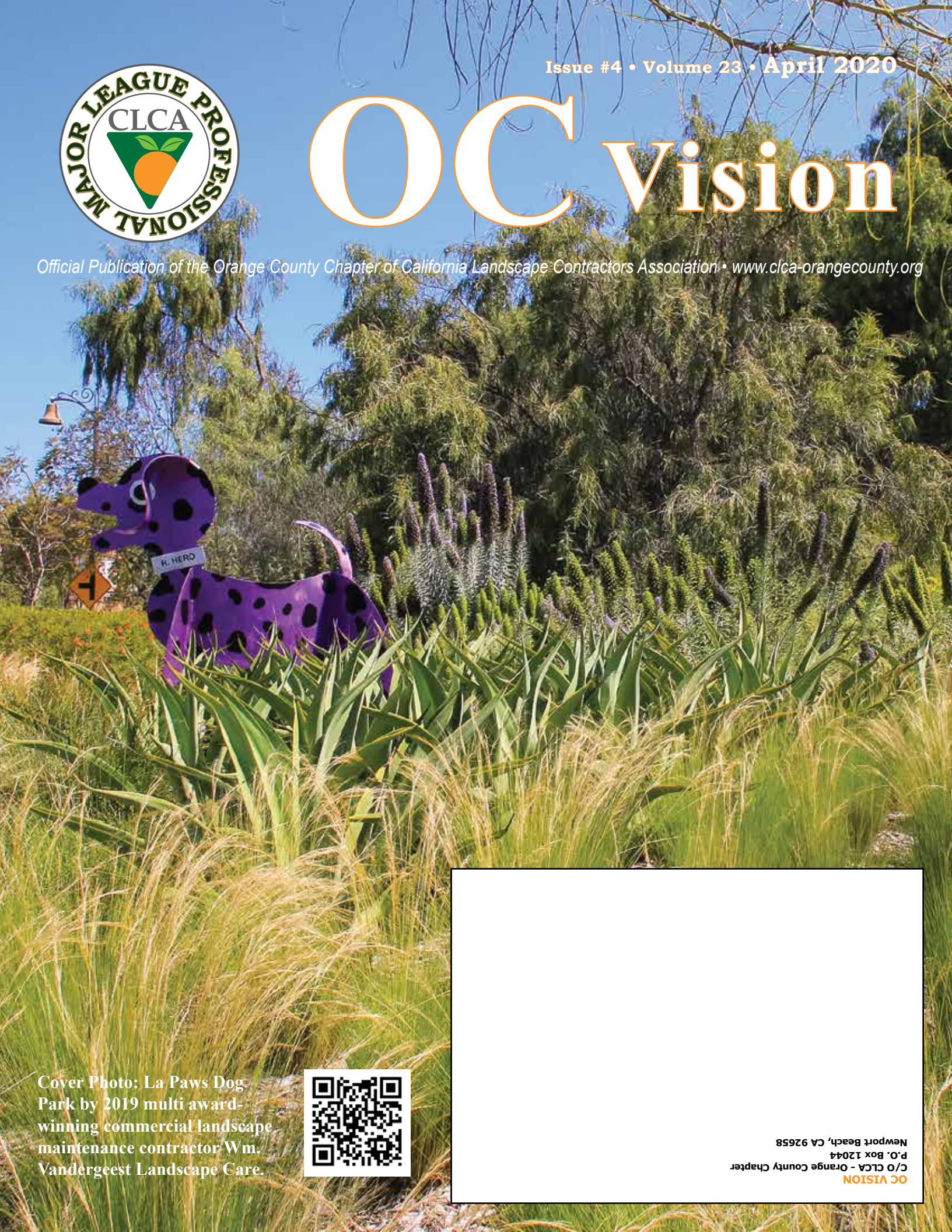


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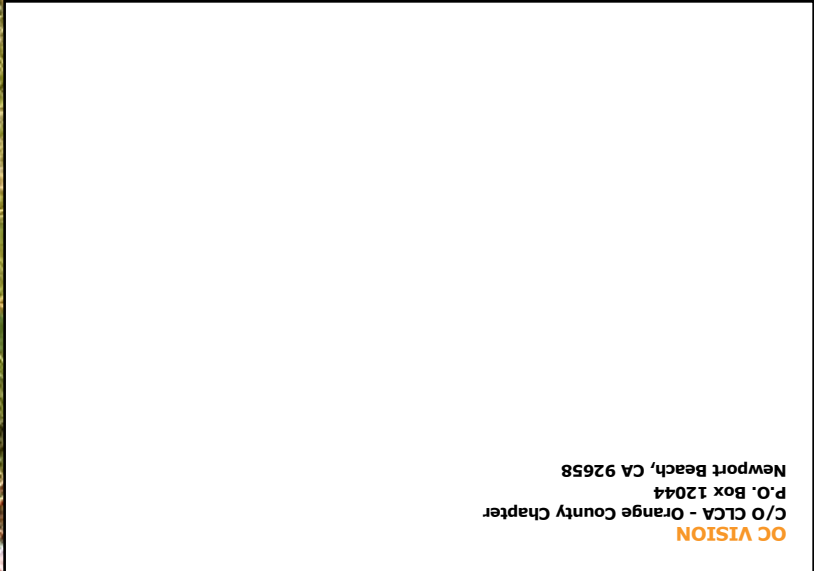


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Cover Photo: La Paws Dog Park by 2019 multi award-winning commercial landscape maintenance contractor Wm. Vandergeest Landscape Care.



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



Edward Wallace
Midwest Landscaping
Chapter President

Do What You Can, When You Can

Putting together successful landscaping projects is a work of art. The vision, planning, and communication between the project owners, your design team, your vendors/suppliers, and most importantly, your team, to make it all work takes time, effort, and patience.

and turf to really make a statement for the installers of your products. It is very important to **Do What You Can, When You Can**.

Many of our CLCA members are blessed with artistic talents. Clients pay hundreds or thousands of dollars to have what you have designed and what you can install at their homes and businesses. I have seen the incredible landscape projects at many of our state beautification award programs over the years and I am amazed at the skill and professional expertise of our CLCA members statewide.

Do What You Can, When You Can is something that we must all make a habit to do in our business and personal lives. There will come a time when we all will not be around anymore to **Do What We Can, When We Can** ...and someone may miss you blessing their lives.

*My PMA book of the month is actually a recording I came across recently on YouTube. It's called, "Interview With The Devil – The Secret To Freedom And Success – Napoleon Hill." Do not let the title fool you, this is an outstanding recording.

See you on the trails! ~ Ed

Sometimes clients do not really appreciate the amount of time and energy it takes to turn a beautiful landscaping project into reality from a bunch of lines and circles drawn on some drafting paper. When we put our best into what we love to do in this green industry, those that do appreciate what we do for them give us so much energy and optimism that the aforementioned items are not that big of a deal.

"**Do What You Can, When You Can**" means putting all that you've got into your work. That may mean meeting with a potential contractor to educate them on the latest and greatest tool or app that will help make their lives simpler and more efficient. Or it might mean growing the most healthy and beautiful plants, trees, shrubs, ground covers,

LEAF Scholarship Application Deadline Extended to June 1, 2020
 Students can apply online by visiting www.clca.org/industry-resources/college-scholarships-leaf/

CLCA-OC Calendar & Other Upcoming Events	
<i>Mark Your Calendars & Save the Dates Now!</i>	
May TBD	CLCA University, Class #2. <i>This university will be conducted via Zoom. Details coming soon!</i>
TBD	Beautification Awards Judging.
July 1	CLCA University, Class #3. <i>Location TBD.</i>
Aug. 15	Chapter Angels' Baseball Game & Tailgate.
Sept. 19	Beautification Awards, Mission Viejo. <i>Mission Viejo Country Club: 26200 Country Club Dr.</i>
Oct. 6	Chapter Golf Tournament, Irvine. NEW DATE! <i>Oak Creek Golf Club: 1 Golf Club Drive, Irvine.</i>
Oct. 14	CLCA University, Class #4. <i>Location TBD.</i>
Oct. 28	2021 OC Chapter Planning Meeting.
Nov. 11-14	CLCA State Convention, Maui, Hawaii.
Dec. TBD	Chapter Holiday Party.



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

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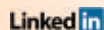
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Three-Step Approach to Recruitment

By Steve Cesare Ph.D., The Harvest Group

Ask any business owner to identify his/her primary human resources problem and you will instantaneously hear “recruitment,” “staffing,” “finding people,” etc. Business owners must shift their recruitment strategies away from the traditional singular recruitment focus to a more comprehensive and simultaneous approach incorporating internal, external, and technological initiatives.

1) Internal Recruitment

Internal recruitment methods remain the most effective tactic in securing new employees. While a full-time recruiter is obviously preferred, despite their complaints about labor shortages, most companies have not yet chosen that option. In-house recruiters should receive base pay compensation, as well as placement pay for each new hire brought into the company, and a bonus for ensuring that monthly staffing goals are consistently maintained.

Most companies have an underperforming employee referral program. Typically, (1) these companies do not offer a lucrative incentive to motivate employees to recruit new candidates; (2) no specific company manager is accountable for this program, and (3) executives offer only rhetorical support in place of actual value (e.g., increased employee pay, better training, improving the company culture). In general, successful employee referral programs offer employees a \$600 bonus for each new supervisor brought into the company. Realizing that employee retention, not recruitment, is the ultimate goal, astute companies divide the referral bonus payout across three timeframes: \$100 at the date of hire, \$200 after the employee has been on the job for 90 days, and the remaining \$300 after six months of employment. Within the context of business acumen, if the employees are not providing a steady flow of applicants each week, the bonus is clearly insufficient, in much the same way a sales commission plan or enhancement bonus plan would similarly fail.

2) External Recruitment

Building upon internal recruitment efforts, companies must also broaden their scope to incorporate vendors,

agencies, and customers to attract candidates. Stimulated by a consistent executive and managerial contact, external sources should be contacted regularly on a bi-weekly basis, provided with recruitment materials (e.g., job descriptions, job applications, career ladder, training program), and rewarded with gift cards, additional business, discounts, public recognition, and on-site partnership appreciation events. In much the same way that marketing efforts precede sales, external recruitment partners contribute to overall staffing success.

Companies must also consider the use of an external contract recruiter or an independent contractor (i.e., 1099) to accelerate recruitment efforts. These individuals are paid exclusively on a headcount-add basis, with a backloaded bonus for satisfying new-hire retention thresholds (e.g., 90 days, six months, a full year).

3) Technological Recruitment

Companies must extend their internal and external recruitment efforts with constant technological impact. Whether it is a weekly refresh of the company website, a bilingual option home page, semi-weekly social media posts (e.g., Facebook, Twitter, Instagram, LinkedIn), on-line recruitment videos *which are quickly becoming the new normal*, consistent analytical focus of SEO efforts, actual employee testimonials, and cell phone-friendly recruitment applications, technology must be used more often, with increasing quality, and be managed more rigorously than ever believed.

In closing, recruitment is likely to remain a concern for organizations well into the future. To address that worry, it is suggested they interconnect internal, external, and technological initiatives as a key initiative to help them achieve their company goals in a sustainable manner.

If you have any questions about this topic or anything else related to human resources, call Steve at (760) 685-3800. *This article was excerpted from the Harvest Group blog, Tuesdays with Steve Cesare.*



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Hold On!!!

Excerpted from a blog post by Jim Paluch, President, JP Horizons, Inc. www.jphorizons.com

HOLD ON!!! As I write those two words, I think how they could be the beginning of numerous articles that would emphasize a variety of emotions, struggles, victories, frustrations, breakthroughs, and memories, all coming as a result of the challenging time we are traveling through.

It could be an article with the opening line of, "HOLD ON to happiness anywhere you can find it, and use it to build other positive emotions to keep you motivated."

We could start another article with, "Just tie a knot, and HOLD ON when it feels like the struggles you are going through have you at the end of your rope."

It would be a great reminder to read an article that suggested, "HOLD ON to the victories and successes you are having right now as you get through these challenging times, and use them to build belief that you can accomplish things that are worthwhile and meaningful."

I believe I could have fun writing one that began something like, "HOLD ON a second... what makes you think allowing yourself to get frustrated is going to produce any positive results?" I have yet to hear a sports announcer say anything close to, "You can tell the entire team is really frustrated, and that has put them in a position to win again."

It could be a very meaningful and perhaps emotional article if it began with, "HOLD ON to the memories of those that you may have lost to COVID-19 or who are no longer here to give you the strength they so often gave to help you make it through a hard time." Use those memories to help you find your own strength and help someone as you have been helped. Each of us could write something special in that article.

The list could go on and on... There is this possibility:

"HOLD ON, do you really benefit from listening to the news, or visiting their websites?" Can we put a HOLD ON the political quagmire we find ourselves in and stay focused on solutions? How about, "HOLD ON to your commitment to social distancing," or maybe it could just all be summed up in an article that introduced you to a song, "HOLD ON" by Alabama Shakes . . . HOLD ON to it and listen when you have the time to really listen.

"HOLD ON to what we have learned during this challenging time! HOLD ON to the wisdom you will have gained because this time will pass and on the other side of it will be a new normal. A new time that, for those who are prepared, will provide a blank canvas to create anything we choose."

The Thought that Has a Hold on Me
Each one of those articles would probably come together pretty quickly and be a benefit to someone who reads it. Yet, the "HOLD ON" that I have been thinking about over the past couple of weeks is in a plea for all of us to HOLD ON to what we have learned during this challenging time! HOLD ON to the wisdom you will have gained because this time will pass and on the other side of it will be a new normal.

A new time that, for those who are prepared, will provide a blank canvas to create anything we choose.

It could be the simplest of things that might have the biggest impact on your happiness in the near future, as you have learned that you can benefit from spending time with your spouse and children in a way that allows you to reconnect or rekindle your friendship and love for each other. You can shut off the TV and work with your children on their homework or a creative activity you have them focused on that has taken their mind away from being stuck in a video game. Perhaps you have found happiness in going outside by yourself or with your family and really found the value in just walking in nature or planning and planting a garden because you know it's the right thing to do. If you HOLD ON to the things you have been learning that make you a healthier, happier person, then even greater things will be waiting for you in the future.

Continued on Next Page...

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Hold On!!!

... Continued from Previous Page

Business As We Know It

HOLD ON to the lessons you are now learning in your career that will take you further as time goes on. Maybe you have found you can work from home and be productive and not eat everything in the fridge. There are going to be incredible opportunities for the creative-minded entrepreneurs to build on the work-at-home trend that will emerge. If you have learned to work at home, what can you take back to the office that could create less stress, fewer distractions, and better results in your work? It is going to be exciting to watch the new standards of productivity coming from the habits and focus we are learning today.

How about Zoom and other online meetings that have us preparing in more effective ways to present our ideas, share information, and efficiently communicate? As one busy executive told me recently, it reminds us that we need to be intentional about connecting on a personal level with people even on a Zoom meeting. We need to take time to ask about their family, kids, and interests and build upon their feedback in future conversations. "Just because we are Zooming, it does not mean we are robots."

What have you learned about connecting with your customers? How are you perceiving them, and how are you wanting them to perceive you? I have been hearing more and more companies refer to customers as "our partners" because they have been forced to find ways to sustain relevance in a time when budgets are tighter and terms must be negotiated. There is a desire to partner and get through these scenarios together. The customer and service provider's relationships are going to be incredibly intertwined and productive as lessons learned are applied in the future.

As I try to find a stopping point for this article, I realize that the things we can HOLD ON to, when it comes to what we have learned, are endless. Yet, at the top of the list and the most important thing we can HOLD ON to is hope for a better future. We go forward with the self-confidence we have gained because of the challenges we have faced, overcome and grown from. Holding on to these things will have all of us ready to GRAB HOLD of the opportunities that are right around the corner.

Just HOLD ON!

With advocacy, action on upcoming events and a Company/HR information portal, CLCA is taking action to help you survive the coronavirus pandemic. Visit www.clca.org/covid for the most up-to-date information.

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Supporter Spotlight

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Landscaping companies need insurance that adapts to the fluxes of a seasonal business. In peak season, you need a carrier that is flexible with vehicle and equipment coverage or when your payroll is lower in the slow season, you need that reflected in your premiums. They can advise you on how to make that happen. When you need to make changes during the season, you need an agent that responds quickly. You need someone that answers your phone calls! And you need an agent that understands the local environment and can match coverage options to your situation.

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Choosing a WiFi Controller

There are many choices for WiFi controllers on the market today. Many of the better-known brands are intended for homeowner use, not the landscape professional. You need a product that allows you to securely manage your client's system, whether it's to adjust programs or troubleshoot remotely.

Hunter Industries, Rain Bird, and Toro Irrigation all offer contractor-grade WiFi controllers, each providing a different level of sophistication and management. Below is a quick summary of all three products.



Hunter Hydrowise

Hunter Industries combines cloud software with their innovative and reliable irrigation controllers to provide an outstanding connected platform. Driven by Hydrowise cloud software, the Hunter WiFi offering is user-friendly, with a feature set that appeals to both homeowners and contractors. Remote access is possible through either the Hydrowise app (iOS or Android compatible devices) or online through their cloud software.

Key product features include:

- Predictive Watering Adjustments based on web-based weather data brings up to 50 percent in water savings
- Multi-site water management that allows access to multiple controllers anytime
- Integrates with Amazon Alexa

The Hunter Hydrowise control system is available in the following controller formats:

Pro-C Hydrowise: The Pro-C Hydrowise™ combines the power of Wi-Fi-based irrigation management and the convenience of modular functionality into one next-generation controller. Starting with a 4 stations base, the controller is expandable to 16 stations.

Pro-HC: Available in 6, 12 and 24 fixed station controllers – both indoor and outdoor models.

X2 with WAND: The X2 controller combines the functionality of the popular X-Core® controller with the option to add Wi-Fi for remote management and advanced water-saving features using Hunter's industry-leading Hydrowise® software. Available in 4, 6, 8 or 14 fixed station models.

HPC-FP: The Hydrowise Pro-C Face Panel brings the Pro-C controller into the world of Wi-Fi irrigation management — with no re-installation or rewiring required. The replacement panel can be retrofitted into to any Pro-C controller manufactured after 2014.



Rain Bird LNK Module

The Rain Bird LNK WiFi Module allows easy access and control of an irrigation system from anywhere in the world. With the LNK WiFi Module and mobile app (iOS or Android compatible devices), users get access to off-site management, real-time alerts and advanced water management tools via their smart phone or tablet.

Key product features include:

- Automatic weather adjustments provide daily run time changes, saving up to 50% in water
- Compatible professional app features allow for simple multi-site management and as well as remote diagnostics by landscape professionals
- Integrates with Amazon Alexa

The Rain Bird LNK WiFi Module upgrades the following WiFi-ready controllers:

ESP-Me: Scalable from 4 to 22 stations, the Rain Bird ESPMe controller provides a 1-stop solution from residential to light commercial applications.

ESP-TM2: Available in 4, 6 8 and 12 station models, the ESP-TM2 is the perfect choice for residential irrigation systems.



Toro SMRT Logic

Toro SMRT Logic is a WiFi gateway that plugs directly in to the homeowner's router rather than relying on their WiFi network, ensuring a more secure connection. Once plugged in, use the SMRTscape app or website to register the product and connect the controller, transformer, or AUX relay. Unlike competitive products, SMRT Logic will not only control the irrigation system, but any 120V-powered indoor or outdoor device with a Wireless Auxiliary Relay (e.g., pond lights, fountains, awnings, Holiday lights, or indoor lamps).

Key product features include:

- Remote control of the irrigation, outdoor lighting, and other landscape features through any smartphone, tablet, or computer
- Can connect with Irritrol Climate Logic products for automatic weather adjustment based on current and historical weather data
- Secure communication path and nearly three times the communication distance of a typical Wi-Fi router
- Simple Plug & Play installation
- Integrates with Amazon Echo and Google Home devices

Toro SMRT Logic is compatible with the following Toro/Irritrol controllers:

- Toro Evolution Series
- Toro TMC Series
- Irritrol Rain Dial
- Irritrol Total Control
- Irritrol Kwik Dial

This article was excerpted from Horizon's blog at www.horizononline.com.

Green Industry Hall of Fame Seeking 2020 Nominations

Submit nominations at www.GreenIndustryHallofFame.org by June 15, 2020!

With the mission...“To honor and preserve the contributions of those exceptional individuals who have served the green industry,” the Green Industry Hall of Fame is seeking nominations of exceptional individuals who have been in the green industry for over 20 years and have contributed to making significant changes that impact the industry in a positive way.



2013 GREEN INDUSTRY HALL OF FAME INDUCTEES include OC Chapter Director, Richard Cohen (third from left). Other inductees that year, shown left to right, include: David Pagano, Chuck Hoover, Sue York, Gilbert Resendez, Hap Kellogg, and Brad Monroe.

Do you know someone who you think should be inducted into the Green Industry Hall of Fame? Does this exceptional individual meet the following criteria?

- Person with integrity and passion
- Minimum 20 years in industry
- Someone who has developed or invented new technology
- Has made contributions that resulted in change
- Contributed to mankind’s needs in the field
- Provided education and encouragement with self-sacrifice
- Changed the industry

If so, nominate them for consideration to be inducted in 2020. Your nomination of a pioneer, leader, innovator, creator and/or visionary who has made significant contributions to the green industry should be submitted through the Green Industry Hall of Fame website at: www.GreenIndustryHallofFame.org

Submissions are requested by June 15, 2020. Individuals selected for induction will be honored at the Green Industry Awards in December 2020.

The Green Industry Awards are held yearly and honor inductees from many different divisions of the green industry.

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