

FEBRUARY 2023

Offshoot

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

Cover Photo: Solana Beach Retreat by 2022 multi award-winning contractor Nature Designs.

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President's Message

Marybeth MacNaughton



Talent - we all need it, but how do we get it?

Recruiting talent is essential for any business. Talent is the lifeblood of any company, and the right talent can make or break a business. As such, it is important to take the time to properly recruit and select the best talent for the job. Having a good attitude from the top down is the best way to recruit and retain the right employees. Here are some steps that can be taken to ensure a successful recruitment process.

First, it's important to identify the specific skills and qualifications that are needed for the job. This could include knowledge of landscaping and gardening, experience in commercial landscape maintenance, and any specialized certifications or licenses. Knowing what is required for the job will help to narrow down the pool of potential candidates.

Next, it's important to create a job description that accurately reflects the position and what is expected of the candidate. This should include the job title, duties, qualifications, and any other pertinent information. This job description should be posted in places where potential candidates can easily find it, such as Linked In, trade publications, as well as company websites and social media sites.

Once the job description has been posted, it's time to begin the recruitment process. Recruiting is how you show up every single day. Recruiting is everyone's job. Most in the industry can recognize it takes a special kind of person to blossom in these career paths and that not everyone is cut out for it. Referrals from current employees is excellent for recruiting. Especially if it comes with a financial incentive for both parties. This could include using recruitment agencies, attending job fairs, and reaching out to potential candidates through networking. Colleges are another great option. The green industry should start trying to entice the next

generation to pursue these careers sooner rather than later. We're falling behind other industries in that regard. It is important to be thorough and to vet each potential candidate carefully.

Once the recruitment process is complete, it's time to begin the selection process. This should include conducting interviews and assessing the skills and qualifications of each candidate. It is important to select the candidate who best meets the needs of the company and has the necessary skills and qualifications for the job.

Finally, it's important to create a comprehensive onboarding program for the successful candidate. This should include orientation, training, and any other resources that will help the candidate get up to speed quickly.

By following these steps, a landscape company can ensure that they are recruiting and selecting the best talent for the job. This will help to ensure the success of the company and the satisfaction of their customers.

"Develop talent for tomorrow, rather than just hire for yesterday." Pearl Zhu

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SAVE THE DATE 2023 Golf Tournament Friday, May 12

at Twin Oaks Golf Course
1425 N. Twin Oaks Valley Road, San Marcos



San Diego Chapter Member Milestones

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

23 Year Member
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10 Year Member
Advanced Landscape
Management

8 Year Members
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**Reserve your spot by March 10, 2023 at
WWW.CLCASANDIEGO.ORG**



Coming Events

Mark your calendar!

March 2

Clean Off-Road Equipment (CORE) Voucher Update, noon.

This webinar is presented by the San Diego chapter.

March 14

San Diego Chapter General Meeting, 9 a.m.

March 16

San Diego Chapter Tour of Devil Mountain Wholesale Nursery Growing Grounds, 10 a.m.

April 11

San Diego Chapter General Meeting, 9 a.m.

April 19

Olivenhain Water District Ultra Filtration Membrane Plant Tour and Contractor Incentive Program Round Table Discussion, 9 a.m.

May 9

San Diego Chapter General Meeting, 9 a.m.

May 12

San Diego Chapter Golf Tournament, Twin Oaks.
Registration opening in March.



With 40+ years of experience, we can make your job easier by sourcing plants for large and small landscaping projects.

We would love to hear from you! Please contact anyone on our team for more information.

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CLCA Leaders Converge at Annual Leadership Conference



2023 STATE PRESIDENT *Evan Moffitt welcomes attendees to CLCA's annual Leadership Conference held in Sacramento, January 24-25.*



CPC DIRECTOR SOUTH *Ian Campbell and SD AM Officer Bradley Herzog congratulate Mike Madewell on being named CLCA's 2022 Associate Member of the Year. Mike serves as SD Director of Education and is always working hard to provide members quality educational offerings.*



LONG-TIME FRIENDS *Steve Jacobs and Javier Lesaca enjoy catching up and connecting with other leaders from throughout the state. This year's conference was extra special as Steve was awarded CLCA's highest honor, the Allegiance Award.*



IE CHAPTER *board members Omar Rivera and Joe Villarreal are excited to get the training and support needed to create a roadmap for their chapter.*



IMMEDIATE PAST PRESIDENT *Megan Rios receives an award and thanks for her outstanding leadership as CLCA President in 2022. Presenting is Past State President Regan Barry.*



CLCA INSURANCE SOLUTIONS *rep and past SD Chapter board member Pam Kinne (right) chats with OC Chapter VP of Events Margot Boyer.*



CLCA LEGISLATIVE ADVOCATE *Tom Sheeby and Executive Director Sandra Giarde provide attendees with a legislative and regulatory look forward into the new year.*



DIRECTOR OF MEMBERSHIP *Sal Hernandez reviews CLCA's 2023 membership marketing plan with attendees. The future is looking bright with Sal at the helm of membership!*



2023 STATE BOARD, *which includes past SD Chapter President Ian Campbell (third from right), is installed at the 2-day Leadership Conference.*

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CLCA Honors Distinguished Members at Annual Leadership Conference

CLCA SD Chapter members Steve Jacobs and Mike Madewell among those honored.



Steve Jacobs
Allegiance Award



Heath Bedal
Allegiance Award



Alex Salazar
Regular Member of the Year



Michael Madewell
Associate Member of the Year

Each year, CLCA honors those who have made an exceptional impact on the association and the green industry. The 2022 awards were presented during the association's annual Leadership Conference, held in Sacramento January 24-25, 2023.

ALLEGIANCE AWARDS

In recognition of their years of service and leadership, CLCA presented Steve Jacobs and Heath Bedal with its Allegiance Award, the association's most prestigious honor.

The award is only given to a green industry professional who has been a member of the association for a minimum of 15 years and who has had a significant effect on the industry. Each of this year's recipients has served on at least three of the association's committees, task forces or boards for a total of 10 years. They are the driving force of many of the association's most innovative and substantial programs and efforts.

Steve Jacobs

Steve has a passion for the transformational power of education — so much so that he's been an instructor at Cuyamaca College helping our next generation achieve. He started as a member of CLCA's Education Committee, was promoted to committee chair, and then state Director of Education. A few years later, he was CLCA's president and has served the last few years as a trustee for the board of CLCA Insurance Solutions.

A CLCA Certified Water Manager, Steve has been a driving force in the association's landscape certification programs, and even served as a judge for the 2022 Trophy Awards.

He is widely praised for growing people and building dreams. He is the owner of Nature Designs, an award-winning landscape company in San Diego. As a CLCA

Life member, he continues to demonstrate leadership and integrity to promote the landscape industry.

Heath Bedal

Heath's passion for the industry shows with his service within CLCA. He has served many roles within the association, including Co-Chair of the Chapter Presidents Council and Associate Member Director. He received the CLCA's Associate Member of the Year Award in 2003, the highest honor given to an associate member. At the time of his election, he became CLCA's first Associate Member President. Currently, he serves on the state Events Committee. He may be best known for his outstanding and energetic performances as CLCA Elvis, including his latest turn as Hawaiian CLCA Elvis at the 2021 CLCA Convention in Hawaii.

The company he founded — the JPH Group — has been built on the principle that building relationships builds business. Heath's relationship with the association is the same, and members and the industry benefit from his hard work and integrity.

REGULAR MEMBER OF THE YEAR

CLCA named **Alex Salazar** its 2022 Regular Member of the Year, honoring his professionalism and leadership. The award is given annually to a contractor member who is involved with a significant project or accomplishment during the current year.

Alex is the Business Development Manager for Southern California's family-owned Groundcare Landscape Company. In 2022, he served on the Ways & Means Committee and as CLCA's Secretary/Treasurer. He has served as president for the Los Angeles/San Gabriel Valley Chapter, and his company is active in three chapters: LA/SGV, SFV, and KC.

Continued on next page...

CLCA Honors Distinguished Members

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While presenting the award, CLCA President Evan Moffitt praised Alex for his tremendous leadership on both the state and chapter level. Quoting those who nominated him for the recognition, Evan said that fellow members have recognized Alex as “a detailed, dedicated, and diligent volunteer leader. His wisdom and expertise were appreciated during the Ways & Means work in 2022 and his work as the state treasurer. The board can consistently expect active participation and engaged care from him.” “He has gone far above and beyond to support the CLCA at both the state and local level,” he added.

ASSOCIATE MEMBER OF THE YEAR

CLCA named **Mike Madewell** of Hunter Industries/FX Luminaire its 2022 Associate Member of the Year, honoring his enthusiasm and efforts to inform and promote California’s green industry. The award is given annually to an Associate Member who is involved with a significant project or accomplishment during the current year.

While presenting the award, CLCA 2023 President

Evan Moffitt, CLT, praised Mike for his dedication to the association. Quoting those who nominated him for the recognition, Evan said that fellow members have recognized Mike as “instrumental.”

With more than 40 years in the green industry, Mike is a former C-27 Landscape Contractor and has experience in wholesale greenhouse and nursery operations and residential and commercial landscape design, construction and maintenance. He has spent the last 15 years in tech services and outside sales, focusing on teaching irrigation design, troubleshooting, and best management practices in English and Spanish. Recognizing the need to champion effective water management, he is a CLCA Certified Water Manager and a Quality Water Efficient Landscaper (QWEL) and a past QWEL instructor.

His passion for sharing knowledge is reflected in his work on the state and San Diego chapter’s education committee. Evan, CLCA’s 2021 Associate Member of the Year, noted that Mike “never hesitates to say yes.”



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~KURAPIA~

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Many CLCA Associate Members offer free online training videos and webinars. Increase your knowledge and expertise by checking them out today.

Alliance Outdoor Lighting

Alliance offers an exclusive training program for distributors and contractors.

Arborjet

From soil to crown, Arborjet offers educational opportunities on topics spanning the green industry.

DIG Corporation

DIG Corporation offers training videos on their drip/micro irrigation products and alternative-powered irrigation controllers.

Ewing Irrigation and Landscape Supply

Ewing Irrigation offers live and recorded webinars on topics like irrigation and electrical troubleshooting, pesticides, irrigation design and landscape business best practices.

Hunter Industries

Hunter Industries offers a range of online training programs for irrigation and lighting professionals.

Hunter Industries in Spanish

Hunter Industries recently developed an irrigation fundamentals training program to help Spanish-speaking professionals.

Rain Bird

The Rain Bird Knowledge Center has recently been updated with 23 new training videos. They feature the top three selling features for each product, and star Rain Bird employees!

Rainbow Ecoscience

Rainbow Ecoscience offers an extensive library of webinars focusing on top plant health care issues.

Find links to these online educational and training opportunities at <https://clca.org/industry-resources/on-line-educational-resources/>

CLCA's mission is to serve and protect the interests of its members, promote professionalism, and advance public awareness of the landscape industry.

Learn more at www.clca.org

SPECIAL ALERT: Exclusion Pay & SPSL Expired: What's Next?

By Giuliana Gabriel, J.D., HR Compliance Director, CA Employers Association

While many COVID workplace rules are here to stay for 2023, employers can celebrate fewer administrative and financial burdens! On February 3, 2023, Cal/OSHA's Non-Emergency COVID Regulation went into effect, meaning exclusion pay obligations have ended for employers. "Exclusion pay" was the obligation to pay employees who were unable to work due to work-related COVID exposure. The new regulation will remain in effect until Feb. 3, 2025 (with record-keeping obligations lasting until Feb. 3, 2026).

Supplemental Paid Sick Leave (known as "SPSL" or "COVID sick pay") for employers with 26 or more employees already expired as of December 31, 2022.

How to Handle COVID Leave Requests Now

First, do not assume the employee is not entitled to leave for a COVID-related reason. Handle a COVID leave request like any other request—determine if the employee is entitled to leave under the law or your policies.

For example, consider whether the employee is entitled to use:

- Mandatory paid sick leave
- Leave under your vacation/PTO policy
- Family and medical leave under CFRA/FMLA if the employee or their family member is experiencing a "serious health condition," as certified by a medical professional, due to COVID
- Leave as a reasonable accommodation under the FEHA/ADA for a COVID-related disability or medical condition

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Watch Those Tricky Local Ordinances

For employers with employees in the Cities of Oakland, Long Beach, Los Angeles, and the County of Los Angeles, there are still local SPSL ordinances in effect. (Los Angeles City's expires on February 15.)

For San Francisco employers with 100 or more employees, remember to comply with the Public Health Emergency Leave Ordinance (PHELO), which provides leave for public health emergencies.

What Else Do I Need to Know?

While exclusion pay obligations have ended, the Non-Emergency Regulation carries over most of the COVID requirements from the previous Emergency Temporary Standard (ETS). For example, employers still need to maintain a written COVID Prevention Program (CPP). Cal/OSHA already updated its template, which you can download on our COVID-19 Resources Page, as well as FAQs for the new standard.

COVID requirements are complex! CEA members should not hesitate to call us with questions at 800.399.5331.



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