

NOVEMBER 2020

Offshoot

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



www.clcasandiego.org



Cover Photo: Summer House at Fredericka Manor by 2019 multi award-winning contractor MSE Landscape Professionals.

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President's Message

Willie Valdez



Years ago, I received a few words of wisdom from an older gentleman who took pity on me while I was attempting to learn the game of golf. He saw me all tied up in knots, ready to throw my clubs in the lake. "Take some time and learn the game before you start taking yourself so seriously. If you don't, either you're going to quit or nobody will want to play with you."

He politely let me know that golf is supposed to be fun. When you're having fun you'll likely come back, and then slowly but surely your game will improve—and the game will help you grow in other areas as well. It was sage advice, and thankfully I slowly but surely took it—which was a big step for a know-it-all young and competitive kid who was not in that same frame of mind, especially since golf is something that looks so easy until you try it.

In reality, I've never become a great golfer or even a good golfer, but I sure did grow to enjoy the game. Now, thankfully, I have tons of fun when I can find time to get out onto a course. I'd like to think his sound advice helped me grow in other areas as well.

We recently had our golf tournament at the Rancho Bernardo Inn, and it sure seemed like everyone involved

had some fun. As a board member I can proudly tell you that all involved in producing the event took it very seriously and worked very hard to "git-r-done." It's not just something they were looking to check off the to-do list. I mean they really wanted a nice event for all of our members, sponsors, and golfers. My hat is off to them, they really did a great job and had FUN at it. With all that's happened this year, it was a welcome relief to just get out for a day of fun. Thanks to all involved, and thanks too for teaching me about the right amounts of serious and fun.

In other news, holiday season is already here—how did that happen? I guess that means time will begin to move twice as fast, since that's what it seems like this time of year. (Unless you're a kid, then it works the other way!) With the C-word and numbers going up, we aren't going to be able to produce a traditional holiday event. It's much more important to keep everyone safe, so we've worked hard on an alternative... a virtual wine tasting holiday celebration. Plan to join us on Thursday, December 17, to taste wine virtually with your green industry friends and enjoy some fun games and contests too.

Happy Holidays! ~Willie

~KURAPIA~

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Annual Sponsorship Level		Platinum \$2,300	Gold \$1,700	Diamond \$1,150	Ruby \$325	Contractor \$700 Contractor Members Only!
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Sponsorship of Beautification Award Plaque	Priceless	Yes	Yes	Yes	-	Yes**
Hole Sponsorship at Golf Tournament	\$275	Yes	-	-	-	-
Advertising Discount in <i>Offshoot</i> (cannot be used in conjunction with other discounts)	Dependent on Use	5%	-	-	-	-
Golf Tournament Player(s)	\$165	4	2	1	-	1
Kick Off Dinner Ticket(s)	\$85	2	2	1	1	1
Beautification Awards Dinner Ticket(s)	\$190	2	2	2	-	2
Holiday Dinner Ticket(s)	\$115	4	2	1	1	1

**Contractor receives one entry into Beautification Awards competition in lieu of award plaque sponsorship.

Contact Amy Conrad at (619) 733-6538 with questions.

2021 CLCA San Diego Chapter Sponsor Form

1. Please complete and return this form by January 15 with written sponsorship commitment to:
 CLCA San Diego, c/o Cecily Gordon - Grace Gordon Designs, P.O. Box 181271, Coronado, CA 92178
2. Please remit your check* made payable to *CLCA San Diego Chapter* by January 31 or sooner to:
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We MUST receive your commitment by January 15 to put your name on the sponsor banner.

The San Diego Chapter of the California Landscape Contractors Association has my support.
 For the 2021 calendar year, I/we are committing to be sponsors at the following level (please check one):

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Contact Amy Conrad at (619) 733-6538 with questions.

*If desired, payment may be divided into three equal payments due January 15, March 15, and May 31, 2021.

Celebrate the Season at our Virtual Wine Tasting Holiday Party! Thursday, December 17, 2020



Bring your festive spirit and discerning taste to our first-ever virtual wine tasting holiday party! Each participant will get a four-pack sampler of organic wine to taste virtually with all your industry colleagues, along with fun games and contests. Don't miss this great event to ring in the holidays! **Reserve your spot by Friday, November 27, to ensure wine delivery in time for the event.**

**Each participant gets a four-pack sampler of Clean-crafted, organic wine from Scout & Cellar, which includes the following varietals:

- 2019 Gallivant Bubbly White Wine (187mL)
- 2019 Fieldhouse 301 Chardonnay (187mL)
- 2018 Fieldhouse Pinot Noir (187mL)
- 2019 Middle Jane Zinfandel (187mL)

Throughout the event, we will be hosting games and contests (don't forget to dress up!). There will be prizes and lots of fun to be had! Don't miss it!

Even though this strange year has us constricted with our holiday celebrations, we hope this event presents a great option for you, your colleagues, employees, industry partners, and friends to celebrate the holidays together!

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The Personality “OCEAN”

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

A business owner from Minnesota called me the other day to express visceral dismay with the poor quality of new employees entering his company. He conveyed the point that the new employees uniformly lack motivation, responsibility, initiative, and overall work ethic. Sound familiar?

To overcome poor staffing quality, the business owner planned to require all new job applicants complete an on-line personality assessment. While the issue of personality is intriguing to many, it is rife with potential legal implications related to discrimination claims.

Accordingly, when asked my opinion, I conveyed ardent reservations about relying on personality indices as predictive measures of work performance. That said, if the business owner was steadfast in his pursuit of using a personality assessment, I strongly advised that he get a formal validation report from the publisher highlighting legally defensible metrics, indicating predictive success bereft of discrimination.

Continuing our discussion, I informed the business owner that most personality assessments are marginally legal, driven exclusively by revenue goals more than psychometric integrity. In an attempt to keep a complex topic like Personality, as simple as possible, I broached the Big Five Personality Traits to him, using its popular acronym OCEAN.

Openness to Experience: Concerns people’s willingness to try new things, their ability to be vulnerable, and their capability to think outside the box. An individual who is high in openness to experience is likely someone who has a love of learning, enjoys the arts, engages in a creative career or hobby, and likes meeting new people. An individual who is low in openness to

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The Personality “OCEAN”

...Continued from previous page

experience probably prefers routine over variety, sticks to what he or she knows, and prefers less abstract arts and entertainment.

Conscientiousness: The tendency to control impulses and act in socially acceptable ways, behaviors that facilitate goal-directed behavior. People high in conscientiousness are likely to be successful in school and in their careers, to excel in leadership positions, and to doggedly pursue their goals with determination and forethought. People low in conscientiousness are much more likely to procrastinate and to be flighty, impetuous, and impulsive.

Extroversion: Identifies where an individual draws their energy from and how they interact with others. People high in extroversion tend to seek out opportunities for social interaction, where they are often the “life of the party.” They are comfortable with others, are gregarious, and are prone to action rather than contemplation. People low in extroversion are more likely to be people “of few words” who are quiet, introspective, reserved, and thoughtful.

Agreeableness: Addresses how well people get along with others. People high in agreeableness tend to be well-liked, respected, and sensitive to the needs of others. People on the low end of the agreeableness spectrum are less likely to be trusted and liked by others, tending to be callous, blunt, rude, ill-tempered, antagonistic, and sarcastic.

Neuroticism: Encompasses one’s emotional stability and general temper; being comfortable in one’s own skin. Those high in neuroticism are generally prone to anxiety, sadness, worry, and low self-esteem. Individuals who score on the low end of neuroticism are more likely to feel confident, sure of themselves, and adventurous.

The Big Five theory holds significant sway as the prevailing theory of personality, not because it provides exhaustive explanations of personality, but because it encompasses a large portion of personality-related terms. So, if the business owner still wanted to focus his attention on Personality, he should rely on a simple and valued, albeit imperfect taxonomy like the Big Five.

If you have any questions about this topic or anything else related to human resources, call Steve at (760) 685-3800.

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Safety Matters

Job Site Safety During Landscaping Projects

Helpful safety tips provided by CLCA Insurance Solutions License 0172721

In the landscaping business, many jobs take more than one day to complete. Before you leave for the day, it is important to secure the site to prevent tampering, theft, and injury to passersby.

Use the following guidelines to ensure the job site is ready to go for the next day.

Job Site Security

- Lock any security gates.
- Fill in any holes or cover them up with plywood.
- Use temporary fencing whenever possible to discourage trespassers.
- Post highly visible signs alerting others to stay off the property.
- Make use of any lighting that will make the area more visible at night.

Equipment Safety

- Put away tools that could be easily stolen—stow them in locked containers or lock them in the cab of a piece of equipment.
- Lock up and immobilize bigger equipment, such as lawnmowers, backhoes, excavators and tractors, and make sure to lower any attachments to the ground. Be sure to remove the key before leaving.
 - Park motorized equipment in low-traffic areas for added security.
- Keep fuel and other chemicals locked up in a well-ventilated area to prevent tampering.
- Keep any personal protective equipment (PPE) locked up or in your vehicle overnight to prevent theft. You will not be able to work without PPE!

Slip, Trip, and Fall Hazards

- Keep all walkways clear of debris, such as mulch, dirt, and gravel.
- Make sure any shrubs, trees, bushes, or plants remain upright to avoid tripping hazards.
 - This will also prevent these items from damage.
- Secure all stackable materials and protect them from the elements to prevent them from falling over and creating a hazard.
- Mark any raised edges or borders with highly visible tape or paint.
- In the winter, remove any standing water in high-traffic areas to prevent ice from forming.
- Take down and lock up ladders.

If you have any ideas to help improve the safety and security of your job sites, let your supervisor know.



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San Diego Chapter Member Milestones

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

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LEAF Awards Nine Green Industry Students with Scholarships Totaling \$38,100

by Marianne Estournes, Chair, LEAF Scholarship Selection Committee

I have had the honor of serving on the Landscape Educational Advancement Foundation's (LEAF) Selection Committee since 1992 and have been Selection Committee Chair since 2017. I have always enjoyed serving on the committee, reading the student's story through their application and letters of recommendation and then awarding scholarships to students who meet the criteria and align with the goals of CLCA. I enjoy collaborating with the women on the committee, gathering our scores, discussing our different impressions and thoughts, and then watching the "cream rise to the top" as we select the best students.

I truly appreciate the relationships I have made with my fellow committee members, Mary Cohen, Jan Nord, Wendy Emeterio, Ellin Chariton, Cindy Singletary, Lani Hanker, and Jill Hertzner. While we cherish our in-person, two-and-a-half day selection gathering, we adapted for 2020 and held our meeting virtually in one day. Different, but we got the job done. This year we awarded nine scholarships totaling \$38,100.

As Selection Chair, I now have the privilege of actually speaking with the recipients, fielding questions, confirming addresses, and just conversing with them. We do text and email, but actually speaking to these young people has been a real joy. They are grateful, humbled, and honored to be chosen as a recipient and have not

hesitated to express their gratitude.

These students were chosen for various reasons, not only on eventual goals, but for their dedication, their involvement in community and school projects, obstacles they have overcome, and for what their professors expressed in their letters. Many students underplay themselves in the application and many professors say pleasant, generic comments in their letters. But some instructors and employers go deeper into a student's character and involvement with class and school or job performance and have clear reasons why this student will go forward, succeed in their goals, and serve the green industry. Everything is taken into consideration.

Thank you to Candi Fiske and the men and women who had the vision for LEAF and made it a reality. And thank you to all members who have donated to LEAF over the years and helped to grow the assets to over \$1 million. Without your generous donations, LEAF would not be able to support these students in their education.

I am grateful, again this year, for the privilege of serving as Selection Chair and the opportunities I have had to connect with these amazing students and share their stories. *Find them listed below.* Please look for their names on job applications. We have confidence that they will serve you well!

Christopher Burroughs

Chris is majoring in Environmental Science and Sustainable Landscape at Mira Costa College. He wants to get his C-27 license and transfer to Cal Poly to get his BS.

Helene Dondero

Helene is a unique recipient – she is studying at Cal Poly, SLO to become a high school agriculture teacher with her emphasis on landscaping and horticulture. She is now getting her teaching credential. She has a strong background with FFA. This is the second scholarship we have given her because we feel that she will touch the new generation of landscapers.

Edward Fortenberry

Edward is majoring in Environmental Horticulture and Plant Science at Butte College. His family lost their home in the 2018 Paradise fire and is currently involved with the rebuilding of his city. His goal is to become a C-27 contractor and continue his work there.

Daniel Hurt

Daniel is majoring in Plant Science and Pest Management at Cal Poly, Pomona. He is a veteran with a young family. He received a LEAF scholarship last year.

Dani Lima

Dani is majoring in Environmental Science, Plant Science and with a focus on drought-tolerant, California natives at Mt San Antonio College. She has worked at Disney for a few years in their gardens and currently is doing an internship with the City of Long Beach. She will transfer to Cal Poly next year.

Jing Yan

Jing is attending Foothill College with the goal of becoming a Landscape Designer and Horticulturist. This is her second scholarship.

**To learn more about LEAF
and how you can support,
visit www.clca.org/leaf**

Greg Thayer

This is the fourth scholarship that Greg has received. He is now at Cal Poly, Pomona, majoring in Landscape Architecture with a minor in Regenerative Studies. He has an AA in Arboriculture. He wants to specialize in ecological landscape design, focusing on water conserving landscapes.

Ignacio Moreno

Ignacio is a third-year recipient. He started at The College of the Desert and is now attending Cal Poly, Pomona. He has worked for his uncle's landscape company for years and already has a C-27 license. He is majoring in Plant Science and Landscape Architecture and has just become a Certified Arborist. He is a dedicated student and a delightful young man.

Shana Seligman

Shana is attending Cabrillo College majoring in Horticulture with a focus toward Nursery.

SD Chapter Golfers and Friends Enjoy a Safe and Fun Day on the



CLCA's mission is to serve and protect the interests of its members, promote professionalism, and advance public awareness of the landscape industry. Learn more at www.clca.org

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