through email, regular mail, phone calls, or face-to-face conversations while you're working at their homes or businesses? Does your onsite manager or crew leader handle face-to-face communications with clients? Stick with your usual method of communication for consistency. When communicating face-to-face, give your client a printed copy of the letter. When talking to clients on the phone, ask if you can email a copy or give it to them the next time you're onsite.

## 4. Don't procrastinate.

As soon as you've made the decision to change your rates, begin letting clients know, especially those whose contracts are coming up for renewal soon. Give at least 30 days' notice of the change, longer if possible. That will help your clients plan, and it will give you time to answer questions and offer other options before the increase goes into effect.

## 5. Start small to test the waters.

If you're worried about how clients will react to the increase, reach out first to a small group either face-to-face or by telephone so you can hear their responses firsthand. That should give you an idea of the kind of questions you may receive and how to answer them.

## 6. Be prepared for pushback.

While business experts predict that most of your clients will accept that you need to increase prices to stay in business, some may object, so be prepared. Don't apologize, don't feel guilty, and don't cancel their increase. Instead, thank the client for their response, thank them for their business, and reaffirm your commitment to providing quality work. If your client is open to a lower-level service package or an add-on that doesn't cost you extra but increases the value of the service you provide, offer it.

## 7. Know when to say goodbye.

No matter how prepared you are for pushback or what you offer to keep a client's business, there will be some who won't stay after a price increase. That might not be a bad thing. Analyze their account. Is the job profitable or does the client send a lot of business your way? If the answer to those questions is "no," you have your answer, and it may be time to let them go.

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



# UC Landscape Plant Irrigation Trials Virtual Open House Survey

Submitted by Karrie Reid, Environmental Horticulture Advisor, University of CA Cooperative Ext.

As many of you know, we have been evaluating plants for water use and inclusion in the Water Use Classification of Landscape Species since 2016. In typical years – during spring, summer, and fall – we hold Open House events where UC Master Gardeners, landscape and horticulture educators, and professionals from all sectors can view the trial plants in the ground and evaluate a sampling of them on all the irrigation treatments. But there has been nothing typical since early 2020. In order to continue to involve you – the industry professionals – in this vital research, we are inviting you to take an online survey of the plants from photographs.



The survey follows up our spring 2021 survey to elicit your perspective on how the plants performed after a summer of deficit irrigation treatments. We know you would all rather be in the field where you can walk around each plant and examine it, both close up and far away, but we are nevertheless eager to share the new plants we are evaluating and get your feedback on their overall appearance and potential as new garden plants. This online survey seeks your opinion on the qualitative performance of one plant per cultivar of the 10-13 taxa we just finished evaluating. All photographs are from late September or early October. We will use these results to

inform our irrigation and cultural recommendations for the taxa evaluated in this round of the UC Landscape Plant Irrigation Trials. We hope to be back in person in 2022.

## Survey Basics & Overview

Access the survey via the link below, selecting the site you would normally attend (UC Davis or South Coast REC in Irvine). Please take the survey only once. You can move through the survey sections using the back and next buttons before submitting the form. It takes 5-10 minutes to complete the survey. If you have any questions or issues, please email Jared Sisneroz at [jasisneroz@ucdavis.edu](mailto:jasisneroz@ucdavis.edu).

UC Davis (Davis, CA) Survey:

<https://forms.gle/fcrfUfUuPWEEiusz5>

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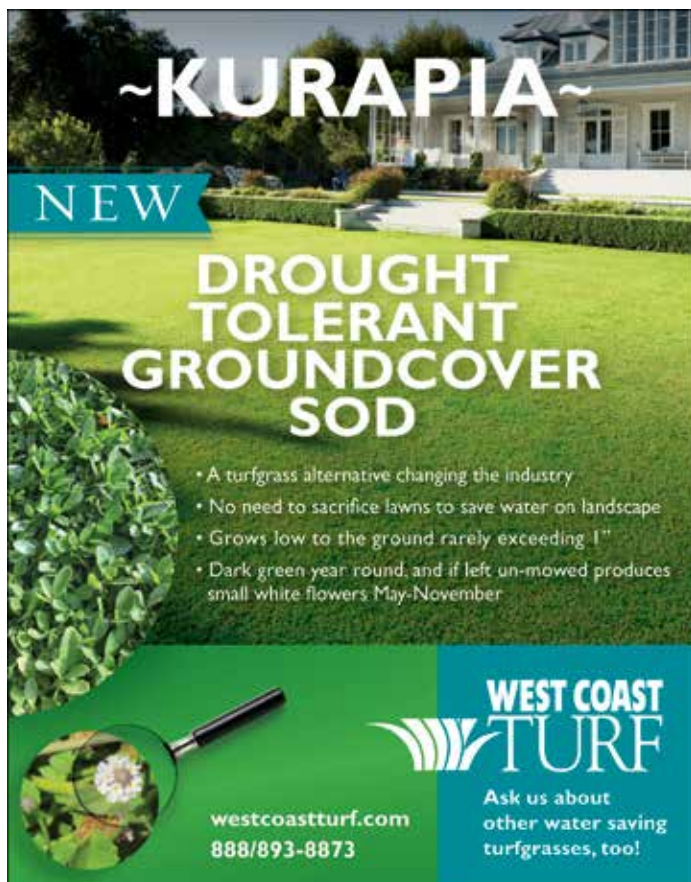
Participation is voluntary and all responses are anonymous. The survey is open to UC Master Gardeners and horticulture and landscape professionals, including educators, academics, and writers. Due to the parameters of our current study, the survey is not open to the general gardening public.

**David Diehl**  
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# CLCA San Diego Chapter Life Members

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

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Steve George  
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Stephen Jacobs

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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.

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