

Issue #12 • Volume 25 • December 2022



# OC Vision

Official Publication of the Orange County Chapter of California Landscape Contractors Association • [www.clca-orangecounty.org](http://www.clca-orangecounty.org)



OC VISION  
C/O CLCA - Orange County Chapter  
P.O. Box 12044  
Newport Beach, CA 92658



Cover Photo: 2022 State  
Trophy Award winning project,  
Spindrifft Beach Retreat, by  
multi award-winning contractor  
Pacific Breeze Landscape.

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*For information about what we're doing in 2022, contact Sal.*



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## 2022: An Eventful Year

This has been an eventful year for my family, my team, and our industry. So much has happened and I can't believe how fast the year has gone by.

Our baby is now 6 months old and is starting to develop his own personality. He loves the water and is doing magnificent at swimming. Woohoo! My future little surfer dude. My oldest son just turned 17, recently got his driver's license, and has been applying to different colleges. The future looks bright for both of my boys!

My company recently had our end of year budget and forecasting meeting. I have to say, our numbers looked great with regard to revenue, but not so great with regard to profit margins... the most important. I think my company took a hit while I was on paternity leave. No matter the reason, I have to make adjustments to our processes and procedures and look for ways to potentially cut back on some expenses. I shoot for 20% profit margins and never bid lower than 5%. I need to stay vigilant and make sure we are hitting those margins.

While our profit margins took a hit in 2022, our workmanship did not. I'm excited to report that my company took home a few awards in this year's Trophy Awards, held at CLCA's Convention in Indian Wells last month. The competition was steep, with a lot of projects entered from throughout the state.

I am really proud of my team who worked cohesively to make this happen. *Find photos from the annual convention inside this magazine on pages 6-7.*



**Sal Hernandez**  
Pacific Breeze Landscape  
Chapter President

On the heels of celebrating the successes within my company, I learned that our industry lost another leader, Richard Daigle. Richard was an innovator in our industry. He founded Irrigator Tech and the Green Industry Hall of Fame, among other achievements, and was past CLCA Inland Empire Chapter President. There will be a celebration of life for Richard on January 14, 2023, at 2 p.m. at the Jurupa Mountain Discovery Center. All who are interested in attending are welcome.

Lastly, this is my final President's Message. I would like to thank everyone for the opportunity to serve as your Chapter President the last couple of years. It has been an amazing ride. I learned so much. Leading other leaders is not an easy thing to do. It is very humbling! I am keen to pass on the baton to someone who is a great asset to our industry, Dave Horton. Dave will do great things with the chapter in 2023. You're in good hands! If you ever need me for anything, feel free to reach out. I am happy to still be at your service.  
~Sincerely, Sal

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2023 CLCA-OC Calendar	
Mark Your Calendars & Save the Dates Now!	
Jan. 11	OC Chapter 2023 Kickoff Meeting, Costa Mesa. Karl Strauss Brewing Co.: 901 South Coast Drive.
Feb. 8	OC Lunch & Learn. Location TBD. Topic: Electric Equipment Updates.
March	Membership Event. Date & Location TBD.
April 12	OC Lunch & Learn. Location TBD. Topic: New Plant Introductions for 2023.
May	OC Chapter Golf Tournament. Details TBD.
July	Family Fun Day & BBQ. Details TBD.
August	Angels Baseball Game & Tailgate. Details TBD.

## OC Chapter Kickoff is January 11 at Karl Strauss Brewing Co., Costa Mesa

*Connect with CLCA professionals who can help you grow professionally!*

Plan to join us on January 11 at Karl Strauss Brewing Company in Costa Mesa to learn about the exciting things we've got planned for 2023. Don't miss this great networking event where you'll have the opportunity to connect with CLCA professionals who can help you grow, both professionally and personally.

The meeting will begin at 4:30 p.m. Cost to attend is \$40, which includes heavy appetizers and a drink ticket. Register to be an OC Champion and have this and other 2023 events pre-paid for. *Find more info. on page 5 of this OC Vision.*

RSVP your attendance by calling Bronwyn Miller at (949) 466-1222 or emailing [eyescares@yahoo.com](mailto:eyescares@yahoo.com). Karl Strauss Brewing Company is located at 901 South Coast Drive, Costa Mesa, CA 92626.

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# 2023 CLCA-OC CHAMPIONS REGISTRATION FORM

Please indicate your desired sponsorship level by placing a check mark in the box to the right of your choice.

## Premium – \$2,250

- 2 Kickoff Meeting tickets
- Tabletop at a CLCA-OC Lunch & Learn
- Foursome in Golf Tournament + hole sponsorship & special recognition
- 2 Beautification Awards tickets + General Category Sponsorship
- 2 Baseball Event tickets + Tailgate
- 2 Holiday Dinner tickets
- Recognition in magazine & website
- Link on emails to membership

## Preferred – \$1,625

- 2 Kickoff Meeting tickets
- 1 golfer in Golf Tournament + hole sponsorship
- 1 Beautification Awards ticket + General Category Sponsorship
- 2 Baseball Event tickets + Tailgate
- 2 Holiday Dinner tickets
- Recognition in magazine & website
- Link on emails to membership

Have questions? Contact Bronwyn Miller at (949) 466-1222 or [eyescares@yahoo.com](mailto:eyescares@yahoo.com).

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- Beautification Awards General Category Sponsorship (no dinner)
- Recognition in magazine & website
- Link on emails to membership

## Contractor – \$725

### Contractor Members Only!

- 2 Kickoff Meeting tickets
- Twosome in Golf Tournament
- 2 Beautification Awards tickets
- 2 Baseball Event tickets + Tailgate
- 2 Holiday Dinner tickets
- Recognition in magazine & website
- Link on emails to membership

Total Enclosed \$ \_\_\_\_\_

Registration and payment can also be completed online at [www.clca-orangecounty.org](http://www.clca-orangecounty.org).

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Please return this form with check made payable to CLCA-OC, to:  
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**PAST CHAPTER PRESIDENT**  
Ed Wallace (right) chats it up with current LA/SGV Chapter President Malcolm McLaren at the CLCA Convention held November 9-12 in Indian Wells.



**LANDSCAPE CONTRACTORS INSURANCE SERVICES** reps Kim and Mike Ayala enjoy catching up with their CLCA friends at the Welcome Reception.



**PAST STATE PRESIDENTS** Beth Burns (second from left) and Steve Jacobs (second from right) enjoy lively conversation with OC Vision editor Bronwyn Miller (right) and Frank & Grossman Landscape rep Rick Oropeza. Steve served as a Trophy Awards judge this year and Beth was the awards emcee!



**WELCOMING** attendees to the SiteOne Showroom Premier & Happy Hour is 2023 state President, Evan Moffitt. This networking event followed a behind-the-scenes tour of the Living Desert Zoo and Garden.



**CLCA INSURANCE SOLUTIONS** reps Pam Kinne and Debbie Abele (right) share a laugh and some cocktails with Zone 24 Landscaping rep Beth Burns at the Happy Hour.



**OC CHAPTER PRESIDENT** Sal Hernandez is joined at convention by his wife Kathy. The annual event offers a great opportunity for members to reconnect with old friends, while also making new ones.



**CONGRATULATING** Tom Sweeney (right) on his election to the 2023 State Board of Directors as President-Elect is Ed Wallace. Ed will be serving on the OC chapter board as Secretary in the coming year.



**ASSOCIATE MEMBERS MEETING** connects supplier members like Kyle Hillendahl with SPJ Lighting and John Domenici with Southland Sod so they can share ways CLCA can support them and vice versa.



**LIFE MEMBERSHIP** is awarded to Ed Wallace at the recognition luncheon. Long-time friend and past State President Charles Nunley presents the award.



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**PACIFIC BREEZE LANDSCAPE** rep Jose Acevedo and his wife Sophia are excited to attend the annual Trophy Awards.



**GLAMOROUSLY DRESSED** State President Megan Rios (right) is spotted looking fabulous at the Trophy Awards by CLCA Executive Director Sandra Giarde.



**GREETING ATTENDEES** with smiles are CLCA Events Committee members Ana Cooper and Gordon Larson. The two, along with the rest of the committee, did a fantastic job organizing this year's event!




**EVERDE GROWERS** rep James Onstott and his wife Elsa look forward to seeing amazing landscaping projects from all over California at the Trophy Awards.



**SOUTHLAND SOD** reps John and Kathi Domenici attend convention to make new green industry friends and catch up with old ones.




**WINNER, WINNER, WINNER** – Pacific Breeze Landscape won three first place awards in this year's statewide competition. Proudly showcasing their plaques are Sophia and Jose Acevedo and Sal and Kathy Hernandez.




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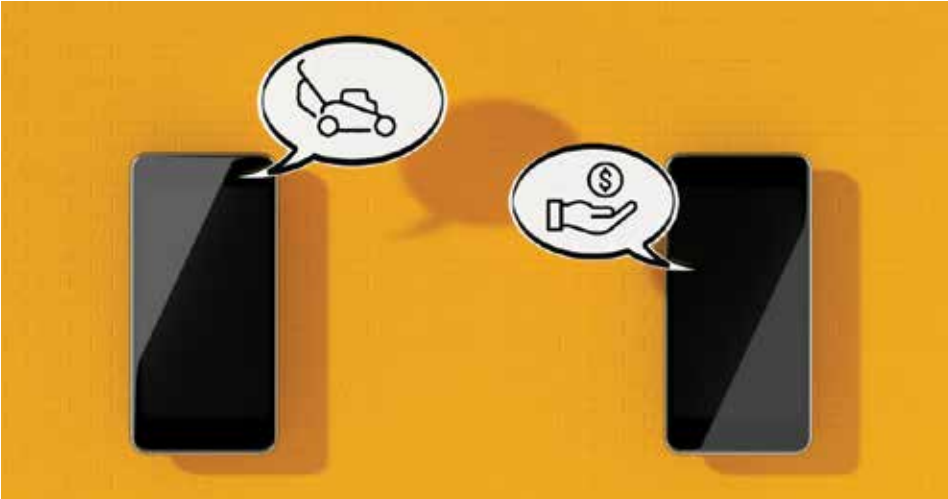
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## Business Texting Trends for 2023



According to the survey, 69 percent of consumers want to receive texts related to making payments and 46 percent want to text businesses for sales inquiries. While customers are wanting businesses to text them about payments, only 30 percent are currently receiving texts related to payments. Adding texting to your billing can help improve your cash flow.

These texts could include sharing the invoices, sending links to pay online through text, payment reminders and letting customers know when they need to update their payment info when credit cards expire.

Texting has been around for over 25 years now, and for many people, it is the preferred form of communication. Naturally, some businesses have started messaging their customers professionally as an organization.

If you've been considering adding business texting to your communication channels with customers, check out

some of the survey results Text Request gathered from over 1,000 people.

### Conversational Commerce

The first rising trend is how consumers want to buy things through text. This means prospects are texting with sales reps about products and services. They are also asking for payment reminders and bill pay options through SMS (short message service).

Another transactional texting opportunity is letting clients know about promotions and discounts. 52 percent of people want to receive texts from businesses about these discounts, but only 29 percent of respondents said they are receiving these from businesses currently. Some of the potential texts you could send out include asking clients to schedule their fall cleanups,

*Continued on Next Page...*

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## Business Texting Trends for 2023

...Continued from previous page

holiday light installation or telling them about a discount you might be offering for spring fertilization services.

### Business Texting Is More Convenient

When businesses were asked why they started texting their clients, the response was convenience. Phone tag can be tiring for both parties and people tend to enjoy texting over other forms of communication. Calls can be seen as interruptive, and emails can be easily ignored with the frequency people receive them. 70 percent of respondents said texting is the fastest way to reach them.

Texts don't have to be responded to immediately and take little effort to respond when you're ready. 64 percent of respondents said they read texts within a few minutes and 68 percent said they read every text they get, even the spam.

80 percent of people have texted with a business before and had a positive experience so they continue to expect that type of interaction. 77 percent of respondents said they want to text for customer services and 88 percent want to receive appointment scheduling texts from businesses.

If you think business texting isn't relevant because your client base is older, data shows that 50 percent of adults 65+ years old said texting is the quickest way to reach them and adults 46-55 years old are the demographic most likely to read texts faster.

### More Businesses Are Texting

While business texting is still relatively young, 98 percent of the businesses texting said they would recommend it to another company. Another 42 percent of businesses plan to add texting to their communication channels in the next 12 months.

Text Request says that over the past five years most people want to text with businesses. 90 percent of respondents said they want to text a business and 84 percent said they want to receive texts from a business. While some people don't want to text businesses, this can serve as an additional communication channel for those who do prefer this method.

The number one thing consumers want is appointment scheduling. This can be particularly helpful for lawn care customers so they know when a technician is coming to treat their yard or design clients who might like a reminder about their meeting with the landscape designer or architect.

*This article by Jill Odom was originally published on the National Association of Landscape Professional's blog at <https://blog.landscapeprofessionals.org/>.*

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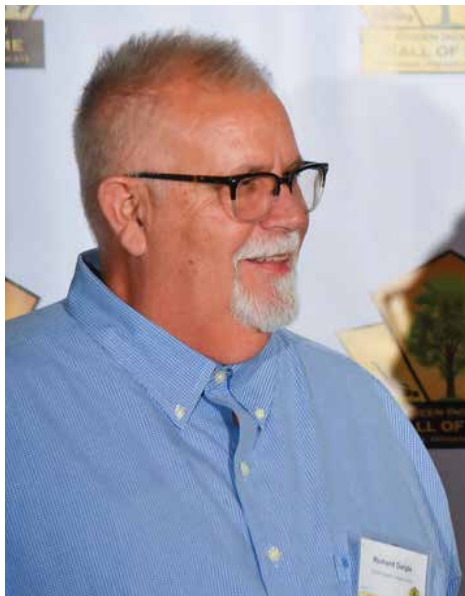
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## Richard Daigle, Educator, Thought Leader and Past CLCA IE Chapter President, Passes Away



**W**e are saddened to announce that educator, innovator, past CLCA IE Chapter President, and founder of Irrigator Tech and the Green Industry Hall of Fame, Richard Daigle, 63, passed away on Friday, November 25, 2022, peacefully in his sleep at his Ontario home.

Daigle had been a contributing member to the Irrigation Industry for over 37 years and his background reflects a diverse amount of experience and education. It all started in 1977 while attending Glendora High and participating in the Landscape Department's ROP Program. Bit by the bug, he went on to own and operate a Landscape Maintenance and Nursery from 1977-1983 before branching

out to start Basic Irrigation Parts, a company based on an idea that repair parts were a much-needed item in the landscape industry.

Basic Irrigation Parts went on to become a division of Precision Controls, which refurbished brass impact heads for Cal Trans and other government companies. In 1999, Richard acquired the Valcon Valve Company with the goal of restoring and manufacturing the prominent valve that has been used by Cal Trans, private universities, and amusement parks nationwide since 1942. Ten years after the acquisition, Champion Irrigation purchased Valcon and Richard continued to support the company through Daigle & Associates, his sales firm that served the Irrigation Industry since 1988.

In 2001, Richard had a dream and a goal to start an educational school to teach basic irrigation concepts to all service providers and technicians in the field. It would be designed to give landscape contractors the opportunity to reach their career goals and had a mission statement of, "Raising the Professionalism in the Green Industry."

Starting out with basic certification courses, Irrigator Technical Training School taught beginning irrigation, implementing elementary techniques and practices and coupling hands-on instruction with classroom theory. Irrigator Tech has grown to offer a full range of classes with certification in

areas that include Back Flow, Irrigation Auditor, Irrigation Repair, Irrigation Installer and SmartWater. These classes are offered to cities, schools, government agencies, business owners, property managers, municipalities, and maintenance companies.

Richard served as president of CLCA's Inland Empire Chapter from 2008-2014 and served on CLCA's Education Committee at the state level for several years. He founded the Association of Latino Landscape Professionals in 2010, Landscape Certified Contractors Association in 2013, and co-founded the Green Industry Hall of Fame in 2005.

Daigle had been an educator at The Landscape Expo since 2011. This past November, he presented two sold out seminars at The Landscape Expo in Anaheim. Most recently he had developed a podcast through iHeart Radio called Irrigator Tech Talk which can still be heard at [pod.co/irrigator-tech-talk](http://pod.co/irrigator-tech-talk).

The industry is deeply saddened by this loss. He leaves behind his daughter, Mckenna, three stepchildren: Megan, Grant, and Drew and his wife of over 25 years and business partner, Marcie Daigle.

There will be a celebration of life for Richard on January 14, 2023, at 2 p.m. at the Jurupa Mountain Discovery Center. All are welcome.

**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)**

# Landscape Expo Draws CLCA OC Supporters to Anaheim, Nov. 16-17



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