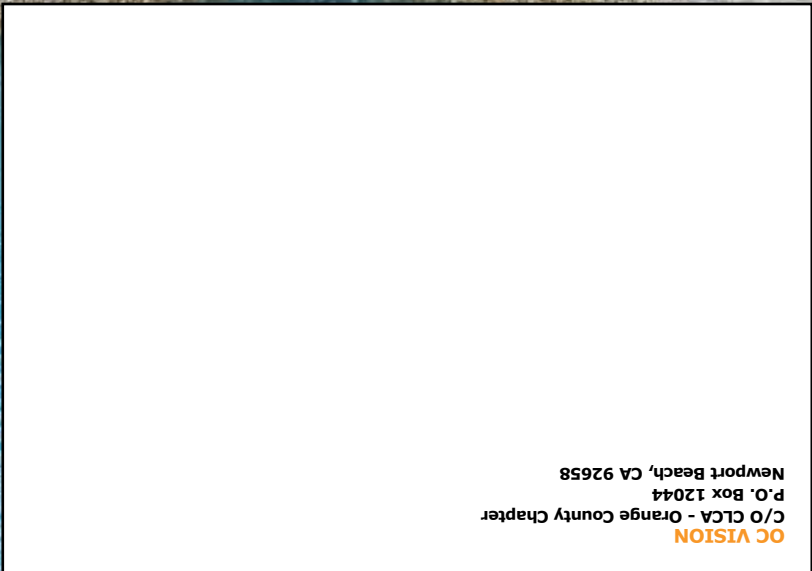




OC Vision

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**2022 Beautification Awards Entry
Forms Available Online!**
Entry deadline is June 1, 2022.



Find a checklist for preparing a
winning entry inside this issue!

Cover Photo: Irvine Bungalow
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Planning is Key

Over the course of growing my business, I've continually been looking ahead and planning my exit strategy. The day will come when my drive eventually winds down, or I become outdated by the next generation. I need to have a plan in place for when that time comes.

Nowadays, it's not just my exit strategy I'm planning for. My wife and I have a baby on the way. As the due date gets closer, I find myself a bit more distracted than usual with the things at home. This requires me to be extra careful with my work-life balance. Life will happen and sometimes impact how involved you are in the day-to-day operations of your business. It is important to be able to address how your business will operate without you always being there. Planning is key.

Amidst getting ready for the baby and planning for my time away from the business when he arrives, I stumbled upon some interesting information. I learned that nowadays fathers qualify for Paid Family Leave (PFL) through the state of California. The California Family Rights Act (CFRA) entitles new fathers to 12 weeks of paternity leave to help their partner recover from childbirth and bond with

their new baby. You must have worked at your employer for at least one year and 1,250 hours for this to apply.



Sal Hernandez
Pacific Breeze Landscape
Chapter President

To be eligible for PFL benefit payments, you must have:

- Welcomed a new child into the family in the past 12 months through birth.
- Paid into State Disability Insurance (noted as "CASDI" on most paystubs) in the past 5 to 18 months.
- Not taken the maximum eight weeks of PFL in the past 12 months.
- Citizenship and immigration status do not affect eligibility.

This bit of information definitely comes in handy when planning to take time off for the arrival of a baby.

Last, but not least, remember to take a break from your daily burdens and get signed up for this year's golf tournament taking place at Coyote Hills Golf Course on Thursday, May 26.

~Sincerely, Sal

| 2022 CLCA-OC Calendar | |
|--|--|
| <i>Mark Your Calendars & Save the Dates Now!</i> | |
| May 26 | Chapter Golf Tournament, Fullerton. <i>Coyote Hills Golf Course: 1440 Bastanchury Rd.</i> 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, Fullerton. <i>Southwest Boulder & Stone: 2418 Cypress Way.</i> Topic: HR in 2022 & Employee Retention. |
| 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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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

Our Next CLCA U is June 8 at Southwest Boulder & Stone in Fullerton!

CLCA University – Class #2

Topic: HR in 2022 & Employee Retention

Join us at our upcoming CLCA University to learn all about the most important HR topics currently required to manage a successful business in California. Labor law and employee management requirements are constantly changing! Learn about these changes and how to maneuver your organization to have the best employees, the best culture, and stay compliant along the way. We're excited to have Glen Drouin with Harbor HR as our keynote speaker. Glen's extensive knowledge and skillset has assisted numerous businesses throughout his 20-year career in Human Resources, employee and management development, and company culture shaping.

Alex Salazar, Business Development Manager for Groundcare Landscape Company, will also be present to share his tips for employee retention.

Meet new green industry friends during networking that will begin at 4:30 p.m., followed by the educational session at 5 p.m. There will be a light dinner served, which is included in the \$30 to attend. Cost for non-CLCA members is \$40. Class is scheduled to conclude by 6:30 p.m.

RSVP your attendance at www.clca-orangecounty.org or by calling Bronwyn Miller at (949) 466-1222.

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The OC Chapter Beautification Awards Season Has Officially Started!

Begin Prepping Your Projects Now!

Do you have projects that you've installed within the last several years that you're really proud of? Perhaps you have properties that you currently maintain that you're doing your best work on. Consider entering them into our chapter Beautification Awards.



Entering your projects into our annual Beautification Awards competition is a great opportunity for you to show off your work and possibly take home an award. Winning an award really promotes your company and is a great sales and marketing tool. It also rewards your employees by having them be part of a winning team.

Entry forms are available for download at our chapter website (www.clca-orangecounty.org). You can also find a *Checklist for Preparing a Winning Entry* inside this issue on page 5. So, start wrapping up construction, fertilizing, coloring, and repairing your properties now and plan to enter them into this year's competition! **ENTRY FORMS ARE DUE JUNE 1.** Landscape judging will take place June 16-18, 2022.

Winners will be announced at a banquet on September 17 at the Mission Viejo Country Club.

~KURAPIA~

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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.

UC Landscape Plant Irrigation Trials™ Summer Open House at South Coast REC & UC Davis



Who should attend: Professionals from landscape, horticulture, and related fields; UC Master Gardeners; garden writers; academics/educators

When: **UC SCREC:** Thursday, June 2, 7:30 – 10:30 am arrival (ratings take 1-1.5 hours)
UC Davis: Thursday, June 17, 7:30-10:30 am arrival (ratings take 1-1.5 hours)

Where: UC South Coast Research and Extension Center, 7601 Irvine Blvd., Irvine, CA
UC Davis: directions sent upon registration

What's involved: Evaluating aesthetic qualities of selected plants on all treatments (60-90 mins)

Registration is required: South Coast: http://ucanr.edu/summer_uclpit_screc

UC Davis: http://ucanr.edu/summer_uclpit_davis

Important Details: The fields are packed dirt/uneven mulch. Sturdy comfortable shoes, sunscreen and/or a hat are suggested. Carpooling is encouraged, but not required. At the trial site, you will be provided a ratings sheet, writing implement, and given general instructions when you arrive. Cold water will be provided. We hope to see you there!

About the event: UC LPIT™ seeks to improve urban water-use efficiency by evaluating landscape plant performance on three irrigation treatments corresponding to the Water Use Classification of Landscape Species (WUCOLS) High, Moderate, and Low categories of water need. Plants are irrigated regularly during their first summer after planting. Treatments are imposed during the second growing season where researchers collect growth and quality ratings. The Open House allows landscape and horticultural industry professionals and educators the opportunity to see new plants in their second year and share their opinions and preferences by rating a representative sample of the plants in the field undergoing irrigation treatments.

Participation is voluntary. UC ANR is an equal opportunity provider and employer.

Questions?

Contact

Natalie Levy for South Coast
nlevy@ucanr.edu

Jared Sisneroz for Davis
jasisneroz@ucdavis.edu

Read more about it:
<https://ucanr.edu/UCLPIT/>.



Stop Fertilizing in Drought? NO!

Water restrictions don't have to be a death sentence to turf. Drought conditions are the time you should be working to keep turf and soil healthy through the season! Here are five myths about turf maintenance during drought and how to combat them.

Myth #1: I can't fertilize because it won't get watered in and I will burn my turf.

Using high quality organic fertilizer will direct most nutrient activity to the roots and crowns, avoiding the "burn" you get with water soluble nitrogen. Improving your soil will help the turf stay healthy enough to survive these drought conditions. The time you put in today will save you time in repairs and replacement later.

Myth #2: I should just scalp my turf through summer.

While scalping may seem like an easier solution, it actually puts more stress on the turf. Mowing heights should be **RAISED** through summer, creating a deeper and more extensive root system, allowing plants to withstand summer stress. Plus, that taller grass will allow soil temperatures to remain cooler at the soil surface.

Myth #3: Water restrictions mean my grass will die anyway.

If you are using good water management practices, your turf can not just survive but thrive on as little as two days of watering per week. By using controller settings like cycle and soak, you can get the same impact as watering more often without creating runoff from long run times.

Myth #4: Water restrictions will dry up the soil and water will runoff anyway.

If you focus on your soil's health by using organic vs. synthetic products, your turf will become more porous, actually retaining water in the subsurface. So rather than just running off, the water is reserved by the soil and released as needed.

Myth #5: If my grass is green, then I'm not saving water.

Using products like humic acids, wetting agents, and soil surfactants will help keep your turf green while still reducing water usage by up to 30%!

This article originally ran on Horizon Product's blog at www.horizononline.com/blog/

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6 Ways to Profit from Your Summer Vacation

By Larry Giroux, Ewing Irrigation & Landscape Supply

Summer is here, and although it now may be the perfect time to increase the value of your company.

The most valuable businesses are those that can survive without their owner. Buyers will pay a premium for a company that runs on autopilot, and they will levy a steep discount for a business that is dependent on its owner.

This summer, consider taking an extended break from your business to see how things run when you're not in the building. It's likely that some things will go wrong, but you can use those errors as the raw material for making your business operate more independently of you—and therefore more valuable.

Here is a six-step plan for profiting from your vacation time this summer:

1. Schedule Your Vacation Plus One Day

Whatever day you plan to start working again after your holiday, tell your staff you'll be back one day later. That way, you'll have a full day of uninterrupted time to dedicate to understanding what went wrong in your absence.

2. Bucket the Mistakes

When you return from vacation, make a summary of the things that went wrong and categorize them into one of three buckets:

Mistakes: Errors where there is a right and wrong answer.

Bottlenecks: Projects that had difficulties because you weren't there to provide your feedback.

Stalled projects: Initiatives that went nowhere while you were gone because you're the person leading them.

3. Correct the Mistakes

The first and easiest place to start is to simply correct

mistakes that were made in your absence. Mistakes usually result from a lack of training rather than negligence. The right answer may be crystal clear in your head but not immediately obvious to your staff, so the correction may be as simple as putting instructions in writing for the next time you're out and employees fill in for you.

“The most valuable businesses are those that can survive without their owner. This summer, consider taking an extended break from your business to see how things run when you're not in the building.”

Instructions should be clear, so run them past key staff to make sure they're easy to follow before sharing them with everyone on your team. A file-sharing service like Google Drive or DropBox can be a helpful place to store instructions so everyone can

easily access them.

4. Unblock the Bottlenecks

If you're being asked for your personal input on projects, there's probably going to be a bottleneck if you're not around. Make sure your staff is clear on the projects where you need to have a say and the projects where you don't.

5. Reassign Stalled Projects

The toughest part of making your business less dependent on you is dealing with projects that get stalled when you're away. Start by asking yourself if you're the right person to lead the project in the first place.

Projects often fall into your lap by default because you own the business, not because you're the best person to lead them. Categorize stalled projects into two groups:

- Strategic projects you need to lead.
- Non-strategic projects you are leading by default.

Keep the strategic projects and delegate the non-strategic projects to someone on your team who is best-suited to drive them forward.

6. Give Every Employee a Blank Check

At Ritz-Carlton Hotels, every employee has the discretion to spend—without approval from their general manager—up to \$2,000 on a guest. The \$2,000 figure is a large enough number to make the message clear: front-line employees should act first, make the customer happy, and ask questions later.

Many employees know how to make a customer happy but lack the confidence to act. Giving employees some spending authority will speed up the resolution of customer issues and empower your team to do the right thing when you're not there.

The sunshine is beckoning, so go ahead and take a vacation—if you follow the six steps here, you may end up with a great and a more valuable company.

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

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“Our new HSBE fittings are bigger and beefier for increased strength,” said Steve Hovel, Product Manager at Hunter Industries. “They also sport a new barb design that makes installation so easy, you don’t even need tools!”

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The 3-Step Performance Management Process

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

A landscaper from Ohio contacted me the other day to talk about various employee disciplinary issues. His valid concerns centered on avoiding lawsuits, the time it takes to develop a performance management system, reluctance to document unacceptable behavior, and the lack of accountability throughout the organization.

Ever heard those thoughts before? I mean, have you heard those same concerns from someone outside your company? Now you know who I am talking to.

I explained that most companies are their own worst enemy, desiring results though minimizing coaching, espousing a team culture while placating differential performance levels. Most companies don't do enough training, coaching, documenting, and disciplining of under-performing employees; only to regret those omissions when they want to terminate an employee with no paper trail. And then I hear the magic question:

“What do I do now Steve?” The answer is “start now.” I am certainly not advocating a bureaucratic culture in which minor issues are relentlessly documented to the point that employees lose their autonomy for fear of being written up. We don't want a Police State; we simply want a results-based team-oriented culture.

As I told the Ohio landscaper, “start now” by implementing the 3-step performance management process:

1. Define the business goal to the employee(s).

For example, “we have to finish this job in 4 hours,” “our quality score must be at least 87 on this job,” “all customer calls/e-mails must be responded to by the close of business each day,” “no call-back work,” or “all time sheets must be received by Tuesday at noon.” The employee has now been informed that his/her work performance is tied to an organizational goal; he/she is no longer ignorant of his/her role or impact. This may sound boring to you, but this is how coaching, accountability, and success must begin.

2. Get the employee to tell you how he/she will achieve the goal.

Again, this may sound boring to you, but it's not about you. It's about getting the employee to think of his/her actions that will achieve the goal. Did you catch that? “getting the employee to think about his/her actions...” Translation: the

employee is no longer a passive participant on the assembly line, he/she is beginning to take an active role in describing how he/she will achieve the goal. It's now his/her plan; not yours, okay Henry Ford? Naturally, if his/her actions are inadequate, unlikely to reach the goal, have a conversation to help the employee identify additional efficacious behaviors. I'm sorry if communication, coaching, and leadership take up so much of your valuable time, but if this is step is not done correctly, you will perpetuate dependence, eliminate engagement, and ultimately reap what you sow.

3. Do follow-up.

Hold the employee accountable to the goal. Stated simply: Was the goal achieved? After that, then ask why/not? What aspect of the employee's plan worked/didn't work? What should the plan have included? What changes should have been made? Based upon the responses, then apply performance management: praise, constructive criticism, coaching, training, communication, planning, documentation, etc.

Make no mistake, this fundamental process is just that, fundamental. It will take time, repetition, and revision. But the sooner you get started, the sooner the results will become evident. So, you know what?

“Start now.”

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



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