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# OC Vision

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**OC VISION**  
C/O CLCA - Orange County Chapter  
P.O. Box 12044  
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## Strategies for Success



**Dave Horton**  
So Cal Concepts  
Chapter President

Here we are, embarking on another year with lots of optimism, hope, and dreams. Many I know are setting new year's resolutions this time of year. I like to set goals. Goal setting plays a crucial role in the success and sustainability of my business and helps me reach my dreams. They provide a clear direction for my business and help me define what I want to achieve.

and maintenance extras. Having it be dry erase is important to me because it allows me to adapt to changing circumstances and evolving goals.

It's easy to forget and lose track of goals, especially when life gets chaotic. One way to ensure they stay at the top of your mind is to put them where you can see them on a regular basis. For me, I write them on a dry erase board in my office.

I started using this board about 10 years ago and it's now a standard management tool for me. It serves as a constant reminder to me of my goals; it also reminds me to ask and review things with my supervisors. My staff has become accustomed to me looking at the board over their shoulder after they step into my office. I'm sure they think I have O.C.D.!

I have a large board on the wall facing my desk that shows my goals, along with week-to-week and month-to-month tracking of both maintenance and construction sales. I have a constant view of construction jobs sold, job bids in progress,

Good luck with your management systems and your goals for the year. Whatever your dreams, I hope you achieve them. ~Sincerely, Dave

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**Our Next Event is February 15 at Ewing Outdoor Supply in S.J.C.!**

**OC Chapter Lunch & Learn**

**Topic: Drip Irrigation**

***Presented by Allister Cooney, Irrigation Aficionado and Netafim rep***

**D**rip systems can provide highly efficient irrigation results, but they have unique challenges in design and layout. Join us at Ewing in San Juan Capistrano on February 15 at 11:30 a.m. and learn how to approach these challenges and get your questions answered from irrigation aficionado and Netafim rep, Allister Cooney.

If you have experienced issues with pressure, uneven performance, problems with plant establishment, problems with fertilizing a drip irrigated landscape or just wondered how to use all of those charts and information that manufacturers provide, then this class is for you. Allister will design / layout a drip system correctly for you to see too.

Attend this class to:

- Learn about soil type and how it impacts the drip design (clue; its REALLY important!).
- Find out how to properly design a system for correct pressure and flow.
- Learn how to design for slopes and change of elevation.
- Learn when (and when not) to use air relief valves, automatic vs manual flush valves and check valves.
- Understand how to fertilize with a drip system.
- Use calculators and tools to make life easier and more efficient.

You don't want to miss it! This lunch and learn is free to attend thanks to Ewing Outdoor Supply.

Register online at [www.clca-orangecounty.org](http://www.clca-orangecounty.org). Call Margot at (714) 726-3843 with questions.

| <b>2024 CLCA-OC Calendar</b>                         |  |
|--|--|
| <b>Mark Your Calendars &amp; Save the Dates Now!</b> |  |
| <b>Feb. 15</b>                                       | <b>OC Lunch &amp; Learn, San Juan Capistrano.</b><br>Topic: Drip Irrigation with Allister Cooney.<br>Ewing Outdoor Supply: 26031 Avenida Aeropuerto. |
| <b>March 20</b>                                      | <b>OC Lunch &amp; Learn, Santa Ana.</b><br>Topic: Artificial Turf Installation.<br>SmartTurf: 2120 Ritchey Street.                                   |
| <b>March 26</b>                                      | <b>OC Happy Hour &amp; Bowling, Anaheim, 4 p.m.</b><br>Concourse Bowling: 3364 E. La Palma Ave.  |
| <b>April 18</b>                                      | <b>OC Golf Tournament, Rancho Santa Margarita.</b><br>Tijeras Creek Golf Club: 29082 Tijeras Creek.  |

**CSLB Reminds Licensees of New Laws Beginning January 1, 2024**

**H**eadling into 2024, the Contractors State License Board wants to remind licensees of new laws taking effect in the new year.

**SB 630 (Dodd)**

This bill requires CSLB licensees and applicants to provide an email address, if available, when they obtain and renew licenses. The email addresses are not subject to disclosure under the California Public Records Act. This bill also authorizes the Registrar to automatically reimpose license revocation when probationary conditions placed on a license are not met. (Chapter 153, Statutes of 2023)

**AB 336 (Cervantes)**

*Please note this bill takes effect July 1, 2024.*

This bill requires licensees with a workers' compensation policy to provide the top three workers' compensation classification codes on their workers' compensation policy when they renew their licenses. Those codes will be posted on the CSLB license lookup webpage. Licenses won't be renewed without the codes. However, the bill allows for retroactive renewal if the licensee provides the codes within 30 days after receiving notice of the denial. (Chapter 323, Statutes of 2023)

**AB 1204 (Holden)**

This bill prohibits specialty contractors from subcontracting with two or more contractors in the same classification on the same jobsite unless the subcontractor has employees who perform the work in the relevant classification or are party to a collective bargaining agreement. This bill makes violations of this section cause for disciplinary action. (Chapter 568, Statutes of 2023)

**SB 601 (McGuire)**

This bill increases the statute of limitations to three years for misdemeanor violations by a licensed contractor for allowing an unlicensed person to use their contractor license. This bill also requires courts to assess the maximum civil penalty for specified home improvement contract violations in declared disaster areas. (Chapter 403, Statutes of 2023)

*This article was originally published on the Contractors State License Board website, [www.cslb.ca.gov](http://www.cslb.ca.gov).*

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and protect the interests of its  
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# Ray York, Former President and CEO of Ewing Outdoor Supply and Landscape Products, Passes Away



**R**aymon Alan “Ray” York, former President & CEO of Ewing Outdoor Supply and Landscape Products, passed away January 24, 2024, after a brief illness. He was 86.

Ray was born August 4, 1937, in Wichita, Kansas, and grew up in Twin Falls, Idaho. Ray will be remembered as an innovative, groundbreaking businessman, an advocate for continual education and a leader in the green industry. He was passionate about his family, his extended family of employees and Ewing’s customers, and was known to personally scout new business opportunities in communities in need of a dedicated, reliable green industry distributor.

He and his wife and business partner of 63 years, Susan “Sue” Ewing York, met at Stanford University in spring 1959, a few months before he graduated with a Bachelor of Science degree in industrial engineering. Ray and Sue married in November 1960, a few months after her graduation from Stanford. She joined him in Idaho, where they worked side by side at his family’s meat packing plant and started their family, welcoming twin sons, David and Douglas, in November

1961 and younger son, Richard, in January 1963.

In December 1963, they returned to San Francisco to take over Ewing’s daily operations from King William Ewing, Sue’s father and the company’s founder.

Together, they laid a foundation that fostered Ewing’s growth from two brick-and-mortar stores serving the landscape, golf, and industrial industries in the Bay Area into the more than 100-year-old, fourth-generation national distribution powerhouse that it is today.

Another aspect of the solid foundation Ray and Sue built for Ewing was introducing their sons to the business early. Ray loved to talk about how his boys started out weeding store grounds, cleaning the warehouse, washing delivery trucks and counting parts starting in elementary school, and took on more responsibility as they grew, ultimately running branches during high school. During college, all three worked with him to find, open and run new locations, and Richard worked with him in purchasing.

In 1985, Ewing began implementing his plans to expand operations outside California, opening its first branch in Phoenix. In 1994, Ewing relocated its headquarters from San Leandro, California, to Phoenix to better support its Eastern expansion.

In 2007, Ray and Sue officially turned over the reins of Ewing to their sons and moved over to Ewing’s manufacturing arm, Landscape Products, Inc., where Richard joined them in 2017.

They officially retired in 2023, and set off to tour the world. Over the last

several decades, the pair explored all seven continents, with extensive travel in Asia, Africa, Antarctica and the South Pacific. Ray and Sue had planned to visit Ewing branches coast to coast throughout 2024. Unfortunately those plans would not come to be with Ray’s passing early in the year.

Ray was extremely proud that his sons helped him and Sue build Ewing into a world-class, socially responsible company and that their grandchildren also grew up learning the business from the ground up so they can carry on its rich legacy.

He also was proud of his longstanding membership and past chairmanship of the National Association of Wholesale Distributors and his membership and past presidency of the Irrigation Association. In 2007, the California Landscape Contractors Association honored Ray and Sue with Lifetime Achievement Awards for their contributions to the industry. In 2012, the Irrigation Association honored Ray and Sue with Industry Lifetime Achievement Awards for their 50 years of contributions to the green industry.

Ray is survived by his wife of 63 years, Helen “Sue” Ewing York; sons David (Julia), Douglas (Kelli) and Richard (Victoria) York; six grandchildren and one great-grandchild; and his sister, Marjorie Crosby.

Ray will be sorely missed, remembered and treasured. May he rest in peace.

In lieu of flowers, the York family prefers donations be made in Ray’s honor to the Franciscan Renewal Center ([www.thecasa.org/donate](http://www.thecasa.org/donate)). Sue attends that parish and cherishes the Casa.

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## Connect with the CLCA OC Chapter...





**OC CHAPTER PRESIDENT** Dave Horton (right), State Dir of Resource Mgmt Paul Hansen (left), and Chapter Secretary Ed Wallace share a laugh at this year's annual conference held at Hunter Industries in San Marcos on Jan. 16-17.



**VP EVENTS** Margot Boyer trades event stories with Micheyl Barnett – CLCA Meetings & Events Manager, Gina Stanley – 2023 Associate Member of the Year Award recipient, and Ana Cooper – State Director of Events.



**REGULAR MEMBER OF THE YEAR** for 2023 is awarded to past OC Chapter President, Sal Hernandez (right); presenting the award is last year's recipient and State Secretary-Treasurer, Alex Salazar.



**BOARD TRAINING** – CLCA leaders attend breakouts where they receive training for their specific board function. This is a great forum for them to meet leaders in the same role from different parts the state.



**CLCA LEGISLATIVE UPDATE** is given by Executive Director Sandra Giarde. She provided attendees with a legislative and regulatory look forward into the new year.



**2024 STATE BOARD**, which includes past OC Chapter Presidents, Paul Hansen (second from right) and Sal Hernandez (not pictured), is installed at the 2-day Leadership Conference.

**~KURAPIA~**

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# Water Efficient Landscape Dual Certification Program

New Classes Start on February 20, 2024!



This free, one-of-a-kind certification and educational opportunity is brought to you by the California Landscape Contractors Association and the Metropolitan Water District of Southern California (MWD).

This joint effort combines the CLCA Water Management Certification Program with the Qualified Water Efficient Landscaper program to offer the landscape industry an opportunity to obtain two nationally recognized EPA WaterSense Professional Certifications with one course and one written test.

Presented in three six-hour classes, these workshops will offer CEUs for your current certifications and provide you with a participation certificate. These workshops are free and available only to those in select counties of Southern California within the Metropolitan Water District's service area.

The combined curriculum focuses on landscaping fundamentals in one convenient course and includes topics like:

- Where Our Water Comes From
- Sustainable Landscaping
- Landscape Water
- Soils
- Irrigation Systems
- Irrigation Maintenance & Trouble Shooting
- Irrigation System Auditing
- Irrigation Scheduling
- Irrigation Controllers
- Landscape Water Management
- Landscape Water Budgeting

The next Water Efficient Landscape Dual Certification Program training will span three days in February and March. These in-person workshops will be held in Riverside.

Tuesday, February 20, 10 a.m. – 4:30 p.m.  
 Tuesday, February 27, 10 a.m. – 4:30 p.m.  
 Tuesday, March 5, 10 a.m. – 4:30 p.m.

To attend a workshop presented in Spanish, register for the series in San Diego that starts the middle of March.

Wednesday, March 6, 10 a.m. – 4:30 p.m.  
 Wednesday, March 13, 10 a.m. – 4:30 p.m.  
 Wednesday, March 20, 10 a.m. – 4:30 p.m.

Register online at <https://clca.org/certification-center/water-efficiency-landscape-dual-certification-program/>

## Leadership Training

### 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.

Our trainers will provide new supervisors and seasoned managers with the tools they need to be successful and impactful leaders. This is a great opportunity to educate, support, and empower new supervisors.

For more information, visit <https://clca.org/supervisor-training-workshop/>

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# 2024 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.

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

## Preferred – \$1,625

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- 1 golfer in Golf Tournament + hole sponsorship
- 1 Beautification Awards ticket + General Category Sponsorship
- 2 Sporting Event tickets + Tailgate
- 2 Holiday Dinner tickets
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Have questions? Contact Bronwyn Miller at (949) 466-1222 or [eyescapec@yahoo.com](mailto:eyescapec@yahoo.com).

## Partner – \$975

- 1 Kickoff Meeting ticket
- Golf Tournament hole sponsorship (no golf)
- Beautification Awards General Category Sponsorship (no dinner)
- Recognition in magazine & website
- Link on emails to membership

## Contractor – \$725

### Contractor Members Only!

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- 2 Beautification Awards tickets
- 2 Sporting Event tickets + Tailgate
- 2 Holiday Dinner tickets
- Recognition in magazine & website
- Link on emails to membership

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

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## New Cora Collection Designed to Outlast Your Landscape

Looking for a budget-friendly landscape lighting solution that will withstand the elements? Introducing the new Cora™ Collection from FX Luminaire.

Built for long-lasting performance, these corrosion-resistant fixtures combine a durable, select brass construction with black oxide stainless steel hardware. They also feature a high-end, antique bronze finish that adds elegance to a range of outdoor applications.



### Cora CA-51 Accent Light

This multi-directional fixture offers innovative up/down capabilities and an accessory-friendly design for added flexibility.

### Cora CW-31 Petite Wall Wash

This fixture's small size makes it the ideal choice for projects requiring a small footprint. Providing soft, filtered light, it's a perfect solution for tying in focal points in a lighting design.



### Cora CW-51 Wall Wash

Offering superior light output and multiple power and beam spread options, this robust powerhouse gives you all the flexibility you need to take your lighting designs to the next level.

### Cora CN-51 In-Grade

As an excellent source of up lighting from a low-lying position, this fixture blends seamlessly with its surroundings, maintaining the natural beauty of the landscape.



Especially well-suited for coastal environments and projects with modest budgets, these innovative fixtures were designed to outlast your landscape.

The new Cora Collection fixtures are available now at FX Luminaire. For more information, visit [www.fxl.com](http://www.fxl.com).

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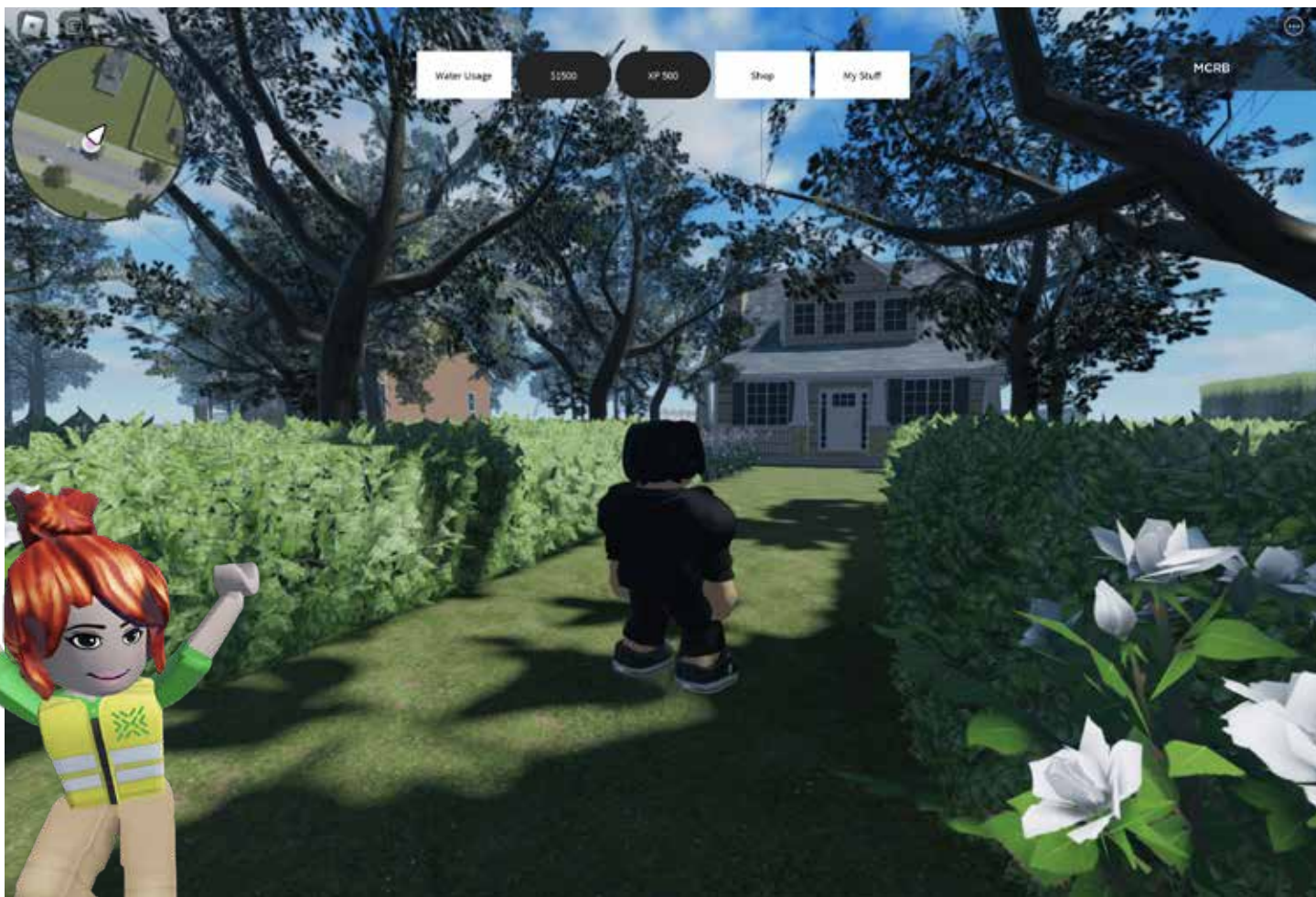
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| 1/3 Page (Color)               | \$2,175    |
| 1/2 Page (B/W)                 | \$2,140    |
| 1/2 Page (Color)               | \$2,775    |
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## NALP Foundation Builds Roblox Game to Reach Next Generation

The NALP Foundation recently announced their latest awareness initiative, which will focus on young people from ages 5 to 15 through the online gaming platform Roblox. The NALP Foundation is creating a game in partnership with Epic Reach, a global creative and advanced innovation agency.

This game, called Landscape Design Empire, will allow players to design, install, and maintain landscapes for a fictional neighborhood, purchase new tools, develop new skills, and open new areas by progressing through the game. Players can invite friends to help or share the experience.

### What Is Roblox?

For those unfamiliar with the game, Roblox was launched in 2006. It serves as a platform where players can play other user-generated game genres like role-playing, puzzle-solving, and simulators. Players can socialize, earn and spend virtual currency, and create their own games. 59.3% of the daily active users are ages 12 and under.

It's free to create a Roblox account and it is available on numerous platforms, including mobile devices, gaming consoles, and the VR headset Meta Quest. Users can create an avatar and then play through the various games and experiences, as well as connect with others.

Roblox is the third most played game on PS4 and PS5 behind Call of Duty and Fortnite. Sixty-five million people across the globe play Roblox daily, with 28% of the user base located in the U.S. and Canada. The average playtime is 2.6 hours per day. The gaming platform experienced an explosion in popularity during the COVID-19 pandemic.

Due to Roblox's popularity and ease of crafting your own video game within the platform, multiple brands, including Nike, Walmart, Chipotle, Samsung, and Gucci have created their own virtual experiences.

One of Roblox's goals is to move into the educational space by having teachers utilize Roblox to teach subjects such as coding, animation, history, and economics. Educational institutions like the U.S. National Parks and The Museum of Science in Boston have crafted experiences on Roblox.

### Core Game Mechanics

With the NALP Foundation's game, the general goal will be to create excitement and engagement with Roblox's core demographic and provide a better understanding of the landscape and lawn care industry.

"It's not intended to be forcing careers on them," says Jenn Myers, executive director of the NALP Foundation and senior director of workforce development. "It's really about

*continued on next page...*

# NALP Foundation Builds Roblox Game to Reach Next Generation

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plants and nature and being outside and the environment and beautification. Also, just an overall understanding of all the ways that landscaping impacts your life.”

Players will be able to accept a job, design landscapes, maintain their landscapes and unlock new jobs and new areas as they progress in the game. By playing, users can also earn in-game currency to upgrade their equipment, like going from a push mower to a riding mower.

The game is designed for players to design and care for their landscapes, so they understand all the components of the industry. Myers says the most popular Roblox games are ones where players have something to care for and where they are able to complete and check off tasks, so Landscape Design Empire will tap into this by giving them plants to care for and NPCs (non-playable characters) telling them what to do. Horticultural facts will also be shared through the game’s loading screen and other places throughout the game.

Myers says they want the game to grow and evolve over many years. A child who started playing it at 6 could still be playing it at 12 and they want to offer more sophisticated game mechanics as they gain experience.

In future updates of the game, Myers expects to branch out from residential landscapes and add commercial spaces for players. Another possible update will feature areas with different climates where the gamers will have to select plants well-suited for those conditions.

“All the plants would be available, but you might get more points if you use plants that grow better in that climate.”

Myers says. “Or if you put the wrong ones in, it might be harder to take care of. That way, they can learn and see the connection.”

Myers says success with Landscape Design Empire will focus on whether kids are coming into the game, if they are staying and completing the landscape job loop, and if their friends are logging on to play as well.

## Timeline

The initial game release is planned for late January, following the friends and family testing phase on Jan. 2. During the friends and family testing, Epic Reach will be able to see where kids go into the game, where they stop or restart, and where they engage.

“We’ll use that to color not only the release, but all the subsequent updates,” Myers says.

After the release of the game, Epic Reach will be able to provide various metrics, including:

- Number of players (daily, monthly, all time), repeat players
- Time spent playing, average per session
- Most popular (challenges, times to play, items, skills, regions)
- Player location, native language
- Starts/completes (challenges, skills, tools)
- Play session paths, drop points

*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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