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Offshoot

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



www.clcasandiego.org

Offshoot
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President's Message

Willie Valdez



I may not be ready for my endzone dance just yet, but I sure am glad to see 2021 here! Still, there apparently remains a long, long road ahead for all of us.

I'm hopeful that all of you found some time during the holidays for some much-needed rest, some time for reflection, and maybe even some time for self-renewal.

This may seem crazy to you all, but I admit I'm already looking forward to the next holiday season. No matter how hard I tried to get joyous, I was just too consumed by the suffering and deep pain of many to feel really good about the 2020 holidays. Although I do remain very grateful for all of the positives from 2020 and the good things that happened, most were just too shallow in comparison to the suffering brought about by the pandemic.

That said, I'd like to share a couple thoughts on the 2020-2021 transition, along with some takeaways that may be of use. The first thought is how humbling it is when you find out you really don't know as much as you think you know. Which leads to my second thought: humility. I discovered and then had to admit to myself that I'm really not in charge, and have realized that only

by acceptance of that fact can I give myself the best chance to make safe and sound decisions.

By now, many of us have already completed our 2021 budgets and planning as best we can and have prepared our companies for 2021. Some of us may have set personal and family goals as well, aka, the dreaded New Year resolutions. (You know, the ones that usually give way before the end of January!) In 2021, the question for me is this: can I remain humble enough to stop wasting energy resisting a constant stream of new issues? Will I be able to stay humble, accept what is, and then pivot as needed? Change can really bring out resistance, especially when I've invested time and energy into planning. If anything, 2020 taught me to stay positive and adapt, and the quicker the better. As the old saying goes, it's better to "roll with the punches" than get knocked out.

As we roll (pun intended) into 2021, thanks in advance to all of the volunteers, sponsors, executive board members, and all other members.

Here's to the New Year, may we all stay humble and be ready for change as needed, for the benefit of ourselves and all. Best always, Willie.

~KURAPIA~

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Coming Events

Mark your calendar!

February 9

San Diego Chapter General Meeting. All welcome. Due to health guidelines, this will be a virtual meeting. To attend, email amy@conradpr.com for the Zoom link.

February 25

San Diego Chapter Kickoff & Beautification Awards. Join us online for our annual kickoff event where we will come together for a virtual beer tasting and Beautification Awards ceremony in one! Register online at our website: www.clcasandiego.org

March 9

San Diego Chapter General Meeting. All welcome. Due to health guidelines, this will be a virtual meeting. To attend, email amy@conradpr.com for the Zoom link.

March 18

San Diego Chapter Educational Seminar, 2 p.m.
Topic: Fertilization Best Practices. All welcome. Attend this seminar for a better understanding of the N-P-K labels on fertilizer bags and how to calculate application rates based on square feet. Due to health guidelines, this will be a virtual seminar.

April 13

San Diego Chapter General Meeting. All welcome. Due to health guidelines, this will be a virtual meeting. To attend, email amy@conradpr.com for the Zoom link.

May 11

San Diego Chapter General Meeting. All welcome. Due to health guidelines, this will be a virtual meeting. To attend, email amy@conradpr.com for the Zoom link.

May 14

San Diego Chapter Golf Tournament.
Rancho Bernardo Inn: 17550 Bernardo Oaks Dr., San Diego.

June 17

San Diego Chapter Educational Seminar, 2 p.m.
Topic: Lighting Design & Concepts. All welcome. Learn the *what, how, and why* of lighting design, including: shadowing, up-lighting, down-lighting, path lighting, safety, and function. Due to health guidelines, this will be a virtual seminar.

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Join Us Online for Our Chapter Kickoff Event!

Thursday, Feb. 25, at 5:30 p.m.

- 2020 Chapter Beautification Award winners will also be announced!

Don't miss our annual kickoff event on Thursday, February 25, where we will come together for a virtual beer tasting and Beautification Awards ceremony in one! Kick off the year with your colleagues and friends while tasting local beers from Second Chance Brewery and seeing who was awarded Beautification Awards from our 2020 competition.

Tickets are just \$75 and include your choice of either beer or seltzers for the tasting. You will choose which you want when registering. Samplers will need to be picked up at one of two Second Chance Brewery locations and will be accompanied by some charcuterie goodies. More details provided when registering!

Visit our website for the link to register. We hope you'll plan to join us for this fun-filled event! It will be, *virtually*, a night to remember!

San Diego Chapter Member Milestones

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

15 Year Member

Green Valley Ldscp & Maintenance

8 Year Member

SPJ Lighting

13 Year Member

C&H Gardens Artistic Ldscp & Tree Service

6 Year Member

Eco Minded Solutions

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TreeTown USA Announces Rebrand

Jonathan Saperstein, CEO of TreeTown USA, announced recently that the company has rebranded and will now operate under a new name: Everde Growers. The rebrand follows nearly six years of strategic acquisitions to expand the company's footprint nationwide, with farms operating in Oregon, California, Texas, and Florida.

"We have spent several years refining our processes, combining our policies, and setting a strong foundation for the future," Saperstein stated. "Now is the time to truly bring the company together as one."

Since their purchase of TreeTown USA in 2015, Saperstein and his family have been focused on the company's strategic growth. Each of the acquisitions have shared several qualities: a positive reputation in the industry, a plant mix that adds value to the company's offering, inventory

to support that mix, land with a solid infrastructure, and an exceptional work force.

Everde Growers views the rebrand as an opportunity to build and fortify its relationships in the industry. "Our commitment to our customers, employees, and suppliers is stronger than ever," Saperstein stated. "Having a single brand identity will help to streamline and improve many of our processes."

"The most rewarding part of bringing our company together as one has been creating best practices across the company based on rich experiences from our various backgrounds in the industry," stated David Kirby, Executive Vice President. "This year, we made great strides in creating a consistent customer experience. For example, by organizing our national customer service team, our customers across the country will now have one point of contact to access our



fourteen farms, as well as access to an updated national availability list with a consistent look and feel. We know that executing the Everde Growers brand will take time, but our employees and customers will immediately see the benefit of having one brand identity."

About Everde Growers

Everde Growers is a privately-owned business headquartered in Houston, Texas, with 14 farms totaling over 6,700 production acres across Texas, Florida, Oregon, and California. The company has a coast-to-coast footprint for its broad mix of high-quality plants that includes over 5,000 unique selections. To learn more about Everde Growers, visit www.everde.com.

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Hunter Industries' 2020 Product Highlights

From powerful rotors that push the limits of engineering to the latest water-saving irrigation control solutions, Hunter Industries is proud to be at the forefront of innovation in every product that they manufacture. Check out some recent additions to their product family in 2020.



PGP-00-PRB & I-20-00-PRB ROTORS

The PGP-00-PRB and I-20-00 pressure-regulated shrub rotors reduce high incoming pressures of 50 to 100 PSI. Pressure regulation allows nozzles to operate at peak efficiency, saving up to 25% more water.

X2™ CONTROLLER WITH WAND

X2 brings irrigation management into the next generation by providing the option to add advanced water-saving features using Hunter's industry-leading wireless Hydrawise technology. Upgrade to the Hydrawise platform with the simple, add-on WAND Wi-Fi module.

I-50 ROTOR

With a radius range of 44 to 76', the I-50 large turf rotor is built to conquer demanding environments. The robust, planetary gear drive offers the highest torque output on the market to push past poor water conditions that can cause clogging. A powerful drive mechanism derived from Hunter's time-proven golf rotors ensures top performance in any application.



HY FILTERS

Ideal for any large commercial job, Hunter 1½" and 2" oversized HY filters are built with glass-filled polypropylene to ensure maximum longevity, maintain low friction loss, and provide a high-pressure threshold. They come standard with either a 150-mesh screen or 125-micron disc.



EZ DECODER SYSTEM

Bring two-wire technology to more projects than ever before with the revolutionary, low-cost, hassle-free EZ Decoder System. Compatible with HCC, ICC2, (and now!) Pro-C controllers, EZDS enables two-wire control at a fraction of the traditional cost.



PR-075 PRESSURE REGULATOR

Easily installed on PGP® and I-20 rotors, the PR-075 pressure regulator reduces high incoming pressures of 50 to 100 PSI. The PR-075 allows nozzles to operate at peak efficiency, saving up to 25% more water while preventing overspray onto hardscapes and adjacent areas.



NODE-BT CONTROLLER

NODE-BT is enabled with powerful wireless technology that can be easily managed from a smartphone up to 50' away. Install the waterproof NODE-BT in highway landscapes, parks, green roofs, temporary irrigation sites, or other outdoor applications where AC power is unavailable.



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Ewing Irrigation & Landscape Supply Announces New Hardscapes Product Manager

Ewing Irrigation & Landscape Supply recently announced Daryl Irsik as its new Hardscapes Product Manager. Irsik's experience in the green industry ranges from product development and positioning to sales and marketing, across various distribution models.

"Hardscapes is one of the best growth opportunities in the green industry today, so it was important to have a colleague with deep background in the product category, strong leadership skills, and keen strategic vision lead Ewing's hardscapes product efforts. Daryl brings all of those qualities, 25 years of experience, and more," said Tom Childers, EVP of Sales and Marketing at Ewing.

As Ewing's Hardscapes Product Manager, Irsik will be responsible for growing the product category's sales and profitability, managing vendor relationships, engaging customers, and providing product support to Ewing branch and sales staff. www.ewingirrigation.com

San Diego Raises Minimum Wage on January 1, 2021 to \$14 per hour

The City of San Diego announced on September 28, 2020, that the City's minimum wage will increase to \$14 per hour on January 1, 2021. This is an increase from the minimum wage of \$13 per hour applicable in 2020.

The City of San Diego's Earned Sick Leave and Minimum Wage Ordinance, San Diego Municipal Code (SDMC) Chapter 3, Article 9, Division 1 became effective on July 11, 2016. The City's law applies to employees who perform at least two (2) hours of work in one or more calendar weeks of the year within the geographic boundaries of San Diego. The City has directed employers to the Council District or the interactive geographic boundaries map to assist in determining if they are located within the City. If a work location is not within the geographic boundaries of the City of San Diego, but within the County of San Diego, the California State minimum wage and earned sick leave laws apply.

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The Reality of Fear

By Jim Paluch, President, JP Horizons, Inc.



Fear in different degrees is something everyone deals with every day, and it's our ability to recognize and face our fears that allows us to grow and move forward. Whether it is the youngster leaving Mom for the first day of Kindergarten or deciding to climb on that two-wheel bike one more time, growth and accomplishment come with the courage to take the next uncomfortable step. What about the decision to go to college and declare a major, start a new job, sign a mortgage on a house, commit to a lifelong relationship, start a business, make decisions as a single parent, care for elderly parents, face sickness and tragedy. . . .

You get the idea. Life is all about facing uncertainty with courage, that quality of heart and mind that pushes us beyond our fears. As Emerson said, "He has not learned the lesson of life who does not every day surmount a fear." It's actually exciting and inspiring to think about every person we know finding courage every single day to do something beyond what he or she had done the day before. Winning and growing is all about risking defeat and getting comfortable with the discomfort. We all have courage along with the need to be even more courageous in the future, as we go beyond our fears to our own personal success and happiness.

Using Fear to Get it Done

All of us have been placed into uncomfortable situations where we doubt our ability to succeed or fear our possible performance. Some form of fear, in fact, comes every time we enter unfamiliar territory and if we are growing, achieving individuals, that healthy twinge of fear can become a familiar driving force behind each new challenge or adventure in life.

From the daunting task of learning to ride a bicycle at the age of four to performing in the school play to interviewing for a new position at work or learning to

speak in front of a group of people, we always benefit from becoming comfortable with the uncomfortable and doing the things that we feared we couldn't do. The above list could have included hundreds of various examples of things that have moved us from where we were to where we are today and each one has special significance for what it meant to us at that given point in time. Growth comes when we do something we have never done before, when we go to places we've never been or, especially, when we do something we thought we could never do.

I spoke with a client recently who had begun a health regimen and body cleansing program and his comment to me was, "If you would have talked to me two weeks ago, I would never have imagined I could ever feel this good!"

I challenge you to identify the things you might be avoiding that you could be great at. Is fear keeping you from a new position of responsibility at work, from a new relationship, from losing weight or stopping smoking, from trying a new sport or heading a committee? The success secret of all the people we sit back and look at as the ones that "can do anything" is this . . . THEY ARE SIMPLY DOING IT! Recognize fear as a good thing that every individual experiences over, and over again, and then open your mind to your own limitless possibilities. The fear that paralyzes our actions is the same emotion that can propel us to great new accomplishments and power over ourselves. Do the things you think you cannot do and enjoy the victory!

This article was originally published on JP Horizon's blog at www.jp horizons.com/blog/

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