

MAY 2022

Offshoot

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



www.clcasandiego.org

Offshoot
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President's Message

Ian Campbell



First and foremost, I want to thank the San Diego CLCA board and chapter members for making our 2022 golf tournament a huge success! Sponsors and golfers all seemed ready for a semblance of normalcy after two long years of COVID restrictions (time will tell if they return)! It was amazing to see so many people from our industry gathered together in one place. I hope you were able to take advantage of the opportunity to enjoy the fresh air and make some new connections for your business. *Find highlights from this event on pages 10-11 of this Offshoot magazine.*

As we approach the halfway point of the year, we still have a lot of great opportunities for you to get involved with your CLCA San Diego chapter and make green industry connections. We have:

- Educational opportunities. June 9 we're touring the Frank Konyn Dairy and San Pasqual Valley Soils to learn about their composting and soil operations.
- Networking opportunities. June 23 we're having a networking mixer for chapter members to make new friends and non-members to learn what we're all about.
- Award opportunities. June 6-10 is our Beautification Awards judging. We'll be learning who the winners are at a banquet on September 10 in San Marcos.

These opportunities, along with free legal advice, a discounted fuel program, and insurance are all parts of what make our organization great.

A critical component to the success of our organization is our members, new and old alike. Our existing members are incredible sources of industry knowledge, and most are very eager to share their experiences. Like most trade and fraternal organizations, we find ourselves at a pivotal moment in history where our organization will either grow or slowly disappear as our current members retire or change industries. I think that we can avoid the latter and see our association thrive for many years to come, but it will take effort from us all

to ensure that future. We must tell other professionals, established and aspiring, about our organization. What the CLCA is, what it stands for, and what it can do for their business!

Who are these people we are looking for? Yes, C-27 contractors of course, but also those who want to work towards licensing. Students who hope for a career in the green industry (not nearly as many as we need, but that's an issue for another newsletter). The stellar employee in your organization that you know one day will set out on their own, or the supplier you buy from. All of these are potential CLCA members. The larger our organization is, the more value we all receive.

Our upcoming membership networking event on June 23 provides the perfect opportunity for these potential members to see what we're all about. Please help spread the word. As an existing member, please invite 2-3 potential new members to this FREE event in Escondido. Let's help them see with their own eyes who and what the CLCA San Diego group is. I hope to see you all there!

Stay safe and profitable, Ian.

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THURSDAY, JUNE 23, 2022 • 5 P.M. - 8 P.M.

MEMBERS AND NON-MEMBERS WELCOME AT THIS FREE EVENT.
BRING A FRIEND! REGISTER AT WWW.CLCASANDIEGO.ORG
The event will be held at a private estate in Escondido.

Coming Events

Mark your calendar!

June 6-10

San Diego Chapter Beautification Awards Judging.

June 9

Frank Konyon Dairy & San Pasqual Valley Soils Tour.

All welcome. Register to attend at www.clcasandiego.org
San Pasqual Valley Soils: 16111 Old Milky Way, Escondido.

June 23

San Diego Chapter Membership Event.

All welcome. This will be a free networking mixer at a private estate in Escondido. Bring a non-member friend! Reserve your spot at www.clcasandiego.org.

July 12

San Diego Chapter General Meeting.

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

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.

2022 San Diego Chapter Board of Directors

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CLCA SD Educational Event

Frank Konyon Dairy & San Pasqual Valley Soils Tour, June 9 at 10 a.m.

Join us Thursday, June 9, for a tour of Frank Konyon Dairy & San Pasqual Valley Soils facility in Escondido.

We will start with a tour of the last “working” dairy in the county and enjoy a refreshing container of milk. We’ll then head over to San Pasqual Valley Soils for a tour of their composting and soils operation.

Attend this free event and learn:

- About Green Biomass Recycling and the Process of Producing Safe, Quality Composts and Mulches
- The Value and Use of a Certified Manure-based Compost for Creating Healthy Soils
- Compost-based Sustainable Management Practices (SMP’s) for Storm Water Management and Erosion Control

- The Impact of New California Law (SB1383) for Diverting Organics from Landfills and How Landscape Contractors Can Increase Their Revenue and Grow New Business by Helping Cities Meet Their Organics Procurement Requirements
- The Value and Use of Compost for Meeting the State Mandate for implementing the Model Water Efficient Landscape Ordinance (MWELO) - *Will include a hard copy of the “San Diego Sustainable Landscape Guidelines”*

We will finish up by noon. Lunch will not be provided.

Register to attend this event at www.clcasandiego.org. San Pasqual Valley Soils is located at: 16111 Old Milky Way, Escondido, CA 92027.

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CLCA Benefits, As I See Them

By Henry Buder, Henry Buder's Landscape Restoration

CLCA offers a lot of benefits. Without a doubt, what you pay into your membership in the form of dues is nothing compared to what you can get out of it. I've personally realized a lot of benefits which have enabled me to grow in both my personal and professional life.

Here are just some of the CLCA benefits, as I see them:

Access to Legal Forms. When I started out, I did not have a landscape contract; I had one from the office supply store. One day I received a letter from CLCA, inviting me to join, along with a copy of the CLCA landscape contract tailored to landscaping. Today, CLCA offers members access to 13 different landscape construction and maintenance contracts and legal forms.

Learn to Listen and Take Good Notes. I joined my local chapter's Board of Directors, serving as Secretary. In this position I learned how to take concise notes and prepare minutes. Very valuable skills to have.

Learn How to Turn an Idea into Reality. The next position I served in on the board was as Vice President of Programs. I was responsible for setting up our dinner meetings, including booking speakers and staying within a budget. I learned how to take ideas that the board gave me and organize them into events for our members.

Get Leadership Training. I ultimately served on the board as Chapter President. I was scared to the bone. How could I lead all these landscape contractors that I looked up to? They were big businesses and long-time members. In this role, I learned how to set an agenda, run a meeting, delegate, and oversee the work of the board. I also learned how to achieve goals that the board set.

Learn Organizational Skills. Serving outside my local board, I held the position of Chairman on the Landscape Certification Test (CLT) Committee. The test was a really big event with a \$50,000 annual budget. The Chairman was responsible for everything, including managing the applicants, judges, equipment, food, logistics, etc. I had to be organized for this event to be a success.

Get Public Speaking Training. As CLT Chair, I had to give talks about the program to students and other interested parties. My greatest fear in life was speaking in public. Through CLCA, I conquered it. Now I can talk with ease in public settings.

Gain Confidence. I entered my chapter Beautification Awards. Winning a landscaping award for a project you built is valuable beyond belief. Not only can you brag on yourself to your customers and potential customers, but you get a confidence in knowing that you are as good as the other guys... if not better.

Get Recognition. I entered the state Trophy Awards. Not only did I win... I won the Sweepstakes Award! Winning this highest honor was truly amazing. Having your project recognized with an award when competing against contractors throughout the whole state of California makes you so proud of yourself, your people, and your company.

Receive Accolades from Your Peers. Without CLCA, you probably will never be recognized or honored in the business, and you can live without it. But once you are voted into CLCA's version of the Hall of Fame by your peers, there's nothing like it. When I received the Allegiance Award for an outstanding lifetime of making a difference in the industry, I was truly honored.

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CLCA Benefits, As I See Them

...Continued from previous page

Build Friendships. Before joining CLCA, my competitors were a mystery. Definitely not people I would reach out to and associate with. Since joining CLCA, I realized my competitors are very much like me. And the more I associated with them, the friendlier they got. When you work side by side with a competitor, you may become friends. I will tell you right now, you cannot have too many friends in high places! You may have a parent, an in-law, or a friend to talk to about your business with, but do they even know what you are talking about?

Access to Reference Materials. CLCA offers resources and reference materials for you to use in your business. Among the most popular are the *Landscape Book of Standards* and the *Landscape Data Manual*.

Travel Opportunities. Been out of the neighborhood lately? CLCA offers an annual convention in mid-fall and a Leadership Conference in mid-winter. While the Leadership Conference is typically held in Northern California each year, the annual Convention moves around. In 2021, CLCA went to Hawaii! You can write off some or all of your expenses traveling to these events. I never would have traveled as much as I have without CLCA.

Insurance. Did you know that CLCA has its own insurance provider? CLCA Insurance Solutions is wholly owned by the association and offers customized coverage for CLCA members to help control their bottom-line insurance costs.

Expert Advice. CLCA offers its members two expert advice hotlines. CLCA's attorney on retainer and HR hotline, powered by the California Employers Association, are both just a phone call away.

Opportunities to Serve. As you can see, if you like to volunteer and give back, CLCA offers several ways that you can.

Bottom line is this: You get out of your membership what you put into it. Some companies are members for years, never participate, and get nothing out of CLCA except their name on the membership roster. Let CLCA give you the chance to be the great self you know you are.

Next time you are asked to help out or participate, say yes. You won't regret it.



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San Diego Chapter Member Milestones

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

11 Year Member Treebeard Landscape	5 Year Member Paradise Chevrolet
7 Year Member West Coast Turf	4 Year Member Hawthorne Cat

Annual Golf Tournament May 13 at Twin Oaks in San Marcos



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

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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Stephen Jacobs

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John Mohns
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Daniel Olson

Kim Rusing
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25+ Year CLCA San Diego Chapter Members

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