

March 2024

Offshoot

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

www.clcasandiego.org

Offshoot
P.O. Box 242
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Marybeth MacNaughton

President's Message

The CLCA San Diego chapter is excited to announce that we will be hosting a community cleanup event later this year. Planning is underway and we will be looking to our membership for volunteers once details are confirmed. Thank you to Willie Valdez for spearheading this endeavor. Outside of improving the local aesthetics in your community, here are some reasons why you may want to consider participating.

1. It feels good to volunteer.

Volunteering allows you to connect with your community and make it a better place. It's also good for your mind and body. Engaging in meaningful activities keeps your mind active and sharp and helping others can alleviate stress and promote a sense of purpose.

2. It helps grow your business.

Participating in this endeavor will serve as a multifaceted approach to growing your business through active participation and strategic initiatives. By participating in local events, beautification projects, and educational workshops on sustainable practices, your business not only contributes to the local environment but also establishes a strong presence within the community. Collaborating with local organizations, sponsoring sustainable events, and participating in environmental

campaigns not only align with environmental stewardship but also offer invaluable networking opportunities for business expansion.

3. It fosters positive brand associations.

Supporting clean up initiatives and participating in environmental campaigns not only demonstrates a commitment to your community's well-being but also fosters positive brand associations. This dual impact of community involvement — benefiting the local environment while building a positive brand image — contributes to your business's long-term success.

In essence, volunteering in your community becomes a strategic growth driver, intertwining environmental responsibility with business expansion. By actively participating in community initiatives, your business not only enhances the quality of local spaces but also establishes itself as a socially responsible and community-focused entity in San Diego County. You feel good doing it too!

Stay tuned for more information on this worthy cause!

“Service to others is the rent you pay for your room here on earth.” - Muhammad Ali

~KURAPIA~

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presents

Keepin' it Green

Thursday, April 18, 2024, 10 a.m.-Noon
American Sod Farms

15507 Old Milky Way, Escondido, CA 92027

1 Learn what it takes to produce a quality sod product for the landscape and golf market from JR Wirthlin with American Sod Farms. Be prepared to learn how sod is sewn, grown, fertilized and harvested along with the many different varieties they grow for numerous applications. JR will also speak to the interesting history of his operation in the San Pasqual Valley.



SAN PASQUAL VALLEY SOILS

2

Craig Kolodge Ph.D. and Dominic DiAngelis of San Pasqual Valley Soils will showcase their new "Green" innovative product line and manufacturing facility for managing runoff and removing contaminants from new and existing sites for stormwater management. They are known as "compost filter and grow socks" and they look forward to sharing the advantages, cost savings and environmental benefits of these sustainable "climate friendly" locally manufactured products.

SiteOne / Lesco brand fertilizer agronomics rep will give a presentation on all things fertilizer. Which products are best for which times of the year, how to read the labels, and calculating application rates. Turf and planter bed best product choices and items for specific needs will also be discussed.

3



ALSO... SD Chapter Legislation Director, Shawn Berry with LaBahn's Landscaping, will update attendees on the latest bills looking to be signed in to law that affect you as a contractor.

AND... Mike Madewell with Hunter Industries will be showcasing the new Wireless Valve Link product along with the I-20 PRB rotor. The event will conclude at noon with **lunch provided by Associate Member Hunter Industries.**

FREE TO ATTEND WITH PRE-REGISTRATION
Register at www.clcasandiego.org by April 12, 2024

Coming Events

Mark your calendar!

April 9

San Diego Chapter General Meeting, 9 a.m.

All welcome. This will be a virtual meeting.

Email bronwyn@eyescales.net for the link to attend.

April 18

San Diego Chapter Lunch & Learn, 10 a.m.

American Sod Farms, 15507 Old Milky Way, Escondido.

Reserve your spot at www.clcasandiego.org.

May 9

San Diego Chapter Lunch & Learn, 10 a.m.

Plant Presentation & Nursery Tour.

Everde Growers, 5400 Governor Drive, San Diego.

More information coming soon.

May 14

San Diego Chapter General Meeting, 9 a.m.

All welcome. This will be a virtual meeting.

Email bronwyn@eyescales.net for the link to attend.

May 17

San Diego Chapter Golf Tournament, Twin Oaks.

Register online at www.clcasandiego.org.

REGISTRATION IS OPEN

2024 Golf Tournament

Friday, May 17

at Twin Oaks Golf Course

1425 N. Twin Oaks Valley Road, San Marcos



2024 San Diego Chapter Board of Directors

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Not a voting position on the board.

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2023 LEAF Scholarship Recipients

By Marianne Estournes, Chair, LEAF Scholarship Selection Committee

In 2023, LEAF awarded more than \$48,500 in scholarships. The scholarship selection committee reviewed 26 scholarship applications. Their selection criteria included career goals, outside activities, work experience, financial need, letters of recommendation, and GPA in their major.

The scholarships — the donations of CLCA members and other green industry professionals who fund them — have a huge, positive impact. We are honored to present the ten 2023 scholarship recipients below.

Taylor Brown is attending Santa Rosa Junior College and also taking on-line courses at Cal Poly, Humboldt, majoring in Environmental Horticulture. Taylor has a background in Business Administration with experience in sales and operations management. She is currently working for a local landscape company in sales and seeks to combine her love of landscaping with company leadership in operations and sales.

George Chabre is attending Cal Poly, SLO and majoring in Plant Sciences/Horticulture. His goals include earning a Qualified Applicator license and a C-27 landscape contractor's license. He is involved in the Cal Poly campus horticulture community and loves learning all that he can from many experiences.

Darren Cocroft is attending Cabrillo College, majoring in Horticulture. He has overcome many challenges and has “discovered a bright future in horticulture,” where he sees many opportunities for growth and a career. He is currently working in a retail garden store and loves his work there.

Angela Goldin is attending Foothill College and majoring in Horticulture. She is a second career student with a wide background in business and an MBA from the University of California, Berkeley. She has been a business owner and has worked for large finance firms. She now seeks to get her C-27 license and create a women-owned landscape construction firm focusing on native plant palates and sustainable practices.

Lorena Guy is attending Saddleback Community College. She is majoring in Sustainable Landscape Design. She is also a second career student and excited about her new-found passion in design and horticulture. She wants to

have her own design business and eventually get her degree in Landscape Architecture at Cal Poly, Pomona.

Allison Jimenez is attending Santa Rosa Junior College and is majoring in Horticultural Landscape Design. She has a degree in Business Administration and currently owns two small businesses with her husband. She also works for her father's landscaping company in the field and is the in-house landscape designer. Her goal is to get her C-27 contractor's license and work full time with her father.

Jill Larrabee is attending Mount San Antonio Junior College. Her major is Ornamental Horticulture and she is working toward her Landscape Construction and Landscape Design certificates. While her focus is construction and getting her C-27 license, she sees the importance of gaining horticulture knowledge and is taking those classes as well. She has an extensive background in woodwork and making furniture. Jill will now take her art background into the landscape.

Laura Lopez is studying Landscape Design and Maintenance at Pierce College in Los Angeles. Her goal is to get her C-27 license and have her own business. She would like to do landscape design for the city of LA. Her instructor described her as “kind, with a determined spirit.”

Jose Nunez is attending Mt. San Antonio College. He is majoring in Ornamental Horticulture and Integrated Pest Management and seeks a certificate in landscape construction. He wants to obtain a C-27 license and return to his family landscaping business, where he hopes to develop the business and add services.

Annica Wu is attending Cal Poly, SLO majoring in Plant Science with a Horticulture concentration. Annica completed an internship at the botanical gardens at the Huntington Library where she was exposed to many topics. She is currently working on campus as the assistant curator at the Robert F. Hoover Herbarium. She owns and operates an on-line succulent business where she propagates and grows the plants herself. Her ultimate goal is to work in a botanic garden and be able to share her love of plants and teach the public. While she is not a traditional landscape student, she will offer her love of horticulture and gardens in a unique and important way.

STUDENTS: Submit your application before the deadline of April 15, 2024.

<https://clca.org/industry-resources/college-scholarships-leaf/>

LEAF Scholarship Applications are Available Online!

Deadline to Apply is April 15, 2024

Seeking to promote and support the future of the green industry, CLCA's Landscape Educational Advancement Foundation (LEAF) is now accepting applications for 2024 scholarships.

So many students struggle with funding their education and every year the number of students needing financial assistance grows.

LEAF is here to help!

The LEAF Scholarship Program is a merit based scholarship awarded to undergraduate students attending an accredited community college or state university and majoring in a horticulture-related program leading to a career in the landscape contracting industry or related fields.



Applicants should show sufficient academic progress, work experience, and extracurricular activities to demonstrate their intent to become a landscape industry professional.

Any student attending an accredited California community college or state university majoring in a landscape-related program and

taking a minimum of six units is eligible.

Help spread the word by letting students know of this scholarship opportunity! The deadline to apply is April 15, 2024.

Together we can help students get the funds they need to continue on with their education!





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Entry forms available at www.clcasandiego.org.

Entry Deadline is May 24, 2024! Judging will be June 10-24, 2024.

Winners will be announced at an awards banquet on September 7. Location TBD.

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California Updates EITC Employer Notification Requirements

On July 10, 2023, California adopted Senate Bill (SB) 131 to update requirements for employers to notify their employees that they may be eligible for the earned income tax credit (EITC). Employers must comply with these new notification requirements beginning January 1, 2024.

Our friends at the California Employers Association — the voice of CLCA’s popular HR Hotline member benefit — encourage landscape contractors and other employers to speak with their payroll providers and tax professionals.

EITC Notification Requirement

Under the law, employers must notify all employees that they may be eligible for the federal and the California EITC. Existing law provides the form and manner of notification by employers and state agencies. The requirement applies to any California employer that is subject to and is required to provide, unemployment insurance to their employees, under the state’s Unemployment Insurance Code.

Notification Updates

SB 131 requires employers to notify all their employees that they may be eligible for VITA, CalFile, and other

state and federal antipoverty tax credits, including the federal and the California EITC. This notification must take place within one week of when employers provide an annual wage summary, including, but not limited to, a Form W-2 or a Form 1099, to any worker.

Employers will also need to send a second notification to all employees during March of the same year.

Notification Delivery

Employers may provide these notifications by handing them directly to their employees, mailing them to their employee’s last known address, or electronically. Under the law, employers cannot comply with notification requirements by posting a notice on an employee bulletin board or sending it through office mail. However, these notification methods are encouraged to help inform all employees of VITA, CalFile, and state and federal antipoverty tax credit eligibility, including the federal and the California EITC.

Questions? Members can call 800.399.5331 or email CEAinfo@employers.org.



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**San Diego Chapter
Member Milestones**

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

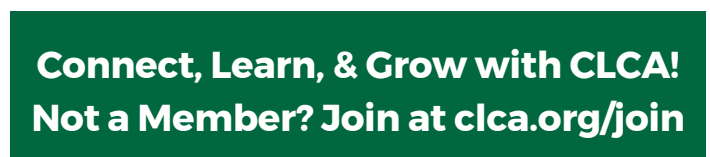
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Connect, Learn, & Grow with CLCA!
Not a Member? Join at clca.org/join

SD Members and Friends Gather at Embolden Beer Co. on February 22 for the Chapter's Premier Networking Event

Attendees enjoyed an ice-breaker game of BINGO, great conversations, and tasty food!



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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
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Steven Smith
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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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