Cover Photo: Hemus Project by 2019 multi award-winning contractor RC Landscape.
Diversity in Business Offerings: Another Key to Survival

I was reading in one of our green industry trade magazines recently about some well-known companies choosing to diversify their business models* to stay ahead of the game – or even to stay in the game during these COVID-19 days. For example:

• Bartlett Tree Experts is now offering a new outdoor disinfectant service for their customers.
• John Deere, in collaboration with the United Automobile Workers of Detroit, Iowa Department of Homeland Security, and the Illinois Manufacturers Association, is producing protective face shields to meet the needs of health care workers.

Like these examples, we can diversify our offerings too. One great example is to offer soil moisture management and irrigation system management or equipment. This could give your current and potential client base a reason to add on. Or it may just keep you gainfully employed these days.

Being open-minded enough to consider diversifying your business mix may prove one of the best things you choose to do with the current state of business. Keep your eyes open and survey your team members to get their opinions on some diversifying ideas. This can help to bring in new opportunities and enthusiasm to your company, and hopefully keep your teams engaged during these challenging times.

My PMA book of the month this month is really a plug to market your water conservation and management expertise during July, which is Smart Irrigation Month. Smart Irrigation Month is an initiative that gives an opportunity for the green industry to promote the importance and value of smart irrigation practices. Make things happen and do your part to positively make a difference in irrigation water usage.

See you on the trails! ~Ed


## CLCA-OC Calendar & Other Upcoming Events

Mark Your Calendars & Save the Dates Now!

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>July TBD</td>
<td>CLCA Virtual University, Class #3. <em>This class will be conducted via Zoom.</em></td>
</tr>
<tr>
<td>Aug. 15</td>
<td>Chapter Angels’ Baseball Game &amp; Tailgate.</td>
</tr>
<tr>
<td>Oct. 6</td>
<td>Chapter Golf Tournament, Irvine. <em>Oak Creek Golf Club: 1 Golf Club Drive, Irvine.</em></td>
</tr>
<tr>
<td>Oct. 14</td>
<td>CLCA University, Class #4. <em>Location TBD.</em></td>
</tr>
<tr>
<td>Oct. 28</td>
<td>2021 OC Chapter Planning Meeting.</td>
</tr>
<tr>
<td>Nov. 11-14</td>
<td>CLCA State Convention.</td>
</tr>
<tr>
<td>Dec. TBD</td>
<td>Chapter Holiday Party.</td>
</tr>
</tbody>
</table>

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

Judy Rose
Custom Writing & Writing Repair Services

3631-C Aspen Village Way, Santa Ana, CA 92704
714-654-0963 E-mail: rosc@jlrc.com www.jlrc.com

Advertise in the OC Vision!
Call (949) 466-1222 for information.
Details and rates can be found on page 9.
2020 Orange County Chapter CLCA Coaching Staff

President
ED WALLACE
Midwest Landscaping
(562) 755-9914
For information about what we’re doing in 2019, contact Ed.

Secretary
JUDY ROSE
Custom Writing & Writing Repair
(714) 654-0963
For records of the chapter board meeting minutes, contact Judy.

Treasurer
STEVEN BECKSTROM
Angeffects
(949) 463-3284
For anything chapter finance related, contact Steve.

V.P. Education
ROLAND ZAMORA
Veterans Landscaping, Inc.
(714) 393-2726
For inquiries relating to educational programs and their development, contact Roland.

V.P. Membership
SAL HERNANDEZ
Pacific Breeze Landscape, Inc.
(714) 909-3784
For information about becoming a CLCA-OC Chapter member, contact Sal.

V.P. Events
DENNIS VO
DV Construction & Landscaping, Inc.
(714) 271-1442
For questions relating to our educational meetings or annual programs and events, contact Dennis.

V.P. Legislation
DAVE NORRED
Nor-Land Landscaping Co.
(949) 495-6469
For legislation information, on both the state and local level, contact Dave.

AM Representative
SCOTT MOAN
Site One Landscape Supply
(562) 338-0896
For questions relating to our OC Champions program or Golf Tournament, contact Scott.

Chapter Editor/Webmaster
BRONWYN MILLER
Eyescapes
(949) 466-1222
For inquiries relating to chapter communications, both print and online, contact Bronwyn.

Director
RICHARD COHEN
Richard Cohen Landscape & Const.
(949) 768-0599
For answers to general inquiries, or to learn about CLCA’s mentor program, contact Richard.

V.P. Membership
SAL HERNANDEZ
Pacific Breeze Landscape, Inc.
(714) 909-3784
For information about becoming a CLCA-OC Chapter member, contact Sal.

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

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

For answers to general inquiries, or to learn about CLCA’s mentor program, contact Richard.

CONNECT WITH US...

Sales • Rentals • Parts • Service
Your Southern California Compact Equipment Dealer

INVESTING IN IMPROVED CUSTOMER SUPPORT

www.coastlineequipment.com

COASTLINE Equipment

John Deere

LONG BEACH
6188 Paramount Blvd.
Long Beach, CA 90801
(562) 272-7400

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

JULY 2020
WWW.CLCA-ORANGECOUNTY.ORG
OC VISION
Recognizing the challenges and opportunities presented by the fluid nature of the COVID-19 pandemic, the CLCA Board of Directors has postponed the association’s annual convention in Hawaii until 2021 and stepped up efforts to innovatively offer members online education, resources, and networking.

“With the health and well-being of our community in mind and following the guidance of local government and public health officials, CLCA is reconfiguring its 2020 Annual Convention,” CLCA President Regan Barry said.

“Our 2020 Annual Convention will feature everything that members have come to expect: The excitement of setting the future of our association at the General Membership meeting, the celebration of landscaping excellence at the Trophy Awards, and the opportunity to connect with old friends and make new friends,” he explained.

“We’re taking these steps to proactively protect those most valuable to us — our families, our colleagues, and our staff. CLCA board members look forward to safely joining them in Hawaii in 2021, after we celebrate our 2020 successes online,” he added.

CLCA’s 2020 successes include a continued focus on working with state and local governments and public health officials to keep CLCA members informed and on the job providing essential services.

Regan also encouraged members to stay active in their local chapters, which he called “the hearts of the association.”

“The opportunities to stay connected are even greater today, even from a distance,” Regan said. “Networking, education, and social events — CLCA’s chapters bring the association’s resources directly to you.”

As the association plans a reconfigured 2020 Annual Convention, General Membership Meeting, and Trophy Awards ceremony, efforts are also underway for enhanced virtual networking opportunities and educational offerings, including a weekly webinar series scheduled to start in September.

Until then, stay safe!
CLCA Associate Members Offer Webinars and Online Training

Many CLCA Associate Members offer free online training videos and webinars. Find details below and check them out. Now is the time to increase your knowledge and expertise!

Alliance Outdoor Lighting
For useful landscape lighting information, visit their training page at https://www.doyouknowalliance.com/

Arborjet
From soil to crown, Arborjet offers educational opportunities on topics spanning the green industry. Over the next several months, Arborjet will be offering additional remote learning opportunities with webinars ranging from new product sessions to important regional pest and disease updates. View webinars at https://arborjet.com/training/webinars/

DIG Corporation
DIG Corporation, founded in 1981, manufacturers a full line of Drip/Micro Irrigation Products and is the industry leader in Alternative Powered Irrigation controllers. Email Mike Merlesena at mikem@digcorp.com or call (760) 613-8276 to inquire about their upcoming webinar, LEIT Controllers and Battery Operated.

Ewing Irrigation and Landscape Supply
All classes are posted at https://store.ewingirrigation.com/education-webinars. Sign up and have your customers join too! Ewing also has a Youtube channel. Check it out at https://www.youtube.com/user/ewingirrigation.

Hunter Industries
Hunter Industries’ online training program has been online for more than eight years and has worked with many professional organizations to refine their training to industry standards. Any user can take the training by signing up for a free Hunter account. All courses have to be completed with 80% or above to pass and grades are saved to the user’s profile. Visit their training page at https://training.hunterindustries.com/

LMN
LMN has outstanding resources to help CLCA members learn the software skills to grow their landscape business and career. Visit https://golmn.com/resources/ to learn more. Also, their free one-day workshops have gone virtual. Find more info at https://golmn.com/workshops/. Lastly, they’re now offering free webinars each week that include tips from landscape industry experts and LMN’s CEO. Check it out at https://golmn.com/webinars/.

Rain Bird
The Rain Bird Knowledge Center has recently been updated with 23 NEW training videos. They are short, contain the top three selling features for each product, and star Rain Bird sales employees!
Distributors: https://info.rainbird.com/t/4HQY-9WSP-5B1H06REB6/cr.aspx?v=0
Contractors: https://info.rainbird.com/t/4HQY-9YQL-5B1H06REB6/cr.aspx?v=0
CLCA MEMBERS CAN SAVE UP TO 20%.

HUSQVARNA CLCA SUPPORTING DEALERS

ANAHEIM
B & M Lawn & Garden Center
2801 E. Miraloma Ave.
(714) 996-5490

LA HABRA
Best LawnMower Service
722 S. Beach Blvd.
(562) 697-4550

SANTA ANA
Alan’s Lawnmower & Garden
4621 W. 1st Street
(714) 775-1250

IRVINE
Parkway Lawnmower Shop
9935 Muirlands Blvd.
(949) 855-4288

NOW’S THE PERFECT TIME TO UPDATE YOUR FLEET!
A professional landscape contractor, you know that irrigation systems need regular maintenance to keep them working efficiently year after year. Damage from lawn equipment or improper winterization can cause leaks and other serious problems that can cost a significant amount of wasted water.

In honor of Smart Irrigation Month, an industry campaign to increase public awareness of the value of water-use efficiency, we’ve detailed a few checks that should be performed on a monthly, yearly, or periodic basis.

**Monthly**

Adjust sprinkler heads. Remove or correct obstructions that prevent sprinklers from distributing water evenly. Adjust sprinkler head positions and spray patterns to avoid watering sidewalks or structures and to provide necessary clearance over growing plants.

Check the pressure. Pressure can change over time and negatively affect the system’s efficiency. Too high of pressure can result in too much water applied too quickly, causing runoff.

Inspect the system for leaks. Leaks are a huge water waster. Perform regular maintenance checks for leaks, broken or clogged spray heads, and other problems.

**Annually**

Winterize in colder climates. Using specialized equipment, flush out water that could freeze and crack pipes, valves and sprinklers. It’s easy to overlook this type of maintenance, but forgoing it could result in costly damage to the irrigation system.

**Periodically**

Have the system audited. Conduct an irrigation audit and uniformity test to verify areas are being watered evenly and appropriately. Make necessary adjustments.

**High-value upgrades**

Rain/freeze sensors. These inexpensive sensors can be retrofitted to almost any system and help save water by turning your system off in rainy weather.

“Smart” controllers. Weather- or soil moisture-based controllers evaluate weather or soil moisture conditions and then automatically adjust the irrigation schedule to meet the specific needs of the landscape. These controllers take the guesswork out of watering your landscape, thus saving water over time.

**Before you upgrade, look for savings.** Many water utilities offer rebates for certain water-efficient products. Before upgrading a new system, consult with your local water provider to take advantage of any rebates in your area.

Smart Irrigation Month is an Irrigation Association initiative to promote the social, economic, and environmental benefits of efficient irrigation technologies, products, and services in landscape, turf, and agricultural irrigation. Visit www.smartirrigationmonth.org to learn more.
C LCA member Merino Landscape, Inc., based in San Diego, California, is the first company with individuals to complete NALP’s Landscape Management Apprenticeship Program (LMAP), with three apprentices finishing the program this past May.

While typically it takes apprentices 12 to 15 months to complete the program, apprentices Julien Alcaraz, Jaime Alcaraz, and Krystian Merino were able to finish the program at an accelerated rate due to prior experience. All three apprentices are current employees.

Jaime Alcaraz said that with the testing and exams they were able to feel confident in their skills of the trade and the tests helped them become a stronger individual in the trade. Krystian Merino commented that he appreciated how the program brought things back to the fundamentals of the trade.

Owner Chris Merino said the program worked well for them and it was cost-effective. He added that he plans to use the apprenticeship program again in the future, but will have someone else handle the mentoring aspect of the apprenticeship. As the mentor this time around, he found it interesting to show the apprentices the different aspects of the work.

One of the reasons Merino decided to participate in the program is due to a new law in California that requires companies bidding on public work contracts to employ individuals who have graduated from a Registered Apprenticeship Program.

Merino said that the program has a good mix of online training and hands-on work and there isn’t anything about the program that he would change.

“The work I was doing in the online classroom was great because it went perfectly with reinforcing knowledge of the trade,” Jaime Alcaraz said. Julien Alcaraz agreed that the

Continued on Next Page...
online classroom training reassured him that each task was done the proper way.

The NALP Landscape Management Apprenticeship Program was launched in February 2019. The program requires 2,000 hours of on-the-job training, as well as a minimum of 144 hours in the classroom or online equivalent. The 2,000 hours of on-the-job training is broken down into 17 job tasks, which helps apprentices receive well-rounded training.

Individuals who complete the program hold the status of Journeyman for the occupation of Landscape Management Technician and earn up to 14 college credits that can be transferred to over 300 colleges or universities.

Visit www.landscapeprofessionals.org/apprenticeship to learn more about the program and to enroll.

Apprenticeships are Opening Doors to a Better Future

Government agencies have identified apprenticeship programs as a proven solution for recruiting, training, and retaining top-tier talent. The new Landscape Management Apprenticeship Program™ (LMAP), sponsored by the National Association of Landscape Professionals (NALP) and registered by the Department of Labor, offers job seekers a path to a new career through a paid apprenticeship with a landscape company that includes on-the-job training.

Who should consider an apprenticeship program?
Companies that have trouble finding employees, are challenged by high turnover, or have difficulty training staff with relevant skills are ideal candidates for apprenticeship programs. Companies in industries with long-established apprenticeship programs describe them as the “golden ticket” of recruiting.

What does the LMAP™ encompass?
The apprenticeship program focuses on the skills needed by a landscape technician in maintenance, installation, and irrigation. The heavy emphasis is on landscape maintenance. The program requires 2,000 hours of on-the-job training, as well as a minimum of 144 hours in the classroom or online equivalent. NALP has developed the LMAP™ materials into online courses to meet the education component. This ensures that every apprentice across the country, receives the same training. The 2,000 hours of on-the-job instruction are divided into 17 job tasks with required hours for each. The apprentice must reach an acceptable competency level in each of the outlined tasks.

2020 OC VISION ADVERTISING RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1 Year 12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Card (B/W)</td>
<td>$ 505</td>
</tr>
<tr>
<td>Business Card (Color)</td>
<td>$ 640</td>
</tr>
<tr>
<td>1/4 Page (B/W)</td>
<td>$1,245</td>
</tr>
<tr>
<td>1/4 Page (Color)</td>
<td>$1,560</td>
</tr>
<tr>
<td>1/3 Page (B/W)</td>
<td>$1,735</td>
</tr>
<tr>
<td>1/3 Page (Color)</td>
<td>$2,175</td>
</tr>
<tr>
<td>1/2 Page (B/W)</td>
<td>$2,140</td>
</tr>
<tr>
<td>1/2 Page (Color)</td>
<td>$2,775</td>
</tr>
<tr>
<td>Full Page (B/W)</td>
<td>$4,050</td>
</tr>
<tr>
<td>Full Page (Color) - Back Cover</td>
<td>$5,205</td>
</tr>
<tr>
<td>Full Page (Color) - Inside</td>
<td>$4,920</td>
</tr>
</tbody>
</table>

Size - Width x Height

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

For more info. about advertising in the OC Vision, contact Bronwyn Miller at (949) 466-1222/eyescapes@yahoo.com.
How Technology Has Changed the Marketing Landscape

By Jonathan Goldhill, The Goldhill Group

Communication is the cornerstone that helps businesses grow and prosper. It creates relationships, strengthens the effectiveness of organizations, and is the driving force behind sales. Digital technologies are changing the media landscape and the type of messaging strategy organizations use. For any business to be successful, whether it’s a large established company or a brand-new startup, these new forms of communication must be part of their marketing mix.

So, what are the digital must-haves for your business?

**Websites** have become business necessities. They help to share product details, reviews, photos and videos, and attract potential customers 24/7.

**Mobile marketing** has become another valuable tool to reach out to customers on their cell phones and other mobile devices through text messaging and applications.

**Social media** is perhaps the most popular tool of marketing these days. Platforms such as Twitter, Instagram, and Facebook allow for businesses to keep an ongoing conversation with their customers, keeping their brand name top-of-mind, increasing customer loyalty, and interacting with the brand.

**Online advertising** can reach more customers in more ways than ever before, with big data to back up its effectiveness.

At the Goldhill Group, we have experienced mentors and coaches who are specialists in the issues facing entrepreneurship. We will guide you to greater success using proven solutions to almost every business challenge — and by identifying opportunities that will help your business grow. Find out more about our services by giving us a call at (818) 716-8826 today.
Defend Trees Against Disease: Chlorosis

**What Is the Threat**
Chlorosis is the yellowing of plant foliage due to a lack of certain soil micronutrients, most commonly iron and manganese. Alkaline soils (with a pH of 8.0 or higher) are unable to make metallic micronutrients available for root absorption. Chlorosis, if allowed to progress, will cause slow growth, leaf loss, susceptibility to additional stress, and eventually tree or plant death.

**Where Is the Threat**
In alkaline soils, iron and manganese become insoluble and unavailable to the tree; however, soils containing adequate levels of micronutrients may still exhibit chlorosis because they are not available for root absorption. Trees growing in poorly drained soils are also susceptible to iron chlorosis. Chlorosis can be found all over the US, but is common in the Upper Midwest, Texas, Colorado, and in some areas of the northeast, and is particularly prevalent in oak.

**Symptoms**
The primary symptom of micronutrient chlorosis is the fading of the leaf color from green to increasingly paler shades of green and, when extreme, to a yellow hue.

**What To Do About It**
Arborjet recommends a two-pronged approach to treating micronutrient chlorosis: A trunk injection of Mn-jet Fe™, followed by a soil drench of NutriRoot®. By injecting Mn-jet Fe directly into the xylem tissue, its minerals will be available to the tree immediately; thus, being the fastest way to alleviate chlorosis symptoms and improve tree health. Following up with a soil drench of NutriRoot will make watering more efficient, reduce plant stress, and increase water storage.

There are many things affecting the health of our trees, especially in our urban and suburban forests. Often by treating underlying symptoms, like root loss or drought stress, or treating preventively when invasive pest pressure is near, we can protect our trees for generations to come. Learn more about plant diseases at [www.arborjet.com/problems_solutions_category/diseases/](http://www.arborjet.com/problems_solutions_category/diseases/)

**Photos**
Top: Pin Oak showing signs of Iron Chlorosis.  
*Photo taken by: Joseph O’Brien, USDA Forest Service, Bugwood.org.*

Middle: Healthy Pin Oak after micro-infusion with MIN-jet Iron using the TREE I.V.  
*Photo taken by Arborjet, Inc.*

Bottom: Iron Chlorosis on foliage of trident maple.  
See Coastline Equipment for Your Compact Equipment Needs

0% APR for up to 60 MONTHS*

TAKE DELIVERY OF ANY OF THESE MACHINES BY OCTOBER 31, 2020 AND RECEIVE UP TO 0% FINANCING FOR UP TO 60 MONTHS!

*Offer ends October 31, 2020. Prices and models availability may vary by dealer. Some restrictions apply; other special rates and terms may be available.

California
Long Beach, CA (562) 242-7400 · Bakersfield, CA (661) 399-3600 · Oxnard, CA (805) 485-2106 · Santa Ana, CA (714) 265-5500 · Santa Maria, CA (805) 922-8329 · Sylmar, CA (818) 890-3353

Idaho
Jerome, ID (208) 324-2900 · McCall, ID (208) 634-3903 · Meridian, ID (208) 888-3337

Nevada
Elko, NV (775) 777-7070 · Las Vegas, NV (702) 399-2700

www.coastlineequipment.com