

OCTOBER 2021

# Offshoot

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

[www.clcasandiego.org](http://www.clcasandiego.org)

Cover Photo:  
2021 Judges' Award winning  
project, Westfield UTC Mall, by  
Brightview Landscape Services.



Offshoot  
P.O. Box 242  
Beaumont, CA 92223

# Thank You to Our 2021 Sponsors!

## Platinum Sponsors



## Gold Sponsors



## Diamond Sponsors



## Contractor Sponsors



## Ruby Sponsors



**Celebrate the Season at the  
San Diego Chapter Holiday Party!**  
*Join us at...*

**STONE BREWING  
World Bistro & Gardens  
Thurs., Dec. 9, 2021  
5:00 p.m. - 8:00 p.m.**



Celebrate the holidays with your green industry friends at the CLCA San Diego Chapter Holiday Party at Stone Brewing World Bistro and Gardens in Escondido, one of the premier culinary destinations in San Diego County.

Plan to bring your holiday cheer, sporting your ugliest holiday sweater, and be ready for a really fun time. The ugliest sweater will win a cool prize! This year we'll also be accepting non-perishable food item donations for the San Diego Food Bank. Help us provide food for our neighbors in need this holiday season! Register online at [www.clcasandiego.org](http://www.clcasandiego.org).



**2021 San Diego Chapter  
Board of Directors**

**President**

**Willie Valdez**, Free Flow Products  
(760) 500-9863 • [willie@freeflowproducts.com](mailto:willie@freeflowproducts.com)

**Immediate Past President**

**Rick Mandel**, Ewing Irrigation  
(619) 402-8432 • [rmandel@ewingirrigation.com](mailto:rmandel@ewingirrigation.com)

**Treasurer**

**Cecily Gordon**, Nature Designs Landscaping  
(760) 224-7664 • [cecilyg@naturedesigns.net](mailto:cecilyg@naturedesigns.net)

**Secretary**

**Bronwyn Miller**, Eyescapes  
(949) 466-1222 • [bronwyn@eyescape.net](mailto:bronwyn@eyescape.net)

**Vice President Events**

**Janet Pozzuoli-Vallin**, Belle Terre Landscapes  
(858) 487-8639 • [BelleTerre01@gmail.com](mailto:BelleTerre01@gmail.com)

**Vice President Membership**

**Ian Campbell**, Davey Tree  
(619) 572-2674 • [ian.campbell@davey.com](mailto:ian.campbell@davey.com)

**Associate Member Officer**

**Melissa Tetzlaff**, LCIS, Inc.  
(858) 353-4991 • [mtetzlaff@lcisinc.com](mailto:mtetzlaff@lcisinc.com)

**Education Chair**

**Mike Madewell**, Hunter Industries  
(760) 583-4479 • [michael.madewell@hunterindustries.com](mailto:michael.madewell@hunterindustries.com)

**Legislation Chair**

**Pam Kinne**, CLCA Insurance Solutions  
(562) 208-3427 • [Pam.Kinne@arm-i.com](mailto:Pam.Kinne@arm-i.com)

**[www.clcasandiego.org](http://www.clcasandiego.org)**  
**(866) 699-2512**



**More Tough Competition Ahead, Are You Ready?**

During a recent drive-by (oil change, not shooting!), I witnessed a very smooth-running operation. I mean really smooth, very slick, *no pun intended*. It was mostly run by 25-year-olds and under, tattoos and earrings included. If that stuff still bothers you, I'm writing this for you and me!

At this location, some noticeable changes had been made, some of which were structural. For example, when I pulled up, I noticed the infectiously likable, thirty-ish branch manager training a couple of techs in a corner of the garage. Never seen live training there before, and it was one of many new things I saw and felt. Before, they had you leave your keys and your car before having you walk inside. Now, you literally stay in your vehicle for the whole process. You drive-through while they do the oil change – and this is where the upselling begins, AKA enhancements. They used to leave you in a waiting room, while your anxiety built, and then brought you some (usually bad) news and tried to convince you that your money was the only answer to the bad news.

These guys really blew me away. The positive attitude and healthy esprit de corps was tangible. Completely

blown away by the service, I decided I had to interview the manager. I'll call him John Doe (JD) in this article. Now I've known him for years, but this time something was so different, my curiosity could not be denied. Here's what I found out:

His store is part of a 500+-unit franchise holding, and in combined metrics for performance it ranked number 8, with a location only slightly better than average. They measure everything you can imagine and use data every way you could think of and then some.

Here are some of the key takeaways from the interview: use fewer overstated and repetitive rules and regulations and you'll have less fear from new employees. Less fear increased the simplicity of the onboarding process.

In this case, the manager is so successful at this that the region uses his branch as a hub for hiring and development purposes. According to John Doe, he was not lowering any safety or training guidelines, he simply created a relaxed atmosphere that brought new employees into a much more relaxed environment than previous hiring methods. This allowed for much faster team assimilation by increasing comfort levels. To him, "team" meant something other than our traditional sense, more like insisting personal participation and fear reduction for all, no matter how long you've been there. The net result was higher comfort levels for all employees, customers, and onboarders.

One of the areas that made a big difference for the team was in the scheduling methodology. The corporate management wanted him to write work schedules solely to the company's staffing needs. He changed that. His belief was that the employees' needs should come first, and the company's needs second. In JD's store, 6 of 14 employees are enrolled in college (3 at MCCC and 3 at Cal State SM.), so scheduling needs vary considerably.

He told me he doesn't bat a thousand, but has really never had to fire anyone—the bad fits simply fade away by mutual agreement. I asked how he was keeping them, and here's what he said:

- Having fun in a supportive place to work.
- Refusing corporate systems or management styles that de-value people or customers.
- Give autonomy within the constraints given.
- Very respectfully and very important here, he told me, "It's not, JD's Oil Change here. This is EASY OIL CHANGE here."

He went on: I love my job and everything about it. I have

*Continued on next page...*

~KURAPIA~

NEW

DROUGHT TOLERANT GROUND COVER 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

# President's Message

...continued from previous page

the highest social media metrics in the region because we do things right here for our people. Because of that, our customers return at a higher rate than any other store! Verifiably. To drive the point home, he told me: "Positive vibes are contagious."

In case anyone is wondering, the starting pay is minimum wage here, and while he is handcuffed on that one, he's allowed to promote rapidly – and not the ridiculous "new title with added responsibility and a little pay boost" tactic, either. We're talking thoughtful pay increases with quality improvement/performance and program participation. His charismatic vision removed the abundant common stressors from the environment, all while having wholesome fun.

## Tough Conditions Remain

Labor markets remain super tight and extremely competitive. Regardless of whether a posted job is a highly-skilled position or at a lower training level, the recruiting methods need complete rethinking if we are to remain competitive. I've experienced other trades poaching our personnel if I let it happen. There's simply no time for complaining. We must adjust rapidly or lose out. Recent experience taught us that it requires more than a few increased dollars per hour to find lasting solutions that can meet growth opportunities. In fact, a real change in my attitude and thinking process was needed. I've already read up on a lot of recently published materials like "10 tips to hiring in the pandemic," "3 tips for employee retention," and articles with every number of tips in between. I'm not knocking those ideas – I need all the POVs I can get! – but I really saw nothing fresh in there. It was more of the same ideas with minor twists and variations.

Call me crazy, but being a thriving landscaper depends a tremendous amount on creative solutions! My takeaway, for the two cents it may be worth, is that my good friend JD intuitively increases trust at a rate that is not coming from a system or training—it simply comes from his core and from his heart, and his heart is a thriving place. As a result, he keeps proper order. In fact, there's even a book by Steven Covey: *The Speed of Trust: The One Thing That Changes Everything*. We can all see the takeaway here!

Thanks for your time, hope it was well spent!

Best Always, Willie

**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](http://www.clca.org)**



**AGRI SERVICE**

Call to schedule your mulch application today!

(760) 295-6255  
[www.agriserviceinc.com](http://www.agriserviceinc.com)

Organic Recycling • Mulch • Compost  
Custom Blends • Bioretention Soils

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

**Connect, Learn, & Grow with CLCA!  
Not a Member? Join at [clca.org/join](http://clca.org/join)**



**CLCA MEMBER ADVANTAGE**

**Before you dig in ...**

Protect your lien rights prior to beginning a new project. Take this task off your list by getting assistance from **Construction Preliens & Paperwork**. CP&P helps CLCA members with:

- preliminary notices
- stop notices
- liens and lien releases
- bond filings and more

**CP&P**

[clca.org/lien](http://clca.org/lien)

California Landscape Contractors Association

# Chapter Supporter Spotlight: Sullivan & Mann

Sullivan & Mann Lumber Company started in the 1980's. The original focus was to supply tree stakes and lodge poles to nurseries and agricultural customers. As the company grew, they expanded their product offering to include tree ties, trellises, and tree boxes. In 2018, Sullivan was acquired by T&R Lumber in Rancho Cucamonga. The product lines for both companies complimented each other and allowed for continued growth going into 2020. Since the T&R acquisition, a lot has happened in a very short period of time.

In June 2020, Nova Cook was hired to service and expand the landscape and nursery market in Southern California. Nova has worked in many aspects of the landscape construction and maintenance industry over the last 20 years, as well as with commercial growers. Her experience has introduced a wealth of industry insight into the mix and allowed for continued growth in that territory.



In July 2020, T&R-Sullivan was acquired by Universal Forest Products. The merger was a perfect fit for both companies. UFP is a national wood processing entity bringing with it the resources needed to scale T&R-Sullivan's product lines nationwide.



August 2020 saw the addition of Katie Taylor to the team to service the agricultural market in the Central Valley of California. With a degree in Agricultural Communication and a lifelong background in the Central Valley agricultural arena, Katie's experience has raised the profile and reach of the company into this area.

As with other industries, supply chain issues have presented numerous challenges in the past few months. Despite these challenges, Sullivan & Mann has aggressively sought out new suppliers and diversified their product offerings. Their focus has been to provide exceptional service, thorough communication, and quality products to keep their customers growing.

Looking forward, new products lines such as nursery shipping racks, retail products, decking, and related product lines will be offered up and they're excited to see where these products will take them.

2020 was not without its challenges, but the same spirit that motivated the founders of Sullivan & Mann is still evident today. Times have changed, but service and commitment to the customer will never go out of style.

Visit [www.sullivanandmann.com](http://www.sullivanandmann.com) to learn more.

## San Diego Chapter Member Milestones

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

### 24 Year Members

Sun Valley Landscape  
Torrey Pines Landscape

### 3 Year Member

Greenway Irrigation  
Lawn & Landscape

### 18 Year Member

Belle Terre Landscapes

### 1 Year Member

LandGraphics

**Support Those Who Support Our Chapter.  
Call our Advertisers/Sponsors First!**

# 2022 Annual Sponsorship Commitment Form

Annual Sponsorship Level		Platinum \$2,500	Gold \$1,850	Diamond \$1,300	Ruby \$350	Contractor \$750 Contractor Members Only!
Company Name and Logo in Offshoot, on Chapter Website and all General Meeting Emails with hot link	Priceless	Yes	Yes	Yes	Yes	Yes
Recognition at all Chapter Events on Sponsor Banner	Priceless	Yes	Yes	Yes	Yes	Yes
Sponsorship of Beautification Award Plaque	\$650	Yes	Yes	Yes	-	Yes**
Hole Sponsorship at Golf Tournament	\$225	Yes	-	-	-	-
Advertising Discount in Offshoot (cannot be used in conjunction with other discounts)	Dependent on Use	10%	5%	-	-	-
Golf Tournament Player(s)	\$185	4	2	1	-	1
Kick Off Dinner Ticket(s)	\$85	2	2	1	1	1
Beautification Awards Dinner Ticket(s)	\$150	2	2	2	-	2
Holiday Dinner Ticket(s)	\$105	4	2	1	1	1

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

**Contact Bronwyn Miller at (949) 466-1222 with questions.**

## 2022 CLCA San Diego Chapter Sponsor Form

1. Please complete and return this form by Jan. 14, 2022 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 Jan. 31, 2022 or sooner to:  
 CLCA San Diego, c/o Cecily Gordon - Grace Gordon Designs, P.O. Box 181271, Coronado, CA 92178

**We MUST receive your commitment by January 14, 2022 to put your name on the sponsor banner.**

The San Diego Chapter of the California Landscape Contractors Association has my support.  
 For the 2022 calendar year, I/we are committing to be sponsors at the following level (please check one):

Platinum     Gold     Diamond     Ruby     Contractor

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Company: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Email: \_\_\_\_\_

**Please email your digital logo to Bronwyn Miller at [bronwyn@eyescares.net](mailto:bronwyn@eyescares.net) by Jan. 14!**

Contact Bronwyn Miller at (949) 466-1222 with questions.

*\*If desired, payment may be divided into three equal payments due January 15, March 15, and May 31, 2022.*

# SD Members Celebrate at the 2021 Chapter Beautification Awards





LandscapeProPac is a National Green Industry Specialty Program designed exclusively for the Green Industry by Landscape Contractors Insurance Services.

## Coverages Included in Package

- General Liability • Business Auto
- Inland Marine-Contractors Equipment • Property • Crime

## Residential and Commercial Coverages

- Landscape Maintenance
- Landscape Construction
- Synthetic Turf Installers
- Irrigation System Installation & Repair
- Arborists/Tree Trimming
- Hydro Seeding
- Nurseries and Nursery product sales
- Greenhouses
- Pond Installation & Repair
- Weed Control
- Landscape concrete curbing/paving
- Habitat Restoration Services
- Excavation with limited ornamental planting/tree and fencing work
- Landscapers with incidental snow plowing and/or street cleaning
- Landscapers with ancillary pool work such as decorative tile, rock, decking and limited plumbing work
- Landscape Consultants & Architects (except Errors & Omissions)

## Program Highlights

- Tract home or multi-unit developments - Not Excluded
- Cranes, boom trucks and bucket trucks eligible
- New ventures OK with 3 years experience in the industry
- Multiple premium finance plans
- Flexible deposits and installment plans

## Services Included

- Dedicated Certificate Unit - 24 hour turnaround
- Customized claims oversight
- Claims handled by a leading National Claims Administrator
- Loss Control
- MVRs run for new hires
- LCIS Business Services (legal, HR, safety and more)

Brought to You by



**LANDSCAPE CONTRACTORS  
INSURANCE SERVICES, INC.**

*Member owned. Service focused.*

Landscape Contractors Insurance Services, Inc.  
1835 N. Fine Ave, Fresno CA 93727  
Tel (800) 628-8735 Fax (800) 440-2378  
www.lcisinc.com CA LIC # 0755906



# 2021 San Diego Chapter Beautification Award Winners

## RESIDENTIAL CONSTRUCTION

Sponsor: Sullivan & Mann

*First Place*

AAA LANDSCAPE SPECIALISTS  
Johnson Residence

*Achievement Award*

AAA LANDSCAPE SPECIALISTS  
Riley Residence

## RESIDENTIAL MAINTENANCE

Sponsor: C.H. Currier

*First Place*

BRADLEY LANDSCAPE DEV.  
La Noria

*Achievement Award*

BRADLEY LANDSCAPE DEV.  
Karam Residence

*Achievement Award*

BRADLEY LANDSCAPE DEV.  
Vista Del Mar

## COMMERCIAL MAINTENANCE A

Sponsor: Ewing Irrigation

*First Place*

MSE LANDSCAPE PROFESSIONALS  
Rancho Bernardo Village

## COMMERCIAL MAINTENANCE B

Sponsor: KRC Rock

*First Place*

BRIGHTVIEW LANDSCAPE SRVCS  
Plaza La Jolla

*Achievement Award*

BRIGHTVIEW LANDSCAPE SRVCS  
Summit Rancho Bernardo

## MULTI-UNIT MAINTENANCE A

Sponsor: Everde Growers

*First Place*

LABAHN'S LANDSCAPING  
Village Pines

*Achievement Award*

LABAHN'S LANDSCAPING  
Carlsbad Beach Estates HOA

## MULTI-UNIT MAINTENANCE B

Sponsor: CLCA Insurance Solutions

*First Place*

MSE LANDSCAPE PROFESSIONALS  
Cross Creek Apartments

*Achievement Award*

LABAHN'S LANDSCAPING  
Seahaus La Jolla HOA

## MULTI-UNIT MAINTENANCE C

Sponsor: Horizon

*First Place*

MSE LANDSCAPE PROFESSIONALS  
Bressi Ranch Community

*Achievement Award*

BRIGHTVIEW LANDSCAPE SRVCS  
La Costa Ridge HOA

## LANDSCAPE RENO SMALL

Sponsor: ASLA San Diego

*First Place*

COLUMBINE LANDSCAPE  
La Jolla Shores Retreat

## LANDSCAPE RENO LARGE

Sponsor: Simplot

*First Place*

AAA LANDSCAPE SPECIALISTS  
Johnson Residence

*Achievement Award*

AAA LANDSCAPE SPECIALISTS  
Riley Residence

## COMMERCIAL CONSTRUCTION

Sponsor: Sullivan & Mann

*First Place*

MSE LANDSCAPE PROFESSIONALS  
Mission Bay Beach Club

## WATERSMART LANDSCAPE CONSTRUCTION

Sponsor: Hunter Ind./FX Luminaire

*First Place*

SARITA LANDSCAPE  
Lawn Alternative Front Yard

## WATERSMART LANDSCAPE MAINTENANCE

Sponsor: ASLA San Diego

*Achievement Award*

BRIGHTVIEW LANDSCAPE SRVCS  
Summit Point

## DESIGN/BUILD CONST. SMALL

Sponsor: Ewing Irrigation

*First Place*

MSE LANDSCAPE PROFESSIONALS  
Pacific View

*Achievement Award*

MSE LANDSCAPE PROFESSIONALS  
Silver Stallion

## DESIGN/BUILD CONST. LARGE

Sponsor: Agri Service

*First Place*

MSE LANDSCAPE PROFESSIONALS  
High Vista

*Achievement Award*

COLUMBINE LANDSCAPE  
Bonsall Ranch Estate

## LANDSCAPE LIGHTING

Sponsor: Hunter Ind./FX Luminaire

*First Place*

AAA LANDSCAPE SPECIALISTS  
Riley Residence

*Achievement Award*

AAA LANDSCAPE SPECIALISTS  
Marty's Playground

## HUMANITARIAN AWARD

Sponsor: CLCA San Diego Chapter

*First Place*

MSE LANDSCAPE PROFESSIONALS  
Warrior Foundation Freedom Station

SEE PHOTOS OF THE WINNING PROJECTS AT [WWW.CLCASANDIEGO.ORG](http://WWW.CLCASANDIEGO.ORG)



# 2021 San Diego Chapter Beautification Award Winners CONTINUED

## JUDGES' AWARD

*Sponsor: Simplot*  
**BRIGHTVIEW LANDSCAPE SERVICES**  
Westfield UTC Mall



Westfield UTC Mall

## PRESIDENT'S AWARD

*Sponsor: KRC Rock*  
**SARITA LANDSCAPE**  
Beautifully Blue Backyard



Beautifully Blue Backyard

## SWEEPSTAKES AWARD

*Sponsor: CLCA Insurance Solutions*  
**OLD WORLD LANDSCAPE**  
Noerenberg Residence



Noerenberg Residence

## THANK YOU

### AWARDS JUDGES

Jim Benedetti, JPBLA  
Jim Boike, Vista Professional Lighting  
Joe Dodd, Linear Landscape Architecture  
Michelle Landis, Studio West Landscape Architecture  
Michael Madewell, Hunter Industries  
Nick Martin, Nick Martin Landscape Architect  
Marty Schmidt, Environs Landscape Architecture  
Chris Roesink, Hunter Industries

### EVENT EMCEE

CLCA State President, Paul Hansen  
Southwest Landscape, Inc.

### AWARDS COMMITTEE

Amy Conrad, Conrad Public Relations  
Rick Mandel, Ewing Irrigation  
Bronwyn Miller, Eyescapes  
Janet Pozzuoli-Vallin, Belle Terre Landscapes

### DRIVERS

Ian Campbell, Davey Tree Co.  
Harry Funk, Imperial Sprinkler Supply  
Rick Mandel, Ewing Irrigation  
Mark Niznik, Toro Company  
Lee Wozniak, Target Specialty Products

### WINE SPONSOR

Landscape Contractors Insurance Services, Inc.

### CENTERPIECES SPONSOR

DM Color Express, Inc.

### JUDGING TRANSPORTATION SPONSOR

Courtesy Chevrolet



**COLOR EXPRESS, INC.**  
Wholesale Plant Growers

Shrubs ■ Trees ■ Annuals ■ Succulents

With 5 locations to serve you!

Will Call Locations

31461 Avenida de La Vista San Juan Cap., CA 92675 (949) 496-9356	1511 North Main St Orange, CA 92867 (714) 921-1004
--	--

Deliveries & Will Call  
5708 North River Rd  
Oceanside, CA 92057  
(760) 732-3501

4343 Carmel Valley Rd San Diego, CA 92130 (858) 794-1858	545 Smilax Rd. Vista, CA 92081 (760) 305-0427
--	---

[sales@dmcolorexpress.net](mailto:sales@dmcolorexpress.net)

# San Diego Chapter Landscape Contractors are Recognized for



**SWEEPSTAKES AWARD** – *Winning the award for best overall landscape project is Old World Landscape, John Noerenberg, James Colt, Luis Gonzalez, and Doug Livingston (right); presented by Rick Mandel (second from right) for sponsor CLCA Insurance Solutions.*



**PRESIDENT'S AWARD** – *Winning the award for best landscape installation project is Sarita Landscape, Sara Bendrick; presented by Ian Campbell for sponsor KRC Rock.*



**JUDGES' AWARD** – *Winning the award for best landscape maintenance project is Brightview Landscape Services, David Howell and Rosalio Tapia; presented by Carl Deertz for sponsor Simplot.*



**RESIDENTIAL CONSTRUCTION**  
*Winning both First Place and Outstanding Achievement in this category is AAA Landscape Specialists, David Silver (center) and Dan Lewis (right); presented by Nova Cook for sponsor Sullivan & Mann.*



**RESIDENTIAL MAINTENANCE**  
*Winning two Outstanding Achievement awards in this category is Bradley Landscape Development, Abimael Hernandez (center) and Mike Albo (right); presented by Julie Stockton for sponsor C.H. Carrier.*



**DESIGN & BUILD CONST. LARGE**  
*Winning First Place is MSE Landscape Professionals, Raul Soto, Hugo Vasques, and Danny Jaramillo; presented by Stephanie Podue for sponsor Agri Service.*



**COMMERCIAL MAINTENANCE A**  
*Winning First Place is MSE Landscape Professionals, Gabriel Solache, Alberto Cruz, Marybeth MacNaughton, Jose Villaverde, and Raul Soto; presented by Rick Mandel for sponsor Ewing Irrigation & Landscape Supply.*



**COMMERCIAL MAINTENANCE B**  
*Winning both First Place and Outstanding Achievement in this category is Brightview Landscape Services, Heidi Smith; presented by Ian Campbell for sponsor KRC Rock.*



**WATERSMART LANDSCAPE MAINT**  
*Winning Outstanding Achievement is Brightview Landscape Services, Chad Dean; presented by Rick Mandel for sponsor ASLA San Diego.*

**FIND A DESIGNER NEAR YOU!**

Go to **www.apldca.org** and type in your zip code.

APLD—Where Residential Landscape Design Begins

*Genuine*  
**MARATHON SOD**

When you want the Best  
**1-800-532-3489**  
[www.sod.com](http://www.sod.com)

# Their Award-Winning Work at Sept. 11 Gala at Bernardo Winery



**MULTI-UNIT MAINTENANCE A**  
*Winning Outstanding Achievement is LaBahn's Landscaping, Mayolo Gonzalez (center) and Max Maldonado (right); presented by Suzi Wiest for sponsor Everde Growers.*



**DESIGN & BUILD CONST. LARGE**  
*Winning Outstanding Achievement is Columbine Landscape, Francisco Gonzalez and Mark Sterk; presented by Stephanie Podue for sponsor Agri Service.*



**MULTI-UNIT MAINTENANCE C**  
*Winning First Place is MSE Landscape Professionals, Gabriel Solache, Marybeth MacNaughton, Mario Castro, and Raul Soto; presented by Ian Campbell for sponsor Horizon.*



**HUMANITARIAN AWARD** – *Winning First Place is MSE Landscape Professionals, Mike Seymour, Gabriel Solache, Marybeth MacNaughton, Raul Soto, Jose Villaverde, Lazaro Chacon, and Danny Jaramillo; presented by Ian Campbell for sponsor CLCA San Diego.*



**LIGHTING** – *Winning both First Place and Outstanding Achievement in this category is AAA Landscape Specialists, David Silver (center) and Dan Lewis (right); presented by Mike Madenell for sponsor Hunter Industries/FX Luminaire.*



**RESIDENTIAL MAINTENANCE**  
*Winning First Place is Bradley Landscape Development, Mike Albo (center) and Rodolfo Ramirez (right); presented by Julie Stockton for sponsor C.H. Currier.*



**MULTI-UNIT MAINTENANCE C**  
*Winning Outstanding Achievement is Brightview Landscape Services, David Howell and Antonio Maldonado; presented by Ian Campbell for sponsor Horizon.*



**MULTI-UNIT MAINTENANCE A**  
*Winning First Place is LaBahn's Landscaping, Ruben Espinoza and Jessica Bird; presented by sponsor Everde Growers (not pictured).*



**COMMERCIAL CONSTRUCTION**  
*Winning First Place is MSE Landscape Professionals, Hugo Vasques, Jesse Hynd, Danny Jaramillo, and Raul Soto; presented by Nova Cook for sponsor Sullivan & Mann.*

**David Diehl**  
 Product Consultant  
 Licensed P.C.A.

(909) 393-3744 OFFICE  
 (909) 393-2773 FAX  
 (714) 321-4359 MOBILE  
 david@gropower.com

**GRO POWER<sup>®</sup> INC.**

15065 TELEPHONE AVE • CHINO, CA 91710  
[www.gropower.com](http://www.gropower.com)

**WHERE QUALITY GROWS . . .**



**PAUL GAUDET**  
 (951) 906-5746 • (800) 233-5254  
[www.AGSOD.com](http://www.AGSOD.com)

**Growers of Quality Fescue & Bermuda Sod**

# Farm & Nursery Expo Set for November 4 in Escondido

San Diego County Farm Bureau's annual Farm and Nursery Expo will be held at the California Center for the Arts in Escondido on Thursday, November 4, from 9:00 a.m. –3:00 p.m. The expo is free and designed to support the diversity of Southern California agriculture.

In 2020, the direct economic output from agricultural production in San Diego County totaled \$1.8 billion. San Diego County ranks first in the nation in certified organic farms and first in the state in nursery product sales.

Attendees will have the opportunity to network with over 50 vendors, learn about the newest technology and equipment for their garden, farm, or nursery, and hear from top agricultural experts in the expo's seminar series. Seminar series topics will include: Invasive Pest

Updates, Irrigation Management, Grant Funding for Farmers, Code Compliance and Zoning, and Evolution of Vineyards & Wineries in San Diego County. There will also be a social hour beginning at 3 p.m. where guests can enjoy a taste of San Diego wine.

Invest one day, get a year of solutions! Visit: [www.sdfarmbureau.org/expo](http://www.sdfarmbureau.org/expo) to pre-register for this FREE event.

*The San Diego County Farm Bureau is a non-profit organization supporting the more than 5,700 farms within the county. The mission of the Farm Bureau is to foster San Diego agriculture through education, public relations, and public policy advocacy in order to promote the economic viability, sustainability, and community building of agriculture. For more information, visit [www.sdfarmbureau.org](http://www.sdfarmbureau.org).*



The banner features a green circular logo on the left with the text "FARM AND NURSERY EXPO SAN DIEGO" and illustrations of various farm products. To the right of the logo is the website address "www.sdfarmbureau.org/expo" and the Farm Bureau logo. Below the logo, the date and time "November 4, 2021 9am - 3pm" are displayed in orange. Underneath, it says "At the California Center for the Arts in Escondido Brought to you by the San Diego County Farm Bureau". The right side of the banner contains three photographs: the top one shows a busy expo table with people interacting; the bottom-left one shows a large audience seated in a hall; the bottom-right one shows a booth for "CALOLYMPIC SAFETY" with two women and safety equipment.

**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](http://www.clca.org)**

# Green Industry Achievers to be Inducted Into the Green Industry Hall of Fame Nov. 13 in Yorba Linda, CA

The seven inductees will also be honored in second annual televised program

The honoring of the newest inductees into the prestigious Green Industry Hall of Fame on November 13 in Yorba Linda will spotlight some of the brightest and most dedicated individuals in the industry. The Green Industry Hall of Fame induction ceremonies will take place on Saturday, November 13, 2021, 6 p.m. at Black Gold Golf Club, One Black Gold Drive, Yorba Linda, CA 92886.

The dinner will be the backdrop for the second annual television extravaganza that will air 9AM, Saturday, November 27, on the award-winning PBS|KLCS television show, Things Green.

The following green industry achievers will be inducted that evening:



**Chris Austin – Maven’s Notebook**  
**Marty Gottlieb – M. Gottlieb & Assoc., Inc.**  
**Daryl Green – Green Product Sales**  
**Donald Hodel – UC Extension, LA Horticulturalist (ret.)**  
**Marty McPhee – Park West, Inc.**  
**Baxter Miller – BMLA, Inc.**  
**Robert Seat – Seatree Nurseries, Inc.**

Green Industry Hall of Fame co-founders Richard Daigle and Charles Nunley list the following purposes of the Green Industry Hall of Fame:

- To honor individuals, past and present, for their significant impact on the green industry;
- To preserve green industry equipment from previous eras;
- To educate the public about the profound impact these individuals and pieces of equipment continue to have on the green industry today.

Don’t miss the yearly event that draws scores of what many would consider the “Who’s Who” of the green industry today. Dinner is \$105 per person.

Visit [www.greenindustryhalloffame.org](http://www.greenindustryhalloffame.org) and follow the links for registration to make reservations online. While there, peruse the rest of the site to learn more about the organization and past Green Industry Hall of Fame inductees. You can also find information for supporting the non-profit group on their site!

## JOB OPPORTUNITY

*Van Slyke*

**LANDSCAPE, INC.**

*An Award Winning*  
**DESIGN • CONSTRUCTION • MAINTENANCE**

hiring for

### LANDSCAPE MAINTENANCE PRODUCTION MANAGER

Van Slyke Landscape is seeking a full-time Landscape Maintenance Production Manager who is knowledgeable in all aspects of landscape maintenance.

The position manages all landscape maintenance crews and acts as an intermediary between clients, the Landscape Maintenance Account Manager, and Van Slyke Landscape upper management.

Benefits include: Paid Holidays, Paid Sick Leave, Paid Vacation, and Medical Insurance that is 100% paid by employer!

Apply in person at:

442 Rancho Santa Fe Road, Encinitas, CA

Email [teresa@vanslykelandscape.com](mailto:teresa@vanslykelandscape.com)  
or call (760) 753-7793 for more details.



# 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  
Cuyamaca College  
Daniels Landscape  
Eagle Spec Sales Group  
Ewing Irrigation  
Grangetto's Farm&Garden Supply  
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 Srv.  
North County Yard Care  
Nutrien Solutions  
One Tripp Tree Service

Pacific Green Landscape  
Parsons Designscapes  
Performance Landscape Services  
Robert Brown Ldscp Irrigation  
Schnetz Landscape  
SiteOne Landscape Supply  
Southland Sod Farms  
Southwest Boulder & Stone  
Sowell Landscaping  
Steven Smith Landscape  
Sunlite Landscape  
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