Issue #2 · Volume 27 · February 2024



Wision Vision

Official Publication of the Orange County Chapter of California Landscape Contractors Association • www.clca-orangecounty.org



OC VISION
P.O. Box 12044
Newport Beach, CA 92658

Cover Photo: The Groves by 2023 multi award-winning contractor Park West.

2024 Orange County Chapter CLCA Coaching Staff



President
DAVE HORTON
So Cal Concepts, Inc.
(949) 653-1101

For information about what we're doing in 2024, contact Dave.



V.P. Education
Jose Acevedo
Pacific Breeze Landscape, Inc.
(714) 684-9232

For inquiries relating to educational programs and their development, contact Jose.



V.P. Resource Management
DYLAN PACK
MSE Landscape Professionals
(951) 437-2751

For information relating to CLCA's involvement in California's resource management, contact Dylan.



Secretary ED WALLACE Midwest Landscaping (562) 755-9914

For records of the chapter board meeting minutes, contact Ed.



V.P. Legislation RICHARD COHEN Richard Cohen Landscape & Const. (949) 768-0599

For legislation information, on both the state and local level, contact Richard.



Director
DAVE NORRED
Nor-Land Landscaping Co.
(949) 495-6469

twitter

CLCAOCChapter

For answers to general inquiries, contact Dave.



V.P. Membership ELI MAGANA Azury Landscaping (562) 968-9811

For information about becoming a CLCA-OC Chapter member, contact Eli.



AM Representative
BILL DEEBLE
CLCA Insurance Solutions
(562) 243-5330

For questions relating to our OC Champions program or Golf Tournament, contact Bill.



V.P. Events
MARGOT BOYER
Landscape Communications
(714) 726-3843

For questions relating to our annual programs and events, contact Margot.



Bookkeeper STEVE BECKSTROM Angeffects (949) 463-3284

For anything chapter finance related, contact Steve.

Administrative Staff Connect with Us...





Linked in

California Landscape Contractors Association
- Orange County Chapter



Chapter Editor/Webmaster BRONWYN MILLER Eyescapes (949) 466-1222

For inquiries relating to chapter communications, both print and online, contact Bronwyn.

Sales • Rentals • Parts • Service

CALL YOUR LOCAL BRANCH TODAY!!



www.coastlineequipment.com

Your Southern California Equipment Dealer





LONG BEACH

6242 N. Paramount Blvd., Bldg. A Long Beach, CA 90805 (562) 272-7400

SANTA ANA

3216 Westminster Ave. Santa Ana, CA 92703 (714) 265-5500

FEBRUARY 2024

Get In the Game in 2024

The year is off to a fast start and we're not slowing down. We've already had our kickoff meeting and first educational event of the year. If you didn't make it to our February 15 Lunch and Learn at Ewing Outdoor Supply, you missed a great one. Attendees learned about soil type and how it impacts the drip design, how to properly design a system for correct pressure and flow, how to design for slopes and change of elevation, and how to fertilize with a drip system. Thank you to Netafim reps Allister Cooney, Bill Milward, and Carlos Lemos. The information they provided was invaluable!

The goal of your chapter board and the association is to supply you with educational opportunities that provide information geared toward helping you be successful. We also want to help you grow professionally by facilitating relationships with fellow contractors and vendors. We hope you're taking advantage of these efforts.

As a CLCA member for almost 20 years now, not only have I learned a lot from attending these meetings but, more importantly, I have met some great people along the way. As a small business owner, you can sometimes feel all alone in a big competitive world. It feels good knowing that if you need some advice, have a question about a product, or need to learn how to do something, you can call on your fellow members. I know that I have used that lifeline multiple times over the years.

If sitting in a meeting is not your thing, we also offer several non-meeting events throughout the year. Our Golf

Tournament, set for April 18, is always a great time and offers a chance to hang out with fellow contractors and vendors. Bring your employees too and enjoy a great lunch and maybe even win something in our raffle. If professional sports are your



Dave Horton
So Cal Concepts
Chapter President

thing, we will have a sports outing in the fall where we will tailgate before catching a game. Details of what sporting event we will be attending is being confirmed. If enjoying a fun and relaxing night out is your thing, we offer a Beautification Awards Banquet in September and a Holiday Dinner in December. Bottom line...we have something for everyone!

On the topic of the Beautification Awards, I want to encourage all of you to enter at least one project into the competition this year. If you do nothing but one thing in 2024, please plan to make this it! It's a great opportunity to test yourself against other quality contractors. If you have never entered and are not sure what it takes to do so, call me. I will go through the procedures with you and help in any way I can. I'd be happy to visit a job site with you too and offer pointers on how to prepare your project. Entry forms will be released in early April.

In closing, this year I'd like to see you get more involved in any way that suits you. Make some new friends, learn some new things and have some fun. It will give you a new bounce in your step.



Our Next Event is March 20 at Smart Turf in Santa Ana!

OC Chapter Lunch & Learn

Learn Artificial Turf Benefits, Applications, and Installation Processes

rtificial grass offers a compelling solution for sustainable landscaping practices. Join us at Smart Turf in Santa Ana on Wednesday, March 20, to learn about the benefits, applications, and installation processes of artificial grass.

Cater to the growing demand for eco-friendly landscaping solutions, and capitalize on new business opportunities. Additionally, learn about innovative features such as antimicrobial technology and industry-leading warranties that will offer your customers peace of mind.

Join us at 11 a.m. to explore the artificial grass industry and consider expanding your service offerings. You don't want to miss it! This lunch and learn is free to attend thanks to Smart Turf.

Register online at www.clca-orangecounty.org. Call Margot at (714) 726-3843 with questions.

Smart Turf is located at 2120 Ritchey Street, Santa Ana.

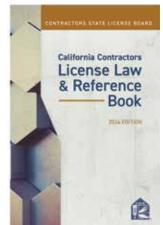
2024 CLCA-OC Calendar Mark Your Calendars & Save the Dates Now! March 20 OC Lunch & Learn, Santa Ana, 11 a.m. Topic: Artificial Turf Benefits, Applications, and Installation Processes SmartTurf: 2120 Ritchey Street. Register at www.clca-orangecounty.org. March 26 OC Happy Hour & Bowling, Anaheim, 4 p.m. Concourse Bowling: 3364 E. La Palma Ave. Sponsorship Opportunities available! Register at www.clca-orangecounty.org. April 18 OC Golf Tournament, Rancho Santa Margarita. Tijeras Creek Golf Club: 29082 Tijeras Creek. 8 a.m. shotgun start. Check-in opens at 7 a.m. Register at www.clca-orangecounty.org. OC Lunch & Learn, Anaheim. May 15 Topic: Vendor Showcase. NPT Showroom: 4980 E. Landon Drive. June TBA Beautification Awards Judging. Entry forms available in early April. Start thinking about what projects you will be entering this year.

FREE DOWNLOAD 2024 California Contractors License Law & Reference Book Available Now

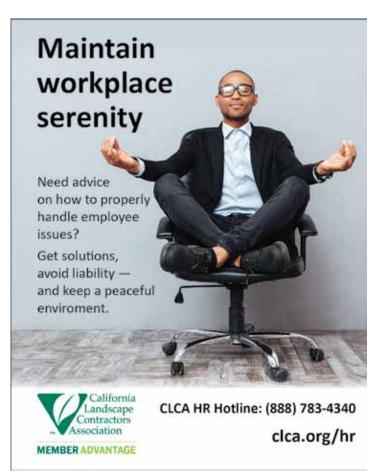
The 2024 edition of the Contractors State License Board's (CSLB) California Contractors License Law & Reference Book is now available. The Law Book is available as a PDF on the CSLB website and can be downloaded for free.

CSLB has reviewed and made noteworthy changes to the Law Book, cutting the book to half its previous size.

Download your copy at https://www.cslb.ca.gov/Resources/
Guides And Publications / 2024 / 2024 - CA-License - Law-Reference - Book.pdf



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



THANK YOU SPONSOR



Get your logo showcased here! We are accepting two more event sponsors.

California Landscape Contractors Association OC Chapter

BOWLING NIGHT

Tuesday MARCH 26

4 to 6:30 PM

Join us at CONCOURSE BOWLING for games, food, and drinks.

Just \$35 to attend, plus bring a non-CLCA member with you for FREE.

Questions? Call Margot at 714-726-3843

Concourse Bowling: 3364 E. La Palma Ave., Anaheim

Warning Signs of a Tree in Decline

Thile the groundhog may have predicted an early spring, there's still a good bit of time before your clients' trees break dormancy. However, the last thing they want to see after a long winter is a barren tree when it should be budding.

Rather than having this unpleasant surprise, you can identify the symptoms of a tree in decline now so you can develop a plan of action with your customer, whether it be treatments or removal of the tree.

As you monitor your customers' properties, keep an eye on their trees for any of these warning signs and symptoms of a tree being in trouble.

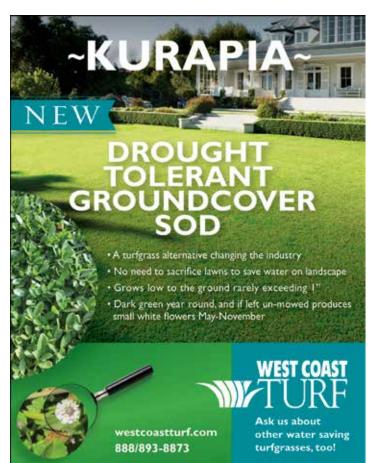
Bark Problems

Some species naturally shed bark, but if the tree's trunk is shedding layers without replacing it with fresh bark, this could be a problem. Look for vertical cracks or deep splits in the trunk. These cracks can make the tree vulnerable to pests.

Thin-barked, deciduous trees like maple, cherry, mountain ash, tulip, ash, willow, birch and linden are highly susceptible to winter-induced bark split on the trunk, especially when the bark is young.

Fungi Present

If you spot fungi growing on the base of a tree, this is a bad sign and indicates rot in the roots or trunk. When trees





are under stress, physiological changes occur in the roots, allowing the fungi to infect and kill them.

Certain fungi that cause stem canker or root infections are often associated with the decline of many tree species. Decay fungi typically reduce the weight of wood by growing through the vascular tissues and degrading major cell wall components. A 10% loss of wood weight can result in 70 to 90% loss in wood strength.

Brittle Branches

If a lot of branches are littering the ground around a tree, take a closer look to see if these brittle branches make up most of the tree. Conduct a scratch test using your fingertip or a pocketknife to scratch a twig lightly. The layer beneath should be moist and green.

A tree in trouble will have a brittle, brown layer beneath. Repeat this test on several other twigs. You can also try bending different tree twigs. If they all break, they're dead.

Leaning Tree

If you spot a tree that previously was growing upright, keeling over, this can indicate the roots are dying or damaged. Depending on the severity of the lean and the condition of the tree will determine if you can save the tree.

Unfortunately, if roots are exposed or the lean is too great, it's already too late to save the tree.

Minimize Tree Stress

If any of these signs are found in a tree, strive to determine the specific cause for the tree's decline. If you are unable to pinpoint any root cause for the decline, try fertilizing and watering the tree.

Other practices to decrease tree stress include preventing wounds and avoiding changes in the soil grade around the tree. If the soil is compacted, loosen it to provide aeration. If the tree has recently been defoliated by hail, insects or disease, take care to prevent this from taking place again as repeated defoliations can cause a fatal decline.

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

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



NEW MEMBER Amir Khalaji with Alpha Outdoor Lighting is welcomed to the kickoff event at Karl Strauss Brewing Co. in Costa Mesa on January 24 by Board Director Dave Norred with Nor-Land Landscaping.



RPW SERVICES reps Mandy Flaig, Chris Burke, and Paul Webb (right) talk to Chapter President Dave Horton (second from right) about their company's plant health care and pest control solutions.



OC CHAMPIONS Tina Fann with MWDOC and Bill Deeble with CLCA Insurance Solutions (right) chat with Midwest Landscaping rep Ed Wallace about upcoming events. Bill and Ed are serving on the 2024 Board of Directors.



FIRST-TIME ATTENDEES Darin Williams, Cherise Williams (second from right), and Kasey Champion (right) make a new friend in Bill Arman with the Harvest Group (left).



VP MEMBERSHIP Eli Magana with Azury Landscaping forms new business connections with Steve Serrano of Southwest Boulder & Stone and Doug Henderson of Boething Treeland Farms.



EGO COMMERCIAL reps Jason Jones, Ray Gonzalez, and JR Huerta talk to attendees about their EGO POWER+ Series. Engineered to be lighter and have less vibration, their tools let contractors work comfortably for longer.



VP EDUCATION Jose Acevedo with Pacific Breeze Landscape welcomes Matthew Castner with Meta Flora to his first CLCA meeting and talks to him about the benefits of membership.



SMART TURF rep Rene Licon chats with Harvest Group rep Bryan Keller about the March 20 Lunch & Learn his company is sponsoring. Attendees will learn the benefits and installation processes of artificial grass.

ADVERTISE IN THE OC VISION

Find rates on page 9.

Call (949) 466-1222 with questions or for info.

WHERE QUALITY GROWS ...



AARON TAYLOR (951) 906-5746 • (800) 233-5254 www.AGSOD.com

Growers of Quality Fescue & Bermuda Sod



NATALIE BALYASNY

ACCOUNT EXECUTIVE, SOUTHERN CALIFORNIA

CA LIC # 0755906

1835 N. Fine Ave. Fresno, CA 93727

nbalyasny@lcisinc.com www.lcisinc.com

P (800) 628-8735 Ext. 516 C (818) 426-0521 F (800) 440-2378

Specialized Insurance & Business Services for Members of the Green Industry

CLCA Honors Distinguished Members at Annual Leadership Conference

Past CLCA OC Chapter President Sal Hernandez among those honored

Association (CLCA) honors those who have made an exceptional impact on the association and the green industry. The 2023 awards were presented during the association's annual Leadership Conference, held in San Marcos January 16-17, 2024.

ALLEGIANCE AWARD



In recognition of his years of service and leadership, CLCA presented **Regan Barry** with its Allegiance Award, the association's most prestigious honor.

The award is only given to a green industry professional who has been a member of the association for a minimum of 15 years and who has had a significant effect on the industry. Each Allegiance Award winner has served on at least three of the association's committees,

task forces or boards for a total of 10 years. They are the driving force of many of the association's most innovative and substantial programs and efforts.

Regan Barry's passion for the industry shows with his service within CLCA.

Since joining CLCA in 2001, Regan has been an outstanding volunteer on both the chapter and state level. He has mentored others in the landscape industry over the years and is always there to volunteer and helpout. As one of the nominators stated, "He does not expect anything in return — he has the heart of a servant."

Regan was named the association's 2017 Regular Member of the Year.

In his chapter, he has served as chapter President and Membership Director. He currently serves as his chapter's Legislation Director.

On the state level, he served on the Bylaws, Nominations, Membership, and Legislation committees. He was the Chapter President's Council representative on the state Board of Directors and served as state President.

His service to the green industry extends beyond CLCA. He is a longtime volunteer at the CLCA Nor Cal Landscape and Nursery Show and he and his company regularly donate supplies and labor to the Central Coast Chapter's service projects.

Connect, Learn, and Grow with CLCA!

Not a Member? Join at clca.org/join

REGULAR MEMBER OF THE YEAR

CLCA named **Sal Hernandez** its 2023 Regular Member of the Year, honoring his professionalism and leadership. The award is given annually to a contractor member who is involved with a significant project or accomplishment during the current year.

Sal actively uses social media to connect with clients and potential clients and to grow his company, Pacific Breeze Landscape, Inc. He was applauded for his efforts to



share these skills to grow the association's membership and online presence.

As the winner of several Beautification Awards in the Orange County chapter and in the state Trophy Awards, he also harnesses the power of mainstream media to promote green industry professionalism. He has been featured on TV on Season 2 of HGTV's Hidden Potential with Jasmine Roth.

He is currently the state Membership Director and is on the CLCA state Board of Directors. He served as Orange County Chapter President in 2021-2022.

While presenting the award, CLCA President Tom Sweeney, CWM, praised Sal for his tremendous leadership on both the state and chapter level. Quoting those who nominated him for the recognition, Tom said that fellow members have recognized Sal as "someone who can lead the association and the green industry into a better future."

"He is a valued asset of CLCA and is starting to get results on membership going into the future with a new era of media, social media, and influence," Tom announced while presenting the award.

"He has gone far above and beyond to support the CLCA at both the state and local level," he added.

and protect the interests of its members, promote professionalism, and advance public awareness of the landscape industry.

Learn more at www.clca.org

CLCA Honors Distinguished Members

...Continued from previous page

ASSOCIATE MEMBER OF THE YEAR



CLCA named Gina Stanley of CLCA Insurance Solutions its 2023 Associate Member of the Year, honoring her enthusiasm and efforts to promote the association and California's green industry. The award is given annually to an Associate Member who is involved with a significant project or accomplishment during the current year.

While presenting the award, CLCA 2024 President Tom Sweeney,

CWM, praised Gina for her dedication to the association. Quoting those who nominated her for the recognition, Tom said that fellow members have recognized Gina as "instrumental."

"No' is not in her vocabulary," Tom announced.

In her role as chapter President, Gina revitalized the Sacramento Valley chapter. The chapter was struggling, but is now on the rebound. Gina organized a large and successful golf tournament and increased board volunteerism. The board has now almost doubled in size and is becoming active again.

As one nominator shared, "Her leadership has seen results."

In her role as a member of CLCA's Events Committee, Gina is a dependable and consistent volunteer at conventions, assembling swag bags, handing out drink tickets, networking with members, and staffing the registration table.



CLCA Offers Leadership Training for Crew Leaders, Supervisors

Green industry supervisors and seasoned managers looking to sharpen their leadership skills are invited to attend CLCA's new leadership development workshops.

CLCA's exclusive online program is interactive and participatory and will help supervisors and crew leaders gain the skills needed for success. It features 15 hours of training.

For more information on this training, visit https://clca.org/supervisor-training-workshop/

Our 2024 OC Champions...

Premium Member

CLCA Insurance Solutions

JAIN by Rivulus

Municipal Water District of Orange County

Southwest Boulder & Stone

Preferred Member

EGO Commercial

Devil Mountain Nursery

Partner Member

GET YOUR NAME LISTED HERE!

Contractor Member

So Cal Concepts

SouthWest Landscape

Connect with Us...



CLCA Orange County Chapter







California Landscape Contractors Association - Orange County Chapter



2024 OC VISION ADVERTISING RATES

SIZE	<u>1 Year 12x</u>
Business Card (Color)	\$ 640
1/4 Page (Color)	\$1,560
1/3 Page (Color)	\$2,175
1/2 Page (Color)	\$2,775
Full Page (Color) - Back Cover	\$5,205
Full Page (Color) - Inside	\$4,920

Size - Width x Height

Business Card	(3 5/8" x 2")
1/4 Pg	(3 5/8" x 4 5/8")
1/3 Pg horizontal	(6 1/8" x 3 3/8")
1/3 Pg vertical	(3 5/8" x 7")
1/2 Pg horizontal	(7 1/2" x 4 5/8")
1/2 Pg vertical	(3 5/8" x 9 1/2")
Full Pg	$(8 \ 1/2" \ x \ 11" + 1/4" \ bleed \ all \ around)$

For more information about advertising in the OC Vision,

contact Bronwyn Miller by calling (949) 466-1222 or emailing bronwyn@eyescapes.net.

THANK YOU EWING OUTDOOR SUPPLY FOR SPONSORING THIS EVENT!



NETAFIM reps Carlos Lemos, Bill Milward, and Allister Cooney are eager to share their drip irrigation knowledge with attendees of the Lunch & Learn at Ewing Outdoor Supply in San Juan Capistrano on February 15.



CERTIFIED WATER MANAGER

Pedro Chavez with Brightview Landscape chats
with Eli Magana of Azury Landscaping about
the benefits of being certified. Pedro is also
a Qualified Water Efficient Landscaper and
Certified Landscape Irrigation Auditor.



SO CAL CONCEPTS rep Hector Nava and Pacific Breeze Landscape rep Jose Acevedo look forward to getting tips for properly designing an irrigation system for correct pressure and flow.



MASTER LANDSCAPE reps Abel Grenada and Jacob Isler attend their second CLCA Lunch & Learn. They find the information provided at these events to be valuable to their business.



MUNICIPAL WATER DISTRICT of Orange County reps Cristal Castro and Tina Fann attend this event to connect with green industry professionals who share their conservation vision.



MISSION LANDSCAPE reps attend to get a refresher on all things drip irrigation, from soil type and how it impacts the drip design, to designing for slopes and change of elevation.







SPONSORSHIP OPPORTUNITIES

MASTERS PACKAGE | \$995

Includes foursome of golf, hole sponsorship, and four lunches.

US OPEN PACKAGE | \$470

Includes golf for one, hole sponsorship, and one lunch.

HOLE SPONSORSHIP | \$295

Includes a hole sponsorship.

Does not include golf or lunch.

COFFEE SPONSOR | \$260

Sponsor coffee for the golfers to enjoy during registration! Your company logo displayed at the coffee table. ONLY TWO AVAILABLE. Does not include golf or lunch.

DONATE A RAFFLE PRIZE!

THURSDAY, APRIL 18, 2024

TIJERES CREEK GOLF CLUB

29082 TIJERAS CREEK | RANCHO SANTA MARGARITA | 92688
The Ted Robinson-designed Tijeras Creek Golf Club offers a "tale of two
nines" as the distinctive course layout. It opens with a demanding front
nine that is highlighted with shimmering water features that come into
play on three out of the first nine holes. The back nine holes are legendary
for the breathtaking scenery, and awe-inspiring elevation changes that
wind through old growth sycamores, oaks and native chaparral. In fact,
hole number sixteen was voted as one of Orange County's Best 18 Holes by
members of the Southern California Professional Golfers Association.

8 A.M. SHOTGUN START. Registration opens at 7:00 a.m.

REGISTER: Registration and payment must be completed by April 11, 2024. *Register on our website at www.clca-orangecounty.org.*

PRICE: \$175/golfer. Includes participation in the tournament & lunch.

FORMAT: Four Person Scramble.

QUESTIONS: Call Margot Boyer at (714) 726-3843.

AGAIN 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



















(702) 399-2700

Long Beach, CA (562) 272-7400

Bakersfield, CA Santa Ana, CA (661) 399-3600 (714) 265-5500 Santa Maria, CA Oxnard, CA (805) 922-8329 (805) 485-2106 Meridian, ID Sylmar, CA (208) 888-3337 (818) 890-3353 McCall, ID Jerome, ID (208) 634-3903 (208) 324-2900 Elko, NV Las Vegas, NV

(775) 777-7070

OUT HERE. WE'RE ALL IN.

John Deere Compact Construction Equipment are packed with technology like JD Link to help maximize productivity and power up your project, from the factory. Customers can take advantage of John Deere Skid Steers, Excavators, and even Compact Track Loaders with Topcon 3D grade control built-in.

www.coastlineequipment.com