

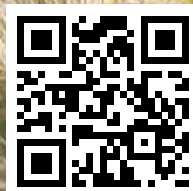
JUNE 2022

Offshoot

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

www.clcasandiego.org

Offshoot
P.O. Box 242
Beaumont, CA 92223



Cover Photo:
Summit Rancho Bernardo by
2021 award-winning contractor
Brightview Landscape Services.

Thank You to Our 2022 Sponsors!

Platinum Sponsors



Gold Sponsors



Diamond Sponsors



Contractor Sponsors



Ruby Sponsors





K535i POWER CUTTER



550iBTX BACKPACK BLOWER



520iHT4 HEDGE TRIMMER



Reserve your spot at www.clcasandiego.org

California Landscape Contractors Association
& **CLCA**  present...
SAN DIEGO CHAPTER

ELECTRIC EQUIPMENT LUNCH & LEARN

Thursday, July 14, 2022 10 a.m.-Noon

Lawnmowers Plus: 289 South Pacific St., San Marcos, CA, 92078

Join us and learn all things electric equipment! Husqvarna rep Dennis Huggins will:

- provide a summary of laws and regulations,
- discuss best practices on battery conversion and use,
- and detail what to look for in commercial battery equipment.

Dennis will also provide a hands-on demonstration of a variety of electric tools and introduce the American Green Zone Alliance (AGZA), which is a great resource for help with battery conversion, training, and certifications. Lunch will follow.

But wait, there's more... Husqvarna is also offering a **20% CLCA Discount on all Husqvarna Pro Equipment & Accessories to attendees of this event.** The offer will be good July 14-July 21, 2022. Be sure register your attendance.

Connect, Learn, & Grow with CLCA! Not a Member? Join at clca.org/join



~KURAPIA~

NEW

DROUGHT TOLERANT GROUNDCOVER SOD

- A turfgrass alternative changing the industry
- No need to sacrifice lawns to save water on landscape
- Grows low to the ground rarely exceeding 1"
- Dark green year round, and if left un-mowed produces small white flowers May-November

WEST COAST TURF

Ask us about other water saving turfgrasses, too!

westcoastturf.com
888/893-8873



Smart Irrigation Technology.
410BT Bluetooth® Controller.

- Comes with three adapters for Rain Bird, Hunter and Toro/Irritrol/K-Rain valves
- Available with a 3/4" to 2" Inline valve or 3/4" and 1" Anti-Siphon valve
- Up to a one-year battery life using two AA alkaline batteries
- Waterproof design (IP68)

Because water matters!
www.digcorp.com

DIG
water matters

HAULMARK ENCLOSED TRAILER FOR SALE ****\$12,500**** O.B.O.



Trailer can be wrapped with your company information. Not included in price.



FEATURES:

- 8'wide x 20'long x 6'9"high with pull-down ramp
- New tires mounted on aluminum wheels with wheel locks & tire chocks
- New brake battery
- New 10k pound tongue jack
- Tongue has double locks for theft prevention and new pig tail plug
- New tow chains
- Customized for irrigation and drainage supply (\$7,000 value)
Customization includes:
Metal framework for pipe and wood bins for all different fittings (1/2" x 1 1/4")
10g drainage pipe holding area and bins for fittings



INCLUDES OVER \$1,000 WORTH OF QUALITY TOOLS AND OVER \$4,000 OF INVENTORY SUPPLIES!



CALL (619) 843-4444 IF INTERESTED!

Coming Events

Mark your calendar!

July 14

Electric Equipment Lunch & Learn.

All welcome. Register to attend at www.clcasandiego.org.
Lawnmowers Plus: 289 South Pacific St., San Marcos, CA.

August 9

San Diego Chapter General Meeting.

All welcome. This will be a virtual meeting.
Email eyescapescapes@yahoo.com for the link to attend.

September 10

San Diego Chapter Beautification Awards.

Twin Oaks: 1425 N. Twin Oaks Valley Road, San Marcos.

September 13

San Diego Chapter General Meeting.

All welcome. This will be a virtual meeting.
Email eyescapescapes@yahoo.com for the link to attend.

October 11

San Diego Chapter General Meeting.

All welcome. This will be a virtual meeting.
Email eyescapescapes@yahoo.com for the link to attend.

November 9-12

CLCA Convention & Trophy Awards.

Hyatt Regency Indian Wells Resort & Spa.
More information at www.clca.org/convention.

December 8

San Diego Chapter Holiday Party.

Location TBD. All welcome.

San Diego Chapter Member Milestones

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

24 Year Member

Ciro's Landscaping

19 Year Member

Abundant Life
Landscape Maintenance

16 Year Member

Mariposa Landscape

8 Year Members

MSE Landscape
Professionals
Free Flow Products

7 Year Member

Nick Martin Landscape
Architect

2022 San Diego Chapter Board of Directors

President

Ian Campbell, Davey Tree
(619) 572-2674 • ian.campbell@davey.com

Immediate Past President

Willie Valdez, Free Flow Products
(760) 500-9863 • willie@freeflowproducts.com

Treasurer

Cecily Gordon, Nature Designs Landscaping
(760) 224-7664 • cecilyg@naturedesigns.net

Secretary

Bronwyn Miller, Eyescapes
(949) 466-1222 • bronwyn@eyescapescapes.net

Vice President Events

Janet Pozzuoli-Vallin, Belle Terre Landscapes
(858) 487-8639 • belleterre01@gmail.com

Vice President Legislation

Mike Seymour, MSE Landscape Professionals
(760) 743-4127 • mike@mselandscape.com

Vice President Resource Management

Danny Smith, Park West
(949) 307-4026 • dsmith@parkwestinc.com

Associate Member Officer

Melissa Tetzlaff, LCIS, Inc.
(858) 353-4991 • mtetzlaff@lcisinc.com

Education Chair

Not a voting position on the board.

Mike Madewell, Hunter Industries
(760) 583-4479 • michael.madewell@hunterindustries.com

www.clcasandiego.org
(866) 699-2512

Water Bans and Drought Restrictions Can Grow Your Business

By Larry Giroux, Ewing Irrigation & Landscape Supply

Now's the time for contractors to turn water bans and restrictions into opportunities to grow their landscape contracting business.

Spurred on by the driest January and February in the state's recorded history, California recently implemented a ban on all irrigation of ornamental turf, leaving homeowners, Homeowners' Associations, and commercial turf managers scrambling to comply while still maintaining their landscapes.

While California has put into place the most stringent measures in the country, many communities all over the U.S. are implementing water restrictions this summer. For example, even/odd watering days and requiring climate-based irrigation controllers are already restrictions in place in parts of Texas. Additionally, none of these restrictions and requirements are new to the green industry—they've been implemented before in times of drought.

Read California's Executive Order on the drought by visiting: www.gov.ca.gov/wp-content/uploads/2022/03/March-2022-Drought-EO.pdf.

We recommend that you look at these restrictions as opportunities rather than punishments. These opportunities can provide new



revenue streams that will help grow your business and improve your customers' existing landscapes.

Market Retrofitting Solutions

The retrofit market is hot, providing the perfect opportunity for you to reach out to your customers to promote upgrades and retrofits to existing irrigation systems. Perhaps start with a simple email campaign or reach out via social media. Here's one example:

"Mr. or Mrs. Homeowner, are you aware of the upcoming outdoor water restrictions? Here is a way to keep your yard nice and green: upgrade your controller to smart climate-based technology. Let us also replace spray heads in your landscape with efficient drip irrigation. There are lots of rebates available right now."

As more communities start taking a closer look at outdoor water

usage, demand for much more efficient products in the landscape will continue to grow, so position yourself now to ride the wave.

Here is a more complete list of smart and efficient irrigation products to think about for upselling opportunities:

- Smart controllers (climate-based)
- Pressure regulating spray bodies
- Drip irrigation to replace the spray heads in landscape beds
- Soil moisture sensors
- Rain and freeze sensors
- Wind sensors

Leverage your relationships with satisfied existing customers by offering these upgrades to create additional revenue while helping your customers remain compliant with water restrictions and do their part to conserve water.

Continued on next page...



**LANDSCAPE CONTRACTORS
INSURANCE SERVICES, INC.**
Member owned. Service focused.



Million Dollar Producer

MELISSA TETZLAFF
ACCOUNT EXECUTIVE,
SOUTHERN CALIFORNIA
1835 N. Fine Ave.
Fresno, CA 93727
CA LIC # 0755906

P (800) 628-8735 Ext. 512
C (858) 353-4991
F (800) 440-2378
mtetzlaff@lcisinc.com
www.lcisinc.com



Specialized Insurance & Business Services for Members of the Green Industry

WHERE QUALITY GROWS...



**A-G Sod Farms
Inc.**

AARON TAYLOR
(951) 906-5746 • (800) 233-5254
www.AGSOD.com

Growers of Quality Fescue & Bermuda Sod

Water Bans and Drought Restrictions Can Grow Your Business

...Continued from previous page

Cash In on Rebates and Other Incentives

When introducing smart irrigation products to your customers, there may be opportunities to leverage utility company and government rebate programs.

Agencies across the country are providing rebates for upgrading to smart irrigation products, xeriscaping, or rain barrels. Visit www.socalwatersmart.com to learn about available rebates near you. *Also see page 8 in this issue.*

Ongoing Maintenance Service = Ongoing Revenue

Expanding and offering additional services through a service agreement with your clients will help you generate a consistent, recurring revenue stream. Having a strong recurring revenue stream helps build your company's value and increases the number of client touches that you have over the course of a season.

In many areas of the country, water conservation has never been more important, and homeowners are relying heavily on green industry pros to make sure their landscapes are compliant with new regulations.

Here are five ways to generate recurring revenue:

- Irrigation monitoring and audits. These help your customers remain compliant in times of drought or water restrictions and avoid hefty fines.
- Lawn maintenance programs that provide soil amendments. In clay soils, soil amendments improve aeration, permeability drainage, and root health. In sandy soils, soil amendments increase water and nutrient holding capacity.
- Conduct site inspections using a maintenance checklist to evaluate and resolve system inefficiencies. Look for broken/tilted heads, clogged nozzles, leaks, puddling, and other issues.
- Annual program that adds new compost, mulch, or pine straw to landscape beds.
- Annual irrigation audits to offer enhancement options and new efficient ways to irrigate the landscape.

This article originally ran on Ewing Irrigation's blog at www.ewingirrigation.com/news.

Don't let drought-affected landscapes deter you from entering your project into the State Trophy Awards! A drought addendum has been added to this year's entry form so you can tell the judges how the drought or any restrictions impacted your entry or the process you used to complete your work.



CLCA TROPHY AWARDS 2022
Call for Entries

Share your great work!
Submit entries by August 8 and SAVE \$100!

Application and more at
clca.org/2022trophyawards

CLCA Insurance Solutions | Hunter | FXLuminaire | LANSING CONSTRUCTION RESOURCE SERVICES, INC. | SiteOne | SOUTHERN SUPPLY



California Landscape Contractors Association

Join us!

Convention 2022 NOV 9-12

Indian Wells, California

SAVE THE DATE!

HYATT REGENCY INDIAN WELLS RESORT & SPA
NOVEMBER 9-12, 2022

Maximize your yard. Minimize your bills.

Beautify your property and save money and water by installing water-wise landscaping and features with help from the Waterscape Rebate Program. Rebates are available to residents and businesses located in unincorporated San Diego County.



TURF REPLACEMENT

Replace your turf with drought-tolerant landscaping and a rain-saving landscape feature.

Starting at \$3 per sq. ft



SMART IRRIGATION CONTROLLERS

Install smart irrigation controllers to water plants more efficiently and conveniently.

\$80/controller or \$60/station, dependent on property size



RAIN-SAVING CONTAINERS

Install a barrel or cistern to save rainwater for future use.

Up to \$450/cistern, \$65/rain barrel, or \$0.75/gallon stored



RAIN-SAVING YARDS

Reroute rainwater from your roof to your thirsty yard.

\$0.75/gallon stored



RAIN-SAVING FEATURES

Help your yard soak up rainwater with gorgeous garden designs and dry creek features.

\$2.25/gallon stored



RAIN-FRIENDLY PAVEMENT

Install porous pavement that allows water to flow through it.

\$15 per sq. ft



WATERSMART EDGESCAPING

Avoid water waste by replacing turf or high water use shrubs along pavement.

\$4-6 per sq. ft



RAIN-SAVING GUTTERS

Install gutters to better manage rainwater in your yard.

\$5 per linear ft



SEPTIC TANK PUMPING

Maintain your septic system and avoid problems later on.

\$100 per service



LANDSCAPE OPTIMIZATION SERVICE

Get personalized assistance to transform unused turf areas in your large landscape and reduce your water bills.

Starting at \$3 per sq. ft + 50% of stormwater feature costs. + expert assistance

Check your eligibility and estimate your rebate at SanDiegoCounty.gov/WatershedRebates



Luxor® Wireless Linking Module Maximizes Time and Labor Savings for Lighting Pros

Connecting multiple controllers just got easier! The new Luxor Wireless Linking Module lets contractors connect Luxor and Luxor Satellite Controllers faster to save time, labor, and money — without trenching or running wire.

Convenient, Reliable Connections

The Wireless Linking Module uses LoRa® radio, a frequency-driven technology that provides secure and stable long-distance communication beyond what Bluetooth® and Wi-Fi can offer. This innovative product connects a maximum of 10 controllers up to 3,000' (914 m). It also offers installation flexibility with

controller and remote mounting options and two convenient set-up modes:

Quick Start Mode gets controllers up and running within minutes.

Advanced Mode lets contractors configure the wireless modules to specific Luxor or Luxor Satellite Controllers using unique identifiers. This enables powerful diagnostics, such as signal strength and transformer load percentage.

Contractors also get instant access to real-time controller diagnostics through an easy-to-read display that is protected from outdoor elements with a heavy-duty plastic cover.



“Hardwiring can be difficult and labor-intensive for large projects where controllers are scattered throughout the job site. The Wireless Linking Module simplifies the connection process and provides flexibility for transformer placement.”

—James Cervantes, Product Manager

The Wireless Linking Module is available now. Visit www.fxl.com for more information.



DEVIL MOUNTAIN WHOLESALE NURSERY

With over 1,400 acres of nursery stock, 16 locations statewide, and a robust plant brokerage service, Devil Mountain provides a single-source solution to landscape professionals. Customers can expect to find a wide range of plants and trees in sizes ranging from 4" containers to 120" boxes.

ANNUALS, PERENNIALS, GRASSES, VINES, SHRUBS & TREES!

10 SOUTHERN CALIFORNIA LOCATIONS

1,400+ ACRES OF NURSERY STOCK

DELIVERY SERVICE

WILL CALL PICKUP

EDUCATED & EXPERIENCED SALES STAFF

200+ NURSERY BROKERAGE PARTNERS



www.devilmountainnursery.com

Northern CA: San Ramon | Petaluma | Clements | Morgan Hill | Farmington | La Selva Beach

Southern CA: Carmel Valley | Fallbrook | Fillmore | Oceanside | Orange | Redondo Beach | Rosemead | San Juan Capistrano | Sunland | Vista

The 3-Step Performance Management Process

By Steven Cesare, Ph.D., The Harvest Group

A landscaper from Ohio contacted me the other day to talk about various employee disciplinary issues. His valid concerns centered on avoiding lawsuits, the time it takes to develop a performance management system, reluctance to document unacceptable behavior, and the lack of accountability throughout the organization.

Ever heard those thoughts before? I mean, have you heard those same concerns from someone outside your company? Now you know who I am talking to.

I explained that most companies are their own worst enemy, desiring results though minimizing coaching, espousing a team culture while placating differential performance levels. Most companies don't do enough training, coaching, documenting, and disciplining of under-performing employees; only to regret those omissions when they want to terminate an employee with no paper trail. And then I hear the magic question:

"What do I do now Steve?" The answer is "start now." I am certainly not advocating a bureaucratic culture in which minor issues are relentlessly documented to the point that employees lose their autonomy for fear of being written up. We don't want a Police State; we simply want a results-based team-oriented culture.

As I told the Ohio landscaper, "start now" by implementing the 3-step performance management process:

1. Define the business goal to the employee(s).

For example, "we have to finish this job in 4 hours," "our quality score must be at least 87 on this job," "all customer calls/e-mails must be responded to by the close of business each day," "no call-back work," or "all time sheets must be received by Tuesday at noon." The employee has now been informed that his/her work performance is tied to an organizational goal; he/she is no longer ignorant of his/her role or impact. This may sound boring to you, but this is how coaching, accountability, and success must begin.

2. Get the employee to tell you how he/she will achieve the goal.

Again, this may sound boring to you, but it's not about you. It's about getting the employee to think of his/her actions that will achieve the goal. Did you catch that? "getting the employee to think about his/her actions..." Translation: the employee is no longer a passive participant on the assembly line, he/she is beginning to take an active role in describing how he/she will achieve

Continued on next page...



AGRI SERVICE

Call to schedule your mulch application today!

(760) 295-6255
www.agrismerviceinc.com

Organic Recycling • Mulch • Compost
Custom Blends • Bioretention Soils

Otay Mesa 434 Alta Road San Diego, CA 92154	El Corazon 3210 Oceanside Blvd. Oceanside, CA 92056
--	--

David Diehl (909) 393-3744 OFFICE
Product Consultant (909) 393-2773 FAX
Licensed P.C.A. (714) 321-4359 MOBILE
david@gropower.com

GRO POWER[®] INC.

15065 TELEPHONE AVE • CHINO, CA 91710
www.gropower.com



Genuine
MARATHON SOD

When you want the Best
1-800-532-3489
www.sod.com

The 3-Step Process

...Continued from previous page

the goal. It's now his/her plan; not yours, okay Henry Ford? Naturally, if his/her actions are inadequate, unlikely to reach the goal, have a conversation to help the employee identify additional efficacious behaviors. I'm sorry if communication, coaching, and leadership take up so much of your valuable time, but if this is step is not done correctly, you will perpetuate dependence, eliminate engagement, and ultimately reap what you sow.


3. Do follow-up.

Hold the employee accountable to the goal. Stated simply: Was the goal achieved? After that, then ask why/not? What aspect of the employee's plan worked/didn't work? What should the plan have included? What changes should have been made? Based upon the responses, then apply performance management: praise, constructive criticism, coaching, training, communication, planning, documentation, etc.

Make no mistake, this fundamental process is just that, fundamental. It will take time, repetition, and revision. But the sooner you get started, the sooner the results will become evident. So, you know what?

"Start now."

This article was excerpted from the Harvest Group blog, Tuesdays with Steve Cesare.



Engage

CLCA WEBINAR SERIES

California Drought and New Water Restrictions


July 13, 3-4 p.m.

Free for CLCA members / \$50 non-member
Speaker: Peter Estournes, CWM, CLP, CLIA


California is officially in a drought. Mandatory water restrictions will be in place this summer throughout California. Commercial turf is public enemy number one, and some areas will be limiting irrigation to two or possibly one day a week. What's a landscape contractor to do?

Learn steps you can take to keep clients happy while complying with the ever-increasing number of mandatory emergency drought mandates imposed by cities and local water agencies.

REGISTER AT WWW.CLCA.ORG




Connect, Learn, and Grow with CLCA!
Not a Member? Join at www.clca.org/join




Big Enough to be Professional, Small Enough to be Personal


Horizon has the products you need, when you need them—all under one roof.




Our Service Centers are equipped to handle everything from minor service to major repairs, and our service technicians are EETC-certified.




IRRIGATION & DRAINAGE products



OUTDOOR LIVING & LANDSCAPE LIGHTING products & accessories




LANDSCAPE products & accessories



MORE THAN A STORE.

Horizon offers a complete line-up of power equipment for irrigation & landscape professionals – featuring best-in-class manufacturers, and everything you need to keep them running. Just need parts? We've got that, too. Scan the QR code to visit our Equipment & Parts Look-up pages or call 844.411.PART.

Irrigation
Outdoor Living
Landscape
Equipment



f @horizondistributors | HorizonDistributors

800.PVC.TURF | HorizonOnline.com

CLCA San Diego Chapter Life Members

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

Jerrie Beard
Steve George
Tom Heaviland
Stephen Jacobs

Alfred Lehmann
John Mohns
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.

American Sod Farms
Aristocrat Landscape Maint.
Banister Landscape
Benchmark Landscape
Bradley Ldscp Development
Brightview Landscape Services
California Backflow Specialist
Columbine Landscape
Cuyamaca College
Daniels Landscape
Eagle Spec Sales Group
Ewing Irrigation
Grangetto's Farm&Garden Supply
H.A. Casillas Landscape
Habitat West
Holmes Landscape Co.

Horizon
Hunter Industries/FX Luminaire
Hydrosprout
Imperial Sprinkler Supply
J.M.D. Landscape
Kellogg Garden Products
KRC Rock
Landscape Contractors Ins. Serv.
Mark Schroeder & Co.
Milfield's Nursery
Nature Designs Landscaping
New Way Landscape & Tree Srvc.
North County Yard Care
Nutrien Solutions
One Tripp Tree Service

Pacific Green Landscape
Parsons Designsapes
Performance Landscape Services
Robert Brown Ldscp Irrigation
Schnetz Landscape
SiteOne Landscape Supply
Southland Sod Farms
Southwest Boulder & Stone
Sowell Landscaping
Steven Smith Landscape
Sun Valley Landscape
Sunlite Landscape
Torrey Pines Landscape Co.
Van Slyke Landscape
Village Nurseries
Yasuda Landscape

CUSTOM CONCRETE LANDSCAPE BORDERS

Can be installed in new or existing landscapes!

A wide variety of color and molds available!

Clean and efficient installation process, generally completed in one day!

Curb Appeal
by Burgio Landscape Services, Inc.
(619) 277-1399 CA Lic. #1036455