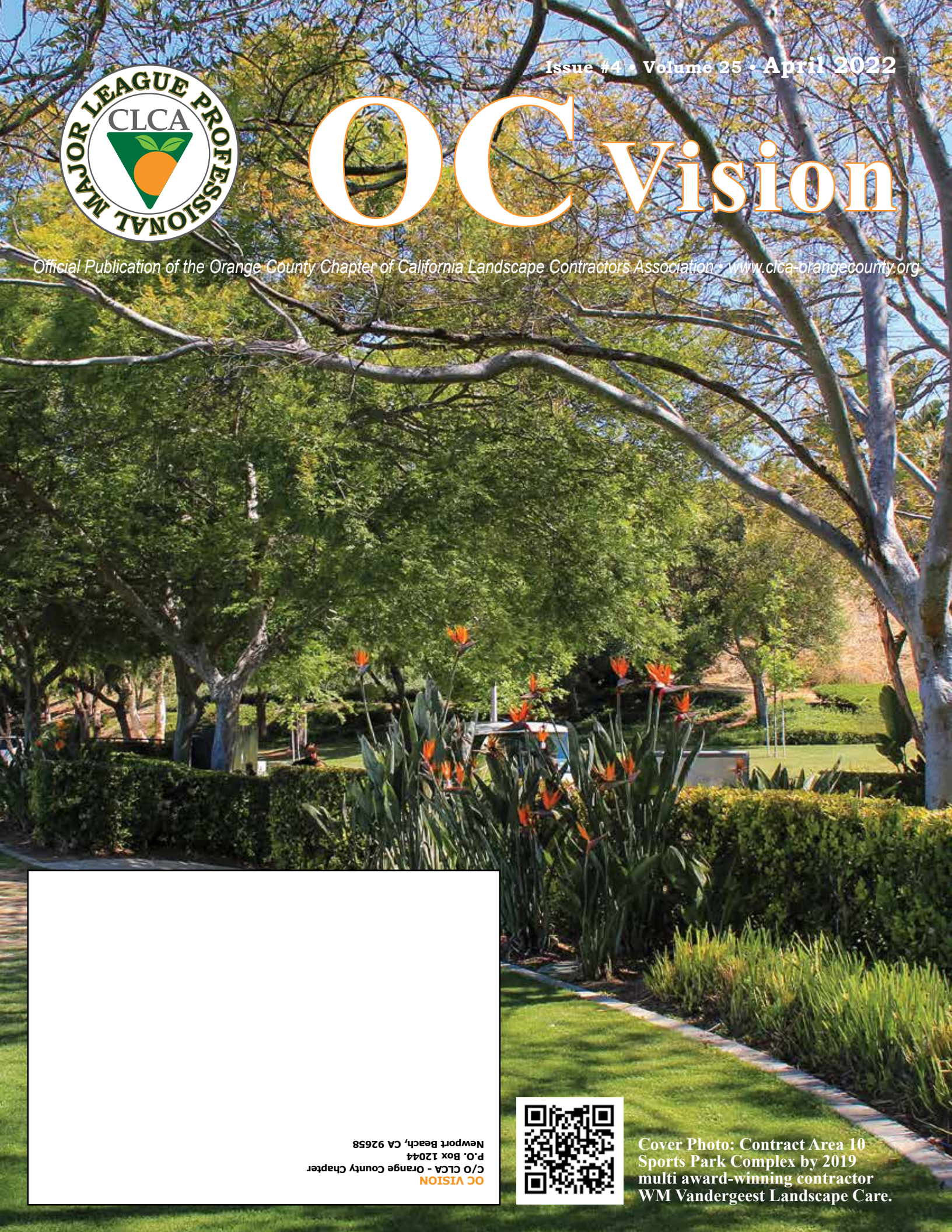


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C/O CLCA - Orange County Chapter
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Sal Hernandez
Pacific Breeze Landscape
Chapter President

Spring Has Sprung

The heat is finally here y'all! Everything is blossoming and the beaches are getting crammed. Make sure your crews are taking the necessary precautions to prevent heat illness. Remind them to take required breaks and stay hydrated. The last thing you need is OSHA at your doorstep.

We had a great CLCA University earlier this month. It was the first of the year and provided lots of information on irrigation regulations and new plants. Thank you to Mike Madewell with Hunter Industries and Nicholas Staddon with Everde for their awesome presentations. Those guys really know their stuff! Thank you also to MWDOC for hosting us and Thompson Building Materials for sponsoring lunch.

I recently had the opportunity to present a webinar about overcoming obstacles as you grow your business. One of the things I touched on was the fact that change is inevitable when running a business. We must have the ability to adapt in order to succeed. This is especially true in our current time. Over the years, I've found myself having to build people who can maximize their talents and implement new software that allows us all to become more efficient. Having the right people and the right systems in place is key to growing your business.

At the chapter level, we've got a couple great events coming up that I want to be sure are on your radar. First up is our annual Golf Tournament. We are returning this year to Coyote Hills in Fullerton but are excited to have a shotgun start as opposed to assigned tee times and a luncheon following the tournament as opposed to a boxed lunch. If you haven't yet signed up to participate, do it today. It's always a fun time! Right on its heels is the deadline to enter our Beautification Awards competition. Now is the time to start getting those projects ready and entry forms in. The deadline is June 1, 2022. If you are planning to compete, start getting your projects ready... regardless of the job size. Now's the time to show off that quality work and good craftsmanship!

Lastly, the board is hard at work brainstorming lots of good ideas to indirectly make use of our chapter member benefits. For example, we will be putting together some marketing efforts that will help brand members of our chapter. Stay tuned. Details are still being developed.

~Sincerely, Sal

2022 CLCA-OC Calendar	
Mark Your Calendars & Save the Dates Now!	
May 26	Chapter Golf Tournament, Fullerton. Coyote Hills Golf Course: 1440 Bastanchury Rd. Register at www.clca-orangecounty.org
June 1	2022 Beautification Awards Entries Due. Download forms at www.clca-orangecounty.org
June 8	CLCA University, Class #2. Location TBD. Topic: HR in 2022 & Employee Retention.
July TBD	CLCA Picnic, Day at the Park. Date & Location TBD.
Aug. TBD	CLCA Outing to a Sporting Event. Details TBD.
Sept. 17	OC Chapter Beautification Awards, Mission Viejo.
Oct. 12	CLCA University, Class #3. Location TBD. Topic: Marketing your Business & Increasing Sales.
Nov. 9-11	CLCA Convention, Indian Wells, CA.
Dec. TBD	Chapter Holiday Party.



Yes! That's exactly what I want to say.

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Bonus Program Outline

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

A business owner from Texas called me the other day to talk about his plan to implement a bonus program for his Enhancements Foremen. This is common practice across the green industry premised on the fact that Foremen should have a financial incentive for completing high-quality work in fewer hours than budgeted, thereby creating surplus gross margin dollars from their jobs/portfolio; a portion of which is returned to the Foremen as a non-discretionary performance bonus.

While the concept is standard practice, the manner in which such bonus programs are stipulated and communicated to the employees usually lacks detail; a fact that frequently produces disagreement, hurt feelings, and longstanding damage to the organizational culture.

Here is the standard bonus program outline I shared with the Texas business owner.

Eligibility: This section determines who can receive a bonus. For example, the employee is bonus eligible if s/he has worked with the company for at least six months; or the Foreman has serviced a given job for the past three months; or the bonus program applies only to billable work (e.g., enhancements, tree trimming, irrigation repairs or upgrades, color replacement, plant fill-ins, plant health care), not services contained within the customer's maintenance job

contract; or the bonus is only paid to those jobs that have a ratio of at least 40% of monthly enhancements revenue to the monthly contract value.

Goals: This section defines the performance standard that must be achieved to receive the bonus. First, ensure the bonus program timeframe is well stated (e.g., weekly, monthly, quarterly, annually) and that the performance goals will be reset accordingly (e.g., weekly, monthly, quarterly, annually). Second, general performance standards include: a quarterly cumulative gross margin of 51%; or an increase in job/portfolio gross margin of 2% year-over-year; or an increase in overall job quality scores of at least 5% for a given calendar quarter; or perfect attendance by an entire work crew for an entire month. Third, never use safety incident rate as a performance goal since that metric is illegal according to OSHA regulations in that it ostensibly rewards employees for not reporting job-related injuries.

Pay: This section specifies the potential bonus payout for achieving the stated performance goals. This section is clearly based on the accuracy of the company's estimating process for the work to be performed, enabling a lucrative enough bonus to motivate field employees to exert sufficient effort to achieve the goal. Regarding the size of the bonus pay, a broad generalization equates to approximately a 10% increase in annual income for non-exempt field employees (e.g., Foremen, Irrigators, PHC Technicians). Thus, a hypothetical Foreman making \$25/hour (i.e., \$1,000 per week), should have a bonus potential of \$100 per week. Parenthetically, remember that non-discretionary bonuses to non-exempt employees necessarily inflate their regular rate of pay which increases their overtime rate for that bonus period.

Payment: This section clarifies when the bonus payouts will be distributed to worthy recipients. For example, bonus payments are usually distributed by the end of the first month immediately following the performance bonus month; or the quarterly bonus will be paid before the end of the first month following the end of a performance bonus quarter.

Disqualifiers: This section presents those factors that can eliminate an employee from receiving a performance bonus. Common disqualifiers include: achieving desired gross margin goals while not simultaneously meeting related job quality standards; jobs that incur any overtime hours; or all completed irrigation work orders not turned into the main office within one day of service; any job that incurs water penalties; if a Foreman experiences any lost job during the stated bonus timeframe; or any customer complaint or reworked services.

Money changes people. So, take the time to outline the details of the bonus program before you roll it out to your employees to prevent any financial "misinterpretations" that can damage a work relationship.

This article was excerpted from the Harvest Group blog, Tuesdays with Steve Cesare.

~KURAPIA~

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TABLE ON TEE BOX | \$400

Includes a tabletop at a hole tee box. The golf course will supply a table. Sponsors can bring chairs and items to hand out to golfers during play. Spots are limited and available on a first-come, first-served basis.
Does not include golf or lunch.

THURSDAY, MAY 26, 2022

COYOTE HILLS GOLF COURSE

1440 E. BASTANCHURY ROAD | FULLERTON, CA | 92835

Coyote Hills Golf Course is an award-winning 18-hole, par 70 golf course that features five distinct tees and panoramic views of Los Angeles and Orange County.

REGISTRATION OPENS AT 7:00 A.M.

8 A.M. SHOTGUN START

REGISTER: Registration and payment must be completed by May 17, 2022. *Register on our website at www.clca-orangecounty.org.*

PRICE: \$165/golfer. Includes participation in the tournament and lunch for all registered golfers.

FORMAT: Four Person Scramble.

QUESTIONS: Call Margot Boyer, 2022 OC Chapter Golf Chair, at (714) 726-3843 or email her at margotboyer0@gmail.com.

RETURNING THIS YEAR... We will have a lunch and awards banquet following the tournament. We will also have a raffle, conducted in a pick-a-prize format. Tickets will be sold during registration and lunch and participants will be able to choose the prize they want to win! Winners will be drawn following lunch.

THANK YOU TO THIS YEAR'S OC CHAMPIONS



Increase Your Landscape Business' Value by Turning Repeat Customers into Subscribers

By Larry Giroux, Ewing Irrigation & Landscape Supply

Many people think reoccurring and recurring revenue are the same thing, but that couldn't be further from the truth, and not knowing the difference can cost you. While both are valuable to your bottom line, one is much more valuable than the other.

Reoccurring Revenue

Reoccurring revenue comes from repeat customers who need your services more than once, but they aren't under contract, so they contact you at different times to schedule the work they need done.

You're never quite sure when those customers will call, but you know they'll reach out eventually when the leaves pile up or the weeds start affecting the look of their landscape.

Recurring Revenue

Recurring revenue comes from sales to customers who buy from you on a predictable, automatic basis, like a subscription or service contract.

Those are the customers who sign a one- or multi-year contract for landscaping, irrigation, lighting, maintenance, and other services your company offers. It's a win for both

the customer and the contractor. The customer doesn't have to worry about remembering to call to schedule service, and you don't have to wonder when they're going to call.

"Many people think reoccurring and recurring revenue are the same thing, but that couldn't be further from the truth, and not knowing the difference can cost you."

Compared to one-off transaction revenue, both reoccurring and recurring revenue contribute positively to your company's bottom line, but you can see why recurring revenue is more valuable. Not only does it ensure you keep your crews working and your revenue flowing, it also saves you time when it comes to filling your calendar and scheduling jobs for maximum efficiency.

How to Switch Jobs from Reoccurring to Recurring

To convert reoccurring revenue into recurring revenue:

1. Identify customers who schedule your services on a reoccurring basis.
2. Look for a landscape segment with a purchase cadence that is relatively predictable. Lawn care, irrigation service, landscape cleanup, and maintenance are some examples.
3. Design an offer for your regular, reoccurring customers that makes it more convenient for them to buy on a subscription or service contract rather than on a transactional business model. Instead of calling for a landscape spruce-up before a big event, offer a package with several landscape spruce-ups throughout the season.
4. Give reoccurring customers compelling reasons to subscribe.

Here are examples of recurring services you can suggest:

- Periodic landscape clean-ups throughout the season.
- Annual brick paver inspection, clean up, sweeping sand application.
- Routine irrigation system check-up before dead turf indicates an issue.

This article originally ran on Ewing Irrigation's blog at www.ewingirrigation.com/news

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Simply snap a picture of any landscape, then turn on Night Mode to reveal the stunning effects of landscape lighting in your design.

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• Turn on Night Mode. Transform your landscape design with a single click.



- **Edit Light.** Modify the lighting aspects applied to a fixture, including beam adjustment, beam spread, and beam intensity.
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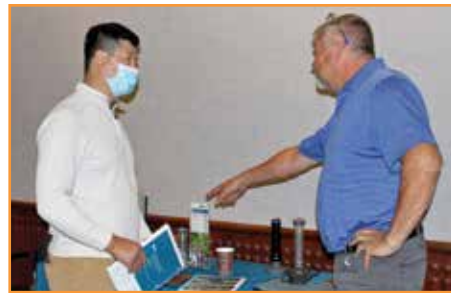
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MWDOC rep Andrea Antony-Morr joins Chapter President Sal Hernandez in welcoming attendees to the CLCA University hosted at the Municipal Water District of Orange County's Fountain Valley facility on April 13.



SOUTHWEST LANDSCAPE reps Blake Boyd and Paul Hansen are eager to get updates on current irrigation regulations and new plant introductions.



IRRIGATION AFICIONADO Mike Madewell (right) talks with Dreamland Builders rep Sean Gao about Hunter's quality line of irrigation products.



INLAND EMPIRE CHAPTER board members Mark Pedicone with Imperial Sprinkler Supply and Pam Kinne with CLCA Insurance Solutions enjoy making new green industry connections at this educational event.



VP EDUCATION Eduardo Anaya attends the meeting with his friend and Thompson Building Materials rep Phillip. Huge thank you to Thompson Building Materials for sponsoring lunch and giving attendees some cool hats!



STAYGREEN rep Chris Angelo (right) and past Chapter President Ed Wallace discuss ways that they're going to implement some of the new plants introduced at the meeting into their upcoming projects.



HUNTER INDUSTRIES rep Mike Madewell details the "why" behind the year-old pressure regulation pop-up sprinkler law and provides attendees with a variety of irrigation solutions.



EVERDE rep Nicholas Staddon talks about some of the new trees, landscape shrubs, and perennials for our Southwestern landscapes. He also brought lots of plants and Everde swag for attendees to take home!

SAVE THE DATE
Our Next CLCA U
is Weds., June 8
Topic: HR in 2022 &
Employee Retention
We hope to see you there!

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The Chapter Beautification Awards Competition is Just Around the Corner....

Start thinking NOW about which projects you will enter!

CHECKLIST FOR PREPARING A WINNING ENTRY

CHOOSE THE PROJECT CAREFULLY

Look for good basics like:

- | | | |
|---|---|--|
| <input type="checkbox"/> Masonry / Pavers | <input type="checkbox"/> Concrete work | <input type="checkbox"/> Woodwork |
| <input type="checkbox"/> Grading | <input type="checkbox"/> Drainage | <input type="checkbox"/> Irrigation |
| <input type="checkbox"/> Trees and shrubs | <input type="checkbox"/> Color and ground cover | <input type="checkbox"/> Quality maintenance |
| <input type="checkbox"/> Good client | | |

PREPARING A PROJECT FOR JUDGING

Early work (approximately one month prior):

- | | |
|--|--|
| <input type="checkbox"/> Prune | <input type="checkbox"/> Fertilize |
| <input type="checkbox"/> Re-plant pots and baskets | <input type="checkbox"/> Re-plant shrubs, etc. |
| <input type="checkbox"/> Re-plant color and ground cover | <input type="checkbox"/> Re-stake / re-tie trees |
| <input type="checkbox"/> Repair sprinklers, straighten heads, etc. | <input type="checkbox"/> Apply touch-up paint |
| <input type="checkbox"/> Repair masonry or concrete | <input type="checkbox"/> Acid wash and seal if necessary |
| <input type="checkbox"/> Straighten lighting fixtures | |

Day Before Judging:

- | | |
|--|--|
| <input type="checkbox"/> Cultivate | <input type="checkbox"/> Top dress |
| <input type="checkbox"/> Last minute color replacement | <input type="checkbox"/> Remove all dead blooms |
| <input type="checkbox"/> Clean all hardscape | <input type="checkbox"/> Clean all planter areas |
| <input type="checkbox"/> Clean drain basins | <input type="checkbox"/> Check grading |
| <input type="checkbox"/> Water dry spots | <input type="checkbox"/> Spot in any missing ground cover |
| <input type="checkbox"/> Remove any signs / plant tags | <input type="checkbox"/> Get pool, spa, or fountains cleaned |
| <input type="checkbox"/> Double check on judges access to the property | |

Day of Judging:

- Turn off clock
- Turn on all water features



Entry deadline is Wednesday, June 1, 2022.
Landscape Judging will take place June 16-18, 2022.
Visit www.clca-orangecounty.org for more information.

GRASS IS GOOD for the Environment



Yards provide a safe place for families to gather and for children and pets to play. But did you know these managed landscapes, including your lawn, also provide a host of environmental benefits?

WHAT ARE THE BENEFITS OF A LAWN?



Filters and Captures Runoff

Hardscapes, parking lots, driveways and roads turn rainwater into fast-moving, storm water runoff. Grass slows down and absorbs runoff, while also cleansing water of impurities and dust. Rainwater filtered through a healthy lawn can be 10 times less acidic than water running off a hard surface.



Reduces Heat

Grass dissipates the heat island effect caused by asphalt, concrete and other hardscapes. Lawns can be 31 degrees cooler than asphalt and 20 degrees cooler than bare soil.



Improves Air Quality

Grass also plays a vital role in capturing dust, smoke particles and other pollutants. Without grass, these pollutants will remain in the air we breathe, resulting in more "code red" air quality days.



Sequesters Carbon Dioxide

Lawns are the largest carbon sink in the U.S. They suck up and remove greenhouse gas carbon dioxide from the atmosphere. Grass sequesters carbon so well, that it outweighs the carbon used for maintaining the lawn by as much as seven-fold.



Generates Oxygen

A turf area of 50' x 50' produces enough oxygen to meet the daily needs of a family of 4.



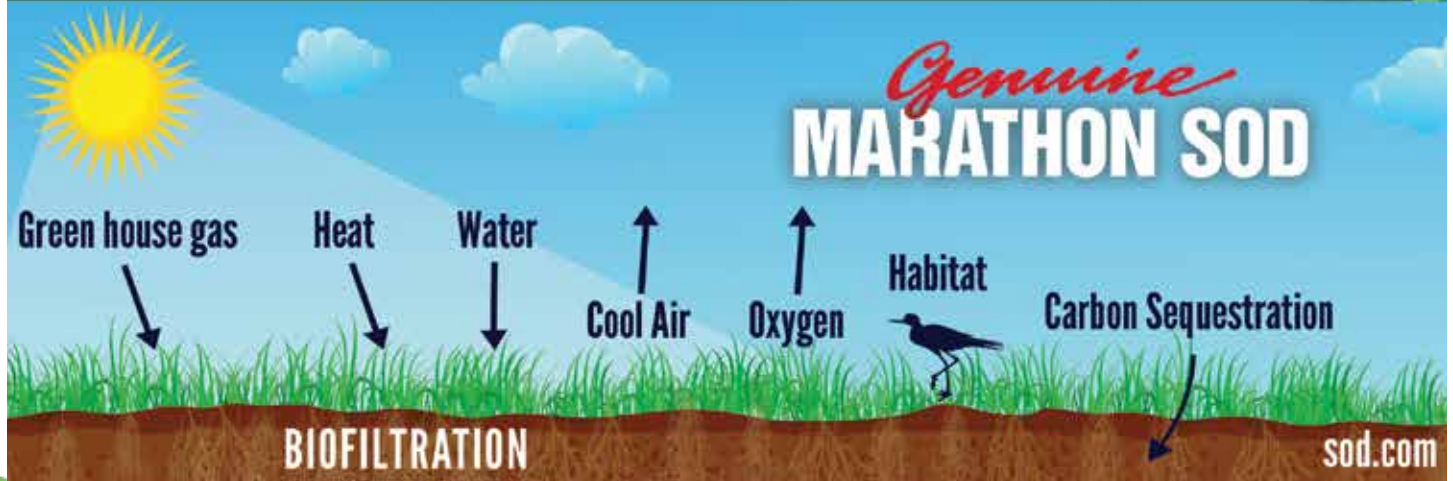
Supports Biodiversity

Grass, trees, shrubs and other plants provide food and habitat for birds and small mammals. Insects, spiders and worms live among the grass blades and below the surface, supporting wildlife.



Controls Soil Erosion

Grass controls erosion through its natural, dense and fibrous root system. Without grass, soil erodes into streams and lakes, muddying the waters and limits how sunlight penetrates the water. The nutrients and chemicals carried with soil can cause algae blooms, which steal oxygen from the water and kill fish.



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