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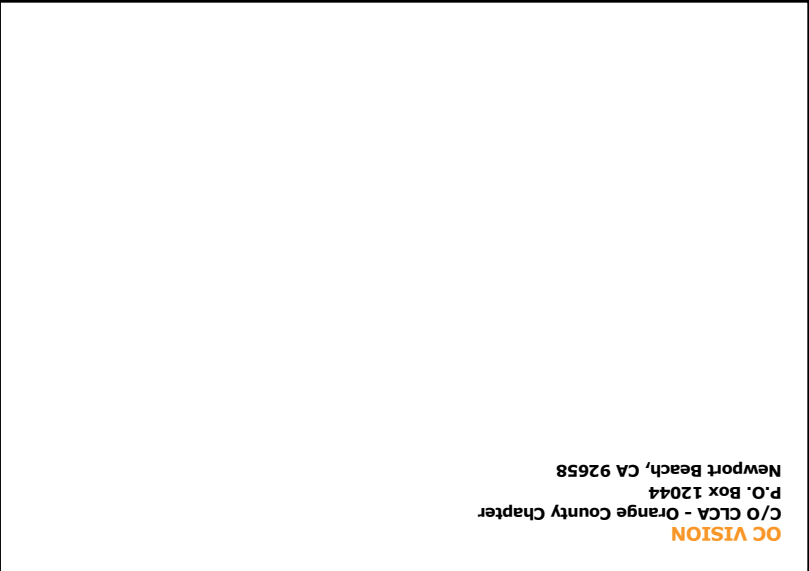


OC Vision

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



Cover Photo: One Ford Road
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OC VISION
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Starting the Year Strong

Howdy Team OC! I hope y'all have had a great start to your New Year. This winter we have experienced an increase in COVID cases; some of you may have experienced some troubles at home with this. I hope you are staying safe and healthy. Please look out for your loved ones and your crews. Seems like January was just the 13th month of 2020 and Zoom has become the new norm.

This month we will be having our annual kickoff event. It is set for Wednesday, February 24, and will be held via Zoom. Please mark your calendar and plan to join us for a fun virtual night. We are hoping to be able to network in person very soon. I miss having a beer with you all and talking shop. Nothing better than being able to network one-on-one. Until then...Zoom it is!

We have several new board members joining us this year. Please help me welcome:

- VP of Events, Dan Newell, Smart Turf Artificial Grass
- VP of Membership, Nathan De Guzman, Marina Landscape, Inc.
- AM Representative, Bill Deeble, CLCA Insurance Solutions
- Co-Chair of Education, Oscar Porron, VGS Landscape

Be sure to attend our kickoff event where you'll have an opportunity to meet them and learn what we have planned for 2021.

With spring just around the corner, we need to start prepping for the busy season. Have you started planning? If not, this is the time to start. How many upcoming projects do you have? Do you have adequate manpower? Have you contacted your vendors and updated your pricing? Do you need to market? Whatever the case may be, planning is crucial for successful daily operations.

Stay ahead of any potential obstacles. Reach out to your fellow contractors. We are here for one another. TOGETHER, we can mutually grow. Remember, this is what CLCA is about!

For this month's book, I recommend *Eat that Frog* by Brian Tracy.

As a reminder, please consider signing up for our OC Champions program. If you have any questions, make sure to reach out to Bill Deeble at (562) 243-5330.

Sincerely, Sal.



Sal Hernandez
Pacific Breeze Landscape
Chapter President



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

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CLCA MEMBER ADVANTAGE

When routes are uncertain, update your map

Communication can stay on track by keeping your company policies up to date.

Available at clca.org/store, the fully customizable **Employee Handbook** is created in Microsoft Word and features guidelines specific to the landscape industry and includes all required state and federal policies.



 clca.org/store

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.

Hunter Industries' 2020 Product Highlights

From powerful rotors that push the limits of engineering to the latest water-saving irrigation control solutions, Hunter Industries is proud to be at the forefront of innovation in every product that they manufacture. Check out some recent additions to their product family in 2020.



PGP-00-PRB & I-20-00-PRB ROTORS

The PGP-00-PRB and I-20-00 pressure-regulated shrub rotors reduce high incoming pressures of 50 to 100 PSI. Pressure regulation allows nozzles to operate at peak efficiency, saving up to 25% more water.

X2™ CONTROLLER WITH WAND

X2 brings irrigation management into the next generation by providing the option to add advanced water-saving features using Hunter's industry-leading wireless Hydrowise technology. Upgrade to the Hydrowise platform with the simple, add-on WAND Wi-Fi module.

I-50 ROTOR

With a radius range of 44 to 76', the I-50 large turf rotor is built to conquer demanding environments. The robust, planetary gear drive offers the highest torque output on the market to push past poor water conditions that can cause clogging. A powerful drive mechanism derived from Hunter's time-proven golf rotors ensures top performance in any application.



HY FILTERS

Ideal for any large commercial job, Hunter 1½" and 2" oversized HY filters are built with glass-filled polypropylene to ensure maximum longevity, maintain low friction loss, and provide a high-pressure threshold. They come standard with either a 150-mesh screen or 125-micron disc.



EZ DECODER SYSTEM

Bring two-wire technology to more projects than ever before with the revolutionary, low-cost, hassle-free EZ Decoder System. Compatible with HCC, ICC2, (and now!) Pro-C controllers, EZDS enables two-wire control at a fraction of the traditional cost.

PR-075 PRESSURE REGULATOR

Easily installed on PGP® and I-20 rotors, the PR-075 pressure regulator reduces high incoming pressures of 50 to 100 PSI. The PR-075 allows nozzles to operate at peak efficiency, saving up to 25% more water while preventing overspray onto hardscapes and adjacent areas.



NODE-BT CONTROLLER

NODE-BT is enabled with powerful wireless technology that can be easily managed from a smartphone up to 50' away. Install the waterproof NODE-BT in highway landscapes, parks, green roofs, temporary irrigation sites, or other outdoor applications where AC power is unavailable.



HDL-PC DRIFLINE

High-efficiency Hunter Dripline (HDL) is an ultra-durable upgrade to PLD. With built-in pressure compensation for uniform flow and consistent coverage, HDL-PC effectively irrigates shrubs, gardens, turf, and trees in at-grade and subsurface installations.

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Calibrate Your Equipment to Maximize Results this Spring



2. Measure the effective swath width of your spreader—this is dependent on your walking speed.
 - Set the spreader to the middle setting and practice the spread on a solid surface.
 - Measure the distance of the effective swath. This is the area the fertilizer material hits before it begins to thin on.
3. Determine the length of the run needed by dividing 1,000 by the width of the swath.
4. Mark the beginning and end of the test run area. Measure out the weight of your fertilizer and make a note of it.
5. Perform your practice run, then weigh the remaining fertilizer in the hopper and subtract it from the original amount.
6. Compare this to the manufacturers' suggested output. If it's different, adjust the spreader's setting and retest until it matches the suggested output rate.

Before we launch into spring, take some time this winter to review the status of your equipment and tools. Specifically, backpack sprayers and spreaders can get out of alignment if they're not calibrated.

Measuring and adjusting the amount of pesticide or fertilizer your equipment will apply over a target area is key to ensuring the overall health of plants and turf. Too much or too little can result in burned or damaged turf, which means calibration is a critical first step in making certain that your equipment is applying product uniformly and at the correct rate.

Proper calibration of the equipment you use day in and day out has many benefits, including:

- Improving target pest (i.e. weeds, insect or disease) control
- Preventing off-site damage
- Creating a healthier turf
- Reducing customer complaints
- Saving money

To help set you up for success this spring, we've put together this handy checklist with steps for proper equipment calibration. Follow these steps as you review your equipment ahead of the busy spring season.

Steps for Calibrating a Backpack Sprayer

1. Set up marking flags for the distance you need to cover.
2. Fill your backpack sprayer tank half full with water.
3. Time yourself spraying water between your marking flags.
4. Spray water into a bucket for the same amount of time it took to cover the distance between marking flags. Repeat two more times and average the results.
5. The average fluid ounces equals the number of gallons per acre.

Steps for Calibrating a Broadcast Spreader

1. Determine how much fertilizer you will need to cover a 1,000 sq. ft. area. This can often be found on the fertilizer bag.

As we head into spring, get your equipment ready to work as hard as you do by calibrating it in order to maximize results.

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

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2021 State Board of Directors Assume Office

**Two past OC Chapter Presidents representing Orange County on the 2021 state board!
Paul Hansen sworn in as President and Ed Wallace sworn in as Chapter Presidents Council Co-Director**

Joining Hansen and Wallace on the association's 2021 Board of Directors are:

- President-Elect Megan Rios**, *Rios Design Studio, LLC*
- Immediate Past President Regan Barry**, *Coastal Evergreen Co., Inc.*
- Secretary-Treasurer Alex Salazar**, *Groundcare Landscape Company (joined board in 2021)*

- Dir. of Education Lindsay Ono**, *Bakersfield College*
- Dir. of Events Elizabeth Burns**, *Zone 24 Landscaping, Inc.*
- Dir. of Membership Eric Santos**, *CLT, BrightView Landscape Services*
- Dir. of Resource Management Tom Sweeney**, *CWM, Landscape Care Company (joined board in 2021)*
- Associate Member Director Chris McNairy**, *Hunter Ind./FX Luminaire*

Chapter Presidents Council Co-Director Evan Moffitt, *SiteOne Landscape Supply*
CLCA Executive Director Sandra Giarde, CAE

Hansen and the board were sworn into office during the association's annual Leadership Conference, which was held online Jan. 13, 2021.

Hansen is the Director of Client Services at SouthWest Landscape, Inc. of Orange County. The firm specializes in commercial property management, focusing on shopping malls, multi-family complexes, corporate facilities, business parks and hotels. He holds ISA Certified Arborist and Tree Risk Assessor licenses and QWEL certifications.

Hansen's tenure as an active CLCA member started in the Orange County chapter in 2012. He served as the chapter's Programs Committee Chair for one year and as the chapter President for two years. In 2017 and 2018, he co-chaired CLCA's Chapter Presidents Council. In 2019, he served as the association's Director of Resource Management. In 2020, he was CLCA's President-Elect.

After he was sworn in as president, Hansen promised Leadership Conference attendees that he would serve with integrity and passion. "I want to carry forth the vision and mission of the CLCA in unity with the grassroots efforts being done with each of our local chapters," he said.




CLCA 2016 President Steve Jacobs (top left) installed the association's 2021 Board of Directors during CLCA's online Leadership Conference January 13. Not pictured: Executive Director Sandra Giarde, CAE.

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CLCA Honors Distinguished Members at Annual Leadership Conference

CLCA OC Chapter Editor/Webmaster Bronwyn Miller among those honored



TOM NOONAN
Allegiance Award



FRANK NICCOLI
Allegiance Award



ERIC SANTOS
Regular Member of the Year



BRONWYN MILLER
Associate Member of the Year

CLCA's recent successes in water management, legislation, and member benefit programs are not the product of a liberal application of pixie dust, but the result of dedication and commitment by a special cadre of green industry professionals. Each year, CLCA honors those who have made an exceptional impact on the association and the green industry.

The association presented Allegiance Awards, its most prestigious honor, to Frank Niccoli and Tom Noonan. Eric Santos and Bronwyn Miller were named Members of the Year. The 2020 awards were presented during the association's annual Leadership Conference, held online, on January 13, 2021.

Allegiance Awards

The Allegiance Award is the most prestigious honor presented by CLCA. Our 2020 Allegiance Award winners are Frank Niccoli and Tom Noonan.

"By his peers, Frank Niccoli is recognized as a long-time supporter of the industry, diligent and focused on the future of the CLCA's best interest," CLCA President Paul Hansen said while presenting the award.

President Hansen noted that Noonan is "always praised for his activism for CLCA's efforts in water use efficiency." Quoting a member who nominated Noonan for the award, President Hansen said that Noonan's "tenure in the volunteer leadership has given voice to representing CLCA in the best possible light and professionalism."

Members of the Year

The California Landscape Contractors Association presents Member of the Year awards to the individuals deemed instrumental to a significant project or accomplishment

during the current year. The 2020 winners are Eric Santos, CLT (contractor member) and Bronwyn Miller (associate member).

While presenting the award, President Hansen praised Santos for his tremendous leadership on both the state and chapter level. Quoting those who nominated Santos for the recognition, President Hansen said that fellow members have recognized him as "extremely detailed and engaged. He has reinvigorated his leadership position and made a positive improvement for the association."

President Hansen praised Miller for her dedication to CLCA's Trophy Awards and Events Committee. Quoting those who nominated her for the recognition, President Hansen said that fellow members have recognized Bronwyn as "dedicated, always extending a hand to help, and producing fantastic content."

To learn more about these individuals and their awards, visit clca.org/about/distinguished-members-2021

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How to Position Your Products

By Jonathan Goldhill, The Goldhill Group

Product positioning is less about the product or service itself (although that's a critical element) and more about how your customers perceive it and the value it brings. It's about differentiation. It's the name of the product or service, the price you set, the packaging, presentation or experience of it, and other things that lend meaning and value to the product/service in your customer's mind.

If you want your business to reach its full potential, your product/service must be positioned well to capitalize on this. These elements are a big part of what makes a business valuable, and that's what we're going to talk about today.

Start with a Great Product

All valuable companies have great products (or services). You plan the design, product features, branding, packaging, and define any additional services that enhance the purchase, such as support, warranties, and guarantees.

But don't assume that just because you have a great product and it's doing pretty well that you don't have to pay attention to positioning. What sets your business apart? What makes it different from the competition? Why do customers come to you instead of the other guy?

Your Company's Value Is Tied to Differentiation

The value of your company is intrinsically connected to how you differentiate yourself from the rest. If your product is better, if your marketing is more effective, if you're seen in more places by the kinds of people you want to attract, your company will be worth more, have more longevity, and will sell for a higher price.

To get started, here are a few things to ask yourself:

- How are we different or better to do business with?
- How is our pricing, guarantees, or promises better or different?
- Do we lead our industry in a way that positions us differently?

“Don't assume that just because you have a great product (or service), and it's doing pretty well, that you don't have to pay attention to positioning.”

In the words of Philip Kotler, considered the Father of Modern Marketing, “Your company does not belong in any market where it can't be the best along some valued attribute.”

How Does Your Business Model Reinforce Your Positioning?

Your business model must support and reinforce your positioning, meaning you need to establish business processes to strengthen your promise. One example of this is by Domino's Pizza. They promise to “deliver in 30 minutes, or it's free.” To support this, they built low-cost locations near college campuses, as that was their ideal customer resided. Geico offers another great example. They promise “15 minutes can save you 15 percent or more” on your insurance. They were able to deliver those savings by cutting out the middleman. They developed a user-friendly online quote application that lets customers compare Geico quotes to their competitors'.

Think about your business model. Are your business processes aligned to support your marketing messaging and strategic position? Have you established procedures to ensure consistent and reliable delivery of your promise? Have you developed a reputation for doing things differently? And finally, have you empowered experts who are capable of delivering your product or service?

This last point is critical. Valuable businesses do not depend on the owner to make, sell, or deliver the product, nor are they the primary customer interface. The services must support the product. The better those services are, the more valuable the company. Your services are your products and should always be considered the same way.

What Business Are You In?

So when somebody asks you, “What business are you in?” How would you respond?

If you own a construction company, you might say, “I am a contractor. I build houses.” But if you are focused on sales and marketing, if you are an entrepreneur with a growth and leadership mindset, you might answer the same question by positioning yourself apart from your competitors. And that answer will usually lead to further discussion about your business, your purpose, and more besides. Once you've established your unique positioning, in their eyes, your value increases.

How Does Your Company Compare To The Top Players In Your Market?

If you want to build a strong company and increase your value, you'll want to have several differentiators. Some companies can make an impact with only one or two differentiators. One or two might break a tie, but when you have several, you have a shot at dominating your market.

Continued on Next Page...

BECOME AN OC CHAMPION

It's not too late to sign up to be a 2021 OC Champion! Your support allows our chapter to provide exceptional activities for our members. As an OC Champion, you are also promoted in our monthly magazine, membership emails, and on our recently re-designed website! Sign up online at:

www.clca-orangecounty.org

How to Position Your Products

... Continued from Previous Page

To see where you can distinguish yourself from your biggest competitors, you need to deep-dive into competitive analysis. Before you can gain market share, you need to carve out some mindshare – in other words, to be known for something that’s different than everything else that’s out there.

When you understand and can articulate how you are different, you won’t have to work so hard to build your audience. Without differentiation, it takes a lot more time, money, and energy to convince customers to choose you. In the end, you’ll probably end up competing on price. While that might work in the short-term, it’s generally unsustainable.

Developing a Competitive Advantage

To develop your competitive advantage, start by listing everything that sets you apart from your competitors. Your biggest strengths often lie in your hidden potential, and these are the things that will help you grow your business.

Use a growth discovery process to discover your customer segment’s needs and compare them to your competitor’s. This exercise is a good way to reveal your positioning and identify unmet demand.

For more on positioning, including action steps to fuel the process, I encourage you to read *Disruptive Successor* and visit www.disruptivesuccessor.com where you can download tools and resources to help you put it all together.

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1/2 Page (B/W)	\$2,140
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Full Page (Color) - Back Cover	\$5,205
Full Page (Color) - Inside	\$4,920

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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 info. about advertising in the *OC Vision*, contact Bronwyn Miller at (949) 466-1222/eyescares@yahoo.com.

A 5 Point Checklist To Shoot Better Videos

By Richard Restuccia, Jain Irrigation



Today, video is central to your ag and landscape outreach and campaign efforts, especially when it comes to social media. Video is dominating social channels, and if you are not creating video, you are falling behind your competition.

Over 50% of your customers are asking for video content now, and the video you provide makes a difference in how they view your business. Personalized video is shaping the future of marketing, sales, and customer service, so you need to learn how to do it well.

When Shooting Outdoors Use the Sun to Your Advantage

Jain photographer and video expert Michael Derewenko suggests using bounce light from a portable reflector when shooting in the sun. He also recommends placing the sun behind the camera when shooting. If you are by yourself using a tripod or placing your camera on a flat surface, you can place a reflector at your feet and bounce the light up at your face.

Use A Gimbal to Stabilize Your Shot

Gimbals work well to give your videos

and photos better clarity and color. They help slow vibration, often occurring when shooting motion or stills. Some gimbals also provide editing software in their apps. The DJI Osmo Mobile 3 is one of our favorites. It works great for the iPhone, including the large iPhone 11 pro. Using a gimbal, plus setting a timer for still shots, yields excellent results. The DJI gimbal comes with a setting that allows it to follow a subject without touching or moving the camera or gimbal. This is perfect for shooting video by yourself.

Audio Tips

We know audio often makes the difference between a great video and something someone clicks away from immediately. If the audio is not right, there is not high enough content to keep an audience. The microphone on your iPhone works well if you are close enough to it. If you are recording audio on your iPhone with video, you can also use a lavalier microphone that clips to your clothing.

Interview Tips

The first thing to consider with interviews is that the person you

interview most likely will be nervous. When the record light goes on, people tighten up. One technique that works well in getting them to relax is to get a conversation going before you start recording. In our lunch and learns, we start talking with the audience five minutes before the webinar starts. When we officially start, our guest is more relaxed and natural. This helps the quality of the interview. Before the interview, you don't need to script their message, but you can remind them why they are being interviewed. Keeping the end in mind helps them tell an exciting story. Remind them of the main reason for the interview. For example, "We want to know and hear about some examples of how this product saved you time and money."

Editing Tips

The best editing tip is to get the shot right the first time. Since this rarely happens, editing software might be needed. For most of us, the editing software on our phones or gimbals will be adequate. For those of you needing more, Michael likes Final Cut Pro. This is an Apple product that costs about \$300. It takes your editing to the next level.

Video continues to be more popular every day because it engages audiences, prompts shares, enhances communication, and presents quick and rich content. These tips should help you stay on top of your video game.

This article was originally published on Jain Irrigation's blog at <https://jainsusa.com/blog/>



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