

MAY 2020

Offshoot

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



www.clcasandiego.org

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President's Message

Willie Valdez



P.S. Please buy something from me or if not, please remember me when you're ready to buy...

On one of too many webinars (if I didn't hate that word before, I do now) since the pandemic began I heard an excellent professional sales trainer reel off some statistics relating to the newer email and text marketing campaigns we're buried up to our necks in (you know the ones – the emails and texts that pile up in your inbox about something related to what you do). These are obvious derivatives of artificial intelligence (AI) skimming through your data. If you own and use a smart device, you are being targeted by companies who want to influence you into their way of thinking. He said: "It takes about eight touch points to get a meeting with someone so you can begin to give them your pitch live." Part of this point is the P.S. – postscript – which is where the skimming often begins and ends. It's best to get something strikingly valuable on that line.

This idea totally makes sense to me. I find myself constantly skimming my emails to delete any that are sales ploys or just annoying reminders of chronically feeling like I don't have enough time. Compile, delete all, tap okay, feel better.

His point also reminds me of the old Beatles song "P.S. I Love You" (dang, I just gave away my age again).

"P.S. I Love You" is now ringing in my head while I'm thinking about his point, which I believe to be valid and certainly scientifically vetted – and it reminds me of one of the main reasons I love this landscaping thing so much: projects can always be a living advertisement and will likely be visible to many at no cost. Hopefully they remain alive, well, thriving, and signed up with a maintenance agreement. Now, is there really any better advertising or marketing campaign than the way you leave your project? It's free and all you have to do is the great work that you're already being paid to do. In any category, whether it's maintenance, softscape, or hardscape installation, our completed work is our best advertising campaign. So, as I think of "P.S. I Love You," I simply equate it to the performance of project maintenance long after we have moved on to another. Our teams are responsible for our most important message: the P.S. or post scriptum. Of course, this most importantly just means great follow up or after care, whether we're writing a message, selling ourselves, or creating great landscaping.

Thanks for your valuable time...

Best always! ~Willie


P.S. I won't say it, but I do...


CLCA MEMBER ADVANTAGE

Between a rock and a hard place?

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 clca.org/benefits

~KURAPIA~

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Coming Events

Mark your calendar!

June 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.

June TBA

Beautification Awards Judging.

Entry forms available soon.

August 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.*

September 8

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.*

September 12

San Diego Chapter Beautification Awards. *Farmer & The Seaborse, 10996 Torreyana Rd., San Diego.*

October 8

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

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The Heat Is ON! How Southland Sod Farms Keeps It Cool

By Kathleen Domenici, Southland Sod Farms

Ever stick your hand in a pile of grass clippings the day after they were cut? Warm, weren't they? Give them a couple of days and they'll turn black and get downright steamy. Sod will similarly generate heat when stacked on a pallet, especially in the summer.

Summer is just around the corner. Did you know Marathon™ is the ONLY sod on the market that is vacuum cooled prior to shipment? Southland is the only sod grower utilizing its own vacuum refrigeration system to ensure your sod is fresh. Our state-of-the-art cooling chamber drops the sod temperature to prevent spoilage and increase pallet life. This keeps the sod fresher and healthier so it will thrive when establishing itself at your home or job site, even during hot weather throughout the summer months.

The sod is placed onto a rail car, which is pushed into the vacuum chamber. As the vacuum is drawn down, the sod cools evenly throughout the pallet. This occurs as water in the soil vaporizes at the lower pressure and in so doing removes heat as liquid water is converted to vapor. This process reduces the sod pallet temperature to about 43 degrees in less than 20 minutes. This is just one of the many ways Southland Sod Farms goes above and beyond to ensure the finest sod available year-round.

In addition to arriving "cool as a cucumber," Southland Sod Farms



Southland Sod Farms' sod is placed onto a rail car, which is pushed into the vacuum chamber. As the vacuum is drawn down, the sod cools evenly throughout the pallet. This process reduces the sod pallet temperature to about 43 degrees in less than 20 minutes.

goes above and beyond to raise the quality bar of our sod:

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- Southland Sod uses different production methods, which result in a denser turf.
- Marathon™ Sod contains our proprietary, company-developed varieties, including one that was ranked #1 in tests by the US Department of Agriculture three years running.

- We feed our sod with a higher fertilizer rate to ensure shipping the healthiest, greenest sod upon delivery to your doorstep or jobsite.
- Marathon™ Sod is always daylight harvested ensuring consistent quality with no substandard pieces buried in the stack.
- We grow many different varieties: Marathon™, Marathon II™, Marathon III™ Ryebblue, Pureblue, Greenwave, St. Augustine, and Tifgreen.
- We produce our own high-quality Marathon Seed, Starter Fertilizer, All Season Fertilizer and NEW Marathon Natural and Organic Lawn Food.

Continued on Next Page...



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The Heat Is ON! How Southland Sod Farms Keeps It Cool

...Continued from Previous Page

• We offer a One-Year Guarantee on all Marathon™ Sod varieties.

Family-owned and operated for 45 years, Southland Sod Farm is Southern California's premier wholesale sod grower. All our products are available through nurseries, irrigation supply warehouses, lawnmower shops, and landscape contractors. We understand the landscape business and do our very best to accommodate your last-minute changes. From the time the order is placed to delivery is often less than 24 hours. We operate our own fleet of trucks and utilize state-of-the-art route optimization software, which allows us to deliver on time within two-hour timeframes, which can be accessed 24/7 online. This enables busy landscape contractors the opportunity to schedule their employees effectively.

We offer reliable after-sale support service to you and your clients from our two seasoned sales representatives, who are available to answer your questions:



Norm Lopez: (805) 431-2824
Pictured on the left in the photo to the left
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John Domenici: (805) 431-2825
Pictured on the right in the photo to the left
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For more information, visit www.sod.com or call us at (800) 532-3489.

• Subscribe to our YouTube channel at <https://www.youtube.com/channel/UCS76pesJCqvpGs1eBH8rTNw>

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Weathermatic Announces Long-Time CLCA Supporter Barry Elder as New Director of Distribution, California Region

Weathermatic welcomes Barry W. Elder as Director of Distribution, California Region to lead business development in the largest U.S. sales market. Elder brings 30 years of Green Industry experience ranging from landscape construction to manufacturing (FX Luminaire) to distribution (Ewing Irrigation). Elder is committed to the industry as a CLCA member for 20 years and has served on boards of numerous state and local organizations.



Elder joins Weathermatic, the “World’s Leader in Smart Water Technology,” as it celebrates its 75th anniversary in business. Weathermatic designs and manufactures a full line of irrigation equipment exclusively for professionals who are inspired to take a water first approach in irrigation design, installation, and maintenance. Committed to the highest quality standards and best warranties in the industry, Weathermatic is known for the patented SmartLink Network as the most innovative equipment and cloud-based software technology ever produced for irrigation controllers and water management systems. The Weathermatic Foundation is central to the company’s “Water with Purpose” mission in providing clean drinking water to thirsty people in need around the world with over 20,000 lives saved and counting.

Elder will be responsible for building and managing a regional sales team while growing and maintaining existing and new business relationships with professionals in landscape construction and maintenance, wholesale distribution, irrigation design and consulting, landscape architecture, public agencies, institutions, and non-profit organizations.

“We are excited to double down on the California marketplace and invest in Barry joining the Weathermatic family and contributing to our ‘Water with Purpose’ mission! His energy and history of success in past endeavors speak for themselves. Barry is committed to his customers and his passion for his work is impressive as well,” said Fred March, Weathermatic President of Wholesale Distribution.

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Green Industry Hall of Fame Seeking 2020 Nominations

Submit nominations at www.GreenIndustryHallofFame.org by June 15, 2020!

With the mission...“To honor and preserve the contributions of those exceptional individuals who have served the green industry,” the Green Industry Hall of Fame is seeking nominations of exceptional individuals who have been in the green industry for over 20 years and have contributed to making significant changes that impact the industry in a positive way.

Do you know someone who you think should be inducted into the Green Industry Hall of Fame? Does this exceptional individual meet the following criteria?

- Person with integrity and passion
- Minimum 20 years in industry
- Someone who has developed or invented new technology
- Has made contributions that resulted in change
- Contributed to mankind’s needs in the field
- Provided education and encouragement with self-sacrifice
- Changed the industry

If so, nominate them for consideration to be inducted in 2020. Your nomination of a pioneer, leader, innovator, creator and/or visionary who has made significant contributions to the green industry should be submitted at: www.GreenIndustryHallofFame.org



2013 Green Industry Hall of Fame inductees include Professor Emeritus, Cuyamaca College, Brad Monroe (right). Other inductees that year, shown left to right, include: David Pagano, Chuck Hoover, Richard Cohen, Sue York, Gilbert Resendez, and Hap Kellogg.

Submissions are requested by June 15, 2020. Individuals selected for induction will be honored at the Green Industry Awards in December 2020.

The Green Industry Awards are held yearly and honor inductees from many different divisions of the green industry.

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Building Your Attitude

Excerpted from a blog post by Jim Paluch, President, JP Horizons, Inc. www.jphorizons.com

I am always a little hesitant to write about attitude because so much has been written and spoken about it in the past. We all know its effect on our success or failure, contentment or discontentment, happiness or despair. We all know what attitude does, and yet there always seems to be some old idea that whips us back into shape with a quick attitude adjustment or something new that helps it all make sense, one more time. I am no different than anyone else in that I continually need the reinforcement of hearing again about the things I know but sometimes neglect to do. No matter how many different things we've heard about having a great attitude, it seems safe to broach the subject again with the hopes to positively influence the thoughts we hold today.

Someone shared some ideas a while back that run parallel with my thinking that a great attitude is a choice away...

over and over again. I ask in my seminars for people to raise their hands if they have a great attitude, and the audience and I always laugh at the response. Maybe three quarters of the group will raise their hand, and I always say, "Why wouldn't you raise your hand? Are you sitting there thinking, 'No, I've had a lousy attitude for 40 years, and I don't plan to change it for any crazy inspirational speaker?'" The first step in building an attitude that will positively serve you for a lifetime is to choose to have a good attitude and then look for all the ways you can make that happen. The instant we make the choice to allow ourselves to have a good attitude we are on our way to having it, and construction can begin.

Our attitude truly is something that we BUILD, one small victory over *self* at a time...one choice at a time...

Continued on Next Page...

San Diego Chapter Member Milestones

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

9 Year Member

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Building Your Attitude

...Continued from Previous Page

one thought at a time. It really is a process or a never-ending journey that is made up of a zillion little choices. At JP Horizons, we call them CHOICE POINTS that affect how we respond and ultimately who we really are. That is an interesting thought to be reminded of, isn't it? Our choices can define who we are. I'm afraid, however, that we very often look at a great attitude as something we either have or don't have, rather than something that can be built, nurtured, and improved. We can get to believing that we either have it or we don't have it, or we want to get it or we want to keep it...or we don't care.

Even when we know that we have the control of dwelling on the right thoughts and responding in a positive way, the attitude we aspire to can still elude us on occasion. And, once again, we need to take steps that keep us building in the right direction. Even if you've read all the positive self-help books...you've listened to tapes from Ziglar to Robbins to Waitley...you know what it takes and you're determined to face life with a positive attitude...it can still happen – boom, you're down again. You're even disgusted with yourself for slipping into the blues, and you are struggling to at least put up a positive front.

I know this scenario sounds familiar because we are all made up of the same things. Keeping an upbeat, "nothing's-gonna-get-me-down" attitude is sometimes

just plain hard work. Since our human nature tends to recognize and dwell on the negative aspects first and foremost, it often takes an all-out effort to envision the possibilities in a situation and then respond positively.

I often like to remind people that having a great attitude doesn't mean you won't ever feel discouraged or frustrated. That is a crazy notion and can even be one that will set you up for defeat. What distinguishes someone with a great attitude is their ability to recognize challenges and make choices that direct their thinking in a positive direction and then have a willingness to take action and move forward. Positive attitudes result in positive actions, which ultimately end in some type of positive result.

Remember, true optimists are not out there bouncing off the walls trying to convince everyone else that things are great, but they are individuals consciously building themselves, one positive choice at a time, looking for the good possibilities in every person and situation as they put forth every effort to make a difference.



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TOOLS FOR ATTITUDE BUILDING

What are the things that you use to build a great attitude? Here are a few tools that might help in your building process:

HAMMER out the negative – don't be too proud to stop yourself when you are headed in the wrong direction.

NAIL DOWN what you want to dwell on – know that our thoughts will turn negative if we don't actively nail down the positive.

LEVEL the emotions that change your state of mind. Identify your personal habits that turn your thoughts south and the ones that keep you pointed due north.

ORGANIZE AND LINE UP the tools that work best for you – books, tapes, a journal, personal time, a positive mentor... the job is always easier when you have the right tools!

DRILL down deep when your thinking is stinking – be willing to look at your reactions objectively and actively remove what doesn't fit with the picture of who you want to be.

MORTAR in your core beliefs and build the strong foundation for your attitude from there.

PLAN ADDITIONS AND RENOVATIONS to your building daily, knowing that the finished structure of your great attitude won't be complete until you take your last breath.

CLCA San Diego Chapter Life Members

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

Jerrie Beard
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25+ Year CLCA San Diego Chapter Members

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