#### **JANUARY 2020**

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

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#### **President's Message**

Fellow Stakeholders,

First, a big thanks to all of the volunteers who give their time and talent and use their resources to support CLCA San Diego – they keep it running year in and year out. This includes the 2019 executive team members.

As incoming Chapter President, I take 2020 as a great opportunity for much-needed professional and personal growth. Since I took the C-27 test 38 years ago, quite a bit has changed. At that time, an examinee was actually given a blueprint, a scantron sheet, and a #2 pencil – and the test for southern California was given at the Pasadena Civic Auditorium. Results came about six weeks later on a 3 x 5 post card with a simple pass or fail, the seal of the great state of California with a consumer affairs logo, and a notice to post your bond if you managed to pass. Today, test takers do it on a computer and when finished, simply push a button to complete the test. Almost instantly, the pass or fail grade appears.

For me, the changes represent improved efficiencies. In reality, there's much more to it – the changes come in many areas. When I was first starting out, I think we were using "Clara" white, or, "Pink Lady" Ralph's mixed in with what? A few Nandina Domestica? And if you were good (a premium operator), a triple laminated Redwood header with extra stakes. Now, there's what – 20 varieties of Ralph's, maybe 12 or more varieties of Nandina . . . and more water requirements than we could ever think possible.

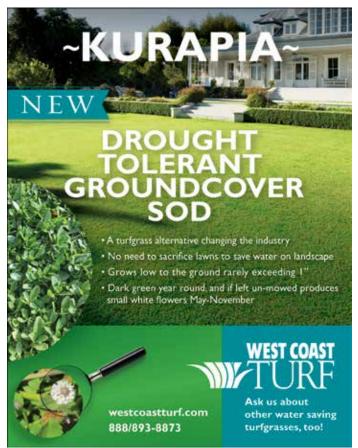
But some things are the same. Quality softscapes, architectural-grade hardscapes, impeccably-maintained landscapes that inspire, incredible tree species and placements – these have not changed but have certainly gotten better. Quality work, thriving plantings, and incredible landscaping maintenance companies are still the keys to the long-term success of our industry.



A few things are on my mind as 2019 has passed us by: Can 2020 be better? Where will we all find time to implement solutions to the ever-changing needs and challenges not even yet known? Will the housing affordability crisis eventually push our labor force completely out of the area? Where will real growth come from, if any? Consumers use more unlicensed landscapers every day; what will that mean for the industry? What will it mean for CLCA SD? Will mergers and acquisitions have any effect on smaller companies?

Are all the above simply opportunities in disguise? Or, are the answers a mix of the old and the new? Old-time values that inherently come with needed passion to make a landscape come to life, along with new technologies and applications to deliver thriving landscapes that inspire us all, consumers and landscape contractors. I welcome all new ideas and relish the thought of meeting, sharing, and interacting with you all – please come and get involved to thrive.

All the best in 2020! ~Willie



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# FEBRUARY 4, 11, 18, & 25 MARCH 3 & 10 9 AM - 12 PM

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Coming Events Mark your calendar!

#### February 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.

#### February 26

San Diego Chapter Kickoff Event, 6 p.m. Gravity Heights, 9920 Pacific Heights Blvd., San Diego.

#### March 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.

#### April 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.

#### **April TBD**

San Diego Chapter Golf Tournament. Location to be determined.



#### Find opportunities that align with your interests.

Serving on a board or committee at the chapter or state level is a great opportunity to develop your leadership ability. Gain contacts and different skill sets in decision making, governance, group process, financial management and more.

The experience you acquire can be applied in many aspects of your professional life - no matter where you are in your career!

clca.org/volunteer



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# **City of Encinitas Gas-Powered Leaf Blower Ordinance**

The ordinance, prohibiting the use of all gas-powered leaf blowers citywide, is in effect NOW!

In August of last year, during a regular City Council meeting, the Encinitas City Council voted unanimously in favor of passing a progressive new Leaf Blower Ordinance.

# Key elements of the ordinance include:

- Prohibits the use of all gaspowered leaf blowers citywide in January 2020;
- Allows for the use of electric or battery-powered leaf blowers;
- Requires responsible use of blower equipment to control dust and noise; and
- Restricts leaf blower hours of operation to between 8:00 a.m. and 6:00 p.m. Monday through Saturday, and between 12:00 noon and 5:00 p.m. on Sundays.

A transition away from fossilfuel based off-road equipment is one of the strategies for reducing greenhouse gas emissions identified in the Climate Action Plan. The benefits of prohibiting gas-powered leaf blowers include avoidance of greenhouse gas emissions, decreased noise levels, and reduction in suspended dust, allergens, and other harmful particulates. The goal of the City's CAP is to reduce greenhouse gas (GHG) emissions by 41% by 2030. It is estimated that the Leaf Blower Ordinance will reduce local GHG emissions by 128 metric tons of CO2 emissions (MTCO2E) by the end of 2020, and 142 metric tons by 2030.

# When will the ordinance go into effect?

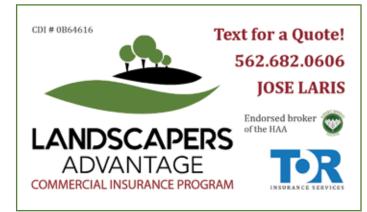
The Encinitas City Council approved the Leaf Blower Ordinance on August 21, 2019 and it became law on September 20, 2019. The ordinance applied to all municipal operations that date. Implementation on phased-in: All commercial was (defined "...any operators as person who, for compensation or hire, engages in providing services or products...") had to comply by December 20, 2019. The ordinance becomes operative for any person defined as "...any person, business, corporation, or event organizer or promoter; public, nonprofit or private entity, agency or institution; or partnership, association or other organization or group, however organized..." on January 20, 2020.



#### How will this ordinance be enforced? Will there be monetary fines for non-compliance?

The City will enforce this ordinance on a complaint-driven basis. Consistent with established municipal code, the City has the authority to enforce this ordinance administratively, which may include assessing monetary penalties (Section 108), as determined necessary and appropriate. Citizens will be able to file a complaint with the City's Code Enforcement Division and report violations via the City's See-Click-Fix App.

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## CLCA SD Members & Friends Celebrate the Holidays at Cutwater Spirits on Dec. 17

































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# Four Tips for Long Term Business Success

By Adreana Young, Ewing Irrigation & Landscape Supply

Welcome to 2020. It's a fresh year and a fresh decade. With that, comes a whole host of new opportunities. If you're a business owner, a new year can mean a

chance to grow your business, earn more and build a foundation for long-term success. Whether you're just starting out or you've been in business for years, these tips can help you improve your company.

**1. Evaluate where the business** is and decide where you want to take it. The first step to building and sustaining a strong business is evaluating the current position of your company. Get

an understanding of how you and your company are performing overall. Here are a few questions to help get you started: Are you making a profit? Do you have a strong team around you? Are the tools you need to do your job in good shape or do you need new ones? Are you offering the right services? Do you need to update your website?

Once you've assessed your business overall, decide

"Whether you're just starting out or you've been in business for years, these tips can help you improve your company."

where you want to take your business this year and even in the next five years. Do you want to increase your staff? Are you interested in offering new services? Do

you need to update or create new marketing materials?

Now that you have your goals and priorities in place, develop a plan to tackle each step by prioritizing your goals, making sure they're attainable in the timelines you've set and start working on them.

**2.** Focus on your profits, rather than your revenue. Want to achieve real financial success? Focus

on profit rather than revenue. A business' revenue is a good indicator of cash flow, but it doesn't always indicate a successful company. If your expenses are higher than your revenue, you're not making money.

Take a look at what it costs you to run your business and compare it to your earnings – where do you stand? If your cost to do business is more than you're earning, work to lower those costs. Earning more revenue isn't

Continued on next page...

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# Four Tips for Long Term Business Success

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the only way to make money. Here are a few ways you can work to lower your business costs:

**Streamline your team**: You're only as strong as your team. To improve profits and strengthen your business, make sure you have the right people in place; that you're taking care of them, so they stick around and keep them trained, so they can do the best work possible.

**Maximize your time**: Wasted time is wasted dollars. If you or your team are spending hours traveling to different jobsites each day, try to schedule your routes or jobs, so you're not spending as much time on the road.

**Cut non-essential expenses**: It can be difficult to decide what is and isn't an essential expense, but once you've mapped out your business goals it can be easier to parse the difference.

**Improve tools for better output**: Make sure you're keeping your tools and vehicles in good shape. Repairs cost far less than replacement.

Take advantage of supplier programs and discounts: Rebate programs, bulk-buy opportunities, and other supplier programs can help you cut costs when it comes to purchasing products.



**3. Keep your workload manageable.** As a business owner, your time and energy are precious and more work doesn't always mean a good thing. In order to sustain success and the longevity of your business, try not to take on too much at once.

If you're working harder to balance workload than you are on the actual work, you're probably spreading yourself too thin. This puts you at risk of injuring someone on your crew, damaging your tools or vehicles and could cost you more in the long run.

4. Continue learning and try new things. As a business owner, you know your company better than anyone else, but that doesn't mean you know it all. Always remain open to new ideas, improvement opportunities and new technology. Staying on top of trends and being openminded is what will help sustain your business for years and even decades to come. There are a variety of ways to stay in the know, including industry publications, tradeshow events, supplier communication, and even your younger employees.

While it can be daunting to open yourself up to new things, remaining stagnant won't help improve your business and could put you at risk of losing business.

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

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

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