

Issue #2 • Volume 25 • February 2022



# OC Vision

Official Publication of the Orange County Chapter of California Landscape Contractors Association • [www.clca-orangecounty.org](http://www.clca-orangecounty.org)



Cover Photo: Rapport Project  
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OC VISION  
C/O CLCA - Orange County Chapter  
P.O. Box 12044  
Newport Beach, CA 92658

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## Opportunities Abound



**Sal Hernandez**  
Pacific Breeze Landscape  
Chapter President

Wow, I cannot believe we are already into the second month of the year! It was unfortunate that we had to move our kickoff event to this month, but it resulted in a much better turn out than expected. I want to give a huge thanks to our events committee for making this happen.

Last month, I had the opportunity to go down to Mexico on a week-long surfing trip with a close friend. Traveling and exploring new places is probably one of my favorite things to do. While on my travels, I was reminded that there is so much to be thankful for. Being able to take time off to relax for an entire week is a lot to be grateful for in and of itself.

We truly live in the land of opportunity! That is something that should not be taken for granted. I say this mostly as a reminder to myself. I am so blessed to be a part of our great nation and society. Moreover, I am glad to be a part of a community such as CLCA. I cannot express enough how much CLCA has helped me grow. The relationships I have developed over the past five years are spectacular.

Honestly, if you want to take your business to the next level, get involved. Make use of your membership and the many benefits that come with it. The other day, I had an HR question regarding some employment concerns. I picked up the phone and called CLCA's HR Hotline. The staff member not only assisted me with my question, but also educated me on several other HR issues that I was not aware of. Not to scare you, but there is a lot going on in California that is impacting HR. Make sure you are keeping up!

Another great benefit to CLCA membership is the opportunity to network with other contractors. Being able to shoot ideas off each other, along with trading success stories and/or cautionary tales, is invaluable. A lot of times contractors are concerned about the competition, but there is plenty of work for everyone. This is an industry where the work will not die off so easily.

So, what are you waiting for? Get involved and start realizing your CLCA benefits! There are lots of opportunities coming up. We have our LandPAC event

on March 16 where you will have an opportunity to speak to your local representatives and support CLCA's political action committee. In April we will have our first CLCA University where you'll get updates on irrigation regulations, MWEL0, and new plant introductions. Both will offer wonderful networking opportunities.

Looking to show off your great work and see how you stack up against your competition? Plan to enter our chapter Beautification Awards. Winning an

award is a great opportunity to market and grow your company. This year's competition will look a bit different than year's past. In an effort to maximize the earlier evening darkness, we will be judging our lighting in March. Landscape judging will remain in June. If you have any lighting entries, be sure to get your forms in! You can find them on our chapter website. Landscape entry forms will be available in early March.

I wish y'all well and may you continue to be blessed.  
~Sincerely, Sal

*"If you want to take your business to the next level, get involved. Make use of your membership and the many benefits that come with it."*

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**Connect, Learn & Grow with CLCA! Not a Member? Join at [www.clca.org/join](http://www.clca.org/join)**

## OC Chapter LandPAC Fundraiser Wednesday, March 16, in Orange

• *LandPAC has been the definitive political action committee for the landscape contracting profession since 1976.*

Save the date and plan to join your green industry friends on Wednesday, March 16, for a fundraising event to benefit CLCA's LandPAC. This evening of fun and fundraising will be hosted at Devil Mountain Wholesale Nursery (formerly DM Color Express) located at 1555 N. Glassell Street in Orange.



Formed in 1976, LandPAC is the California Landscape Contractors Association's political action committee (PAC). Its purpose is to raise funds from the landscape industry and use that money to support qualified candidates for political office.

LandPAC is an important adjunct to CLCA's governmental affairs program, a program that also includes professional lobbying, grass roots action, and communications with members and other groups. LandPAC complements and enhances these other program elements.

Supporting LandPAC keeps CLCA involved and visible in our advocacy efforts. Stay tuned for more details about this fundraising event as they are confirmed.

## OC Chapter CLCA University, #1 April 13 at 11 a.m. in Fountain Valley

Get updates on irrigation regulations, MWELo, and new plant introductions at our April 13 CLCA University. Join us at MWDOC in Fountain Valley where we'll have two highly knowledgeable individuals speaking. Hunter industries rep Michael Madewell will be discussing the "why" behind the year-old pressure regulation pop-up sprinkler law already in effect. He will also detail significant MWELo updates to keep contractors up to date with changes that impact them. Everde Growers rep Nicholas Staddon will navigate attendees through some of the newest and best plants for our Southwestern Landscapes. He will talk about new trees, landscape shrubs, and perennials for our gardens and projects. Nicholas will also bring lots of plants and Everde swag to be raffled.

Meet new green industry friends during networking that will begin at 11 a.m. Lunch and the educational session will follow. Cost to attend is \$40/members, \$50/non-members. Class is scheduled to conclude by 1:30 p.m.

Regardless of whether you are just starting out in the business or a seasoned landscape professional, attend this event and leave with practical landscape solutions! RSVP your attendance to Bronwyn Miller at (949) 466-1222 or eyescapes@yahoo.com.

Municipal Water District of Orange County (MWDOC) is located at 18700 Ward Street, Fountain Valley, CA, 92708.

2022 CLCA-OC Calendar	
Mark Your Calendars & Save the Dates Now!	
Mar. 2	Lunch & Learn, Robust Roots presented by Kellogg Garden Products and G&B Organics, 10:30 a.m. Devil Mountain Nursery: 1555 N. Glassell St.
Mar. 16	CLCA LandPAC Fundraiser, Orange, 5 p.m. Devil Mountain Nursery: 1555 N. Glassell St.
April 13	CLCA University, Class #1, Fountain Valley, 11 a.m. MWDOC: 18700 Ward Street, Fountain Valley. Topic: Irrigation Regulations, MWELo Updates, & 2022 New Plant Introductions.
May 26	Chapter Golf Tournament, Fullerton. Coyote Hills Golf Course: 1440 Bastanchury Rd.
June 8	CLCA University, Class #2. Location TBD. Topic: HR in 2022 & Employee Retention.
July TBD	CLCA Picnic, Day at the Park. Date & Location TBD.
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.
Dec. TBD	Chapter Holiday Party.

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**BEAUTIFICATION AWARDS  
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We are happy to announce that we are moving forward with the 2022 Beautification Awards!

**NEW THIS YEAR...**

**We will be judging lighting entries in March!** Lighting judging will take place March 9-10, 2022. Landscape judging will take place June 16-18, 2022. Lighting entry forms available online now!

**[www.clca-orangecounty.org](http://www.clca-orangecounty.org)**



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What you do matters and how you have done things in the past may not fit today's needs. We must all rethink how we care for our gardens, landscapes, and public spaces - starting with soil. We are in a serious health crisis, magnified by this pandemic. How we conduct our business not only affects the planet, it affects our people. We live in a world of: Short Term, Quick Fixes, Short Cuts, Fast Food, Disease, a Quick Buck, and Full Synthetic Programs. Embracing change will start with you at the forefront, we are the green keepers, yet we are not a truly green industry. *Let's make 2022 the year we all embrace change toward a more holistic approach to how we go to business by making soil a priority.*

## OUR PRESENTER



**Gisele "G" Schoniger**

*Organic Gardening Educator at Kellogg Garden Products*

In her 35+ years in the Garden Industry, Gisele has accumulated a wide range of experience and knowledge. She earned her degree in Ornamental Horticulture from California Polytechnic University in San Luis Obispo. She has owned an Interior-scape company, worked for the State Department of Agriculture, practiced as a horticultural therapist with senior citizens and launched an outstanding sales career by helping establish top-selling organic gardening products.

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# CLCA Honors Distinguished Members at Annual Leadership Conference



**ELIZABETH BURNS**  
*Allegiance Award*



**JAVIER LESACA**  
*Allegiance Award*



**ANDY SIMPSON**  
*Regular Member of the Year*



**EVAN MOFFITT, CLT**  
*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 Elizabeth Burns and Javier Lesaca. Andy Simpson and Evan Moffitt, CLT were named Members of the Year. The 2021 awards were presented during the association’s annual Leadership Conference, held online, on January 19, 2022.

### Allegiance Awards

In recognition of their years of service and leadership, the California Landscape Contractors Association presented Elizabeth Burns and Javier Lesaca with its Allegiance Award, the association’s most prestigious honor.

The award is only given to a green industry professional who has been a member of the association for a minimum of 15 years and who has had a significant effect on the industry. Each Allegiance Award winner has served on at least three of the association’s committees, task forces, or

boards for a total of 10 years. They are the driving force of many of the association’s most innovative and substantial programs and efforts.

“Her [Elizabeth’s] passion is bringing together members of California’s green industry to learn, share, and make lifelong friends around the trade we all are blessed to have made our livelihood,” CLCA President Megan Rios said while presenting Burns with the award.

When presenting Lesaca with his award, President Rios commented that “Success is not always defined as being the biggest, best, or wealthiest. Success is the status of having achieved and accomplished an aim or objective. Javier has accomplished success through leadership in his allegiance to the CLCA.”

### 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 2021 winners are Andy Simpson (contractor member) and Evan Moffitt, CLT (associate member).

While presenting the award to Simpson, CLCA 2022 President Megan Rios praised him for his tremendous leadership on both the state and chapter level. Quoting those who nominated Andy for the recognition, Rios said that fellow members have recognized him as “extremely detailed” and “willing to step in to help whenever needed.” She added that, “He has gone far above and beyond to support the CLCA at both the state and local level.”

While presenting Moffitt with his award, President Rios praised Evan for his dedication to the association. Quoting those who nominated him for the recognition, Rios said that fellow members have recognized Evan as “extremely dedicated.”

To learn more about these individuals and their awards, visit [clca.org/about/distinguished-members-2022](http://clca.org/about/distinguished-members-2022)

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## CLCA Legislative Update

By Jay Martinez, CLCA Legislative Director

**W**e've started a new year and with it, our state legislators have returned to Sacramento to present new bills covering all aspects of our lives in California.

Through the end of February, legislators have an opportunity to bring forward new bills for consideration. As is their pattern, many wait until just before the deadline to submit their bills. This year, between the Senate and State Assembly, we anticipate at least 1,000 bills will come forward. CLCA is fortunate to work with our legislative advocate, Tom Sheehy, who helps the CLCA Legislative Committee review the introduced bills, identify ones of interest, and (if necessary) adopt a position of support or opposition.

CLCA's website has a regularly updated list of the bills that we are tracking and any positions we have adopted. You can check this out at: <https://www.clca.org/advocacy/clca-legislation-center/>

CLCA chapters are beginning their programming for the year, and we are already seeing chapters inviting legislative representatives or other government officials to their events. We encourage you to attend these events and get to know your representatives. It will assist with our collective advocacy work, should in person outreach be needed.

Once we see what legislation has been introduced, keep your eye on this space for updates of particular bills of interest to CLCA and the green industry.

## Our 2022 OC Champions...

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1/4 Page (Color)	\$1,560
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1/3 Page (Color)	\$2,175
1/2 Page (B/W)	\$2,140
1/2 Page (Color)	\$2,775
Full Page (B/W)	\$4,050
Full Page (Color) - Back Cover	\$5,205
Full Page (Color) - Inside	\$4,920

<u>Size - Width x Height</u>	
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1/3 Pg horizontal	(6 1/8" x 3 3/8")
1/3 Pg vertical	(3 5/8" x 7")
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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.

# Five Ways to Up Your Recruiting Game to Find Good Field Techs

By *Kylie Troop, Talent Acquisition Coordinator, Ewing Irrigation & Landscape Supply*



**F**inding and hiring good employees in any industry is an art, and the same holds true with landscape field technicians and general labor crews. Offering a decent salary isn't enough, especially in the current job market. Every business owner who wants to attract and keep good employees needs to sell themselves and their company to job-seekers.

If you're struggling to find and keep top talent, it's time to up your recruiting game. Here are five ways to improve your hiring success:

## 1. It All Begins with You

To attract employees, you must present a clear, uniform message on why someone should join your company. To do that, start by identifying:

- What your company does
- What your company offers employees
- Your company culture
- What makes your company unique
- Why you *and* your employees like working at your company

Answering the above questions honestly and thoroughly will provide the foundation you need to create a message that sparks and holds potential employees' interest.

While pay and benefits are important, they aren't the only things that bring good people into your fold. One of the first things Ewing recruiters tell potential employees is that we are a 100-year-old, family-owned company with leaders and employees who value and support one another as well as our customers and vendor partners.

Competitive pay, good benefits, and education and training opportunities available to employees who want to improve their skills a/o move up in the company aren't the only reasons people choose Ewing. Things that make people feel valued — family-oriented events like barbecues, employee recognition, and the emphasis the company places on work-life balance — are a big draw. According to a survey conducted by the American Psychological Association, employees who feel valued at work feel better mentally and physically, and enjoy higher levels of engagement, satisfaction, and motivation than those who don't feel valued by their employer.

## 2. Set Your Recruiting Strategy

Look at things from the perspective of potential employees when putting together job posts. People looking for jobs are likely scrolling through hundreds of listings, so keep job descriptions brief and get to the point quickly. Job-seekers want to know what's in it for them if they come to work for you.

If you can include salary information, do so. If you're unsure what you should offer in terms of pay, search online for the position and the area, and compare what you find to decide. For example, a Google search for "landscape field technician salaries in Arizona" turned up multiple resources for decision-making, including a city-by-city list of hourly wages.

Regardless of what position Ewing seeks to fill, the company's job posts

are designed to let job-seekers quickly determine whether they want to apply for the job. Posts include a position overview, skills required for the job, what the employee will do in their role, and why Ewing is a great place to work.

## 3. Search Online and Offline

Three websites to post field technician and labor crew job openings are Indeed.com, Monster.com, and ZipRecruiter.com. Each offers free and paid job search services, resources, and advice on what approach will work best for you.

Let your company's followers on social media know you're looking with "We're hiring" posts that link to your job postings and/or careers page. Facebook, Instagram, LinkedIn, and Twitter can generate a lot of interest in your company as followers share with their friends and family.

In addition to posting openings online, consider printing and posting help wanted flyers on bulletin boards at your local college, university, or trade school; and on bulletin boards at places like nonprofit agencies, community centers, coffee shops, churches, or apartment communities. Your flyer doesn't have to be fancy, but it should include the same information as your online job post, how to apply, and how to contact your company.

Other places to search offline include job fairs, trade shows, community events, and career days offered by schools and organizations like Goodwill, where you can set up a booth showcasing your company, and hand out flyers and applications. If you go this route, consider these two things:

Remember that uniform message we talked about early on in this article? Be prepared to present it to job-seekers who stop by your booth at events like the upcoming National Collegiate Landscape Competition, which is a must-go for green industry employers looking for top talent. Everything you've listed in your written message is a talking point you should share in person.

*Continued on Next Page...*



# Five Ways to Up Your Recruiting Game to Find Good Field Techs

...Continued from previous page

Invest in “swag” — inexpensive freebie items like pens, keychains, or stickers printed with your company name and contact information — to help draw people to your booth.

If you’re still having trouble recruiting, consider using a staffing agency. It may cost more than the other search methods, but agencies do the bulk of the work for you, from placing job openings to reviewing resumes, conducting interviews, and tracking down references.

#### 4. Don’t Worry if a Person’s Resume Isn’t Perfect

“REJECT!” is the typical reaction many people have when a less-than-perfect resume arrives in their inbox, but that’s a mistake that may cost you an excellent employee.

You can’t judge a person based on one piece of paper, so don’t immediately disqualify someone if their resume isn’t perfect. Typos and bad grammar are red flags if your company is looking for a writer or an editor, but not for a field technician or labor crew member. Instead, focus on whether the person’s skills, experience, technical knowledge, and motivation fit your needs.

The same applies to applicants who have no experience in the industry, or who are new to the workforce. If their resume indicates they are eager to work and to learn, give them a chance and talk to them to see if they’re a good fit.

#### 5. Don’t Procrastinate

Companies are in heavy competition for employees right now, so act quickly when you see a candidate that has potential. Calling someone immediately to schedule an interview or screening can be the difference between saying “you’re hired” instead of “congratulations” when they tell you they’ve accepted a job with someone else.

Here are five questions to ask candidates during the interview to determine whether they’re a good fit:

- What qualities are you looking for in an employer?
- Are you familiar with our company and what we do?
- What do you like most and least about working outdoors?
- What type of work culture are you looking for?
- What do you like to do when you’re not working?

*This article originally ran on Ewing Irrigation’s blog at [www.ewingirrigation.com/news](http://www.ewingirrigation.com/news)*

**~KURAPIA~**

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ENGAGE WITH YOUR CLCA

**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](http://www.clca.org)**



**OC CHAPTER** members and friends gather at Golden Road Brewery in Anaheim for the annual kickoff event on February 9.



**SD CHAPTER PRESIDENT Ian Campbell** (right) is welcomed to the meeting by past Chapter and State President, Paul Hansen.



**VP LEGISLATION Dave Norred** chats with CLCA Insurance Solutions rep Bill Deeble and Veteran's Landscaping rep Roland Zamora about the upcoming CLCA LandPAC fundraiser that the chapter is hosting on March 16.



**WEATHERMATIC** rep Ray Gonzalez (right) shares a laugh with OC Chapter President Sal Hernandez. Weathermatic joined several other chapter sponsors as an OC Champion in 2022! Find a listing of our 2022 champions on page 7.



**SOUTHWEST LANDSCAPE** rep Blake Boyd (right) and American Business Bank rep Damir Pasic are eager to learn all the exciting things the chapter has planned for the year!



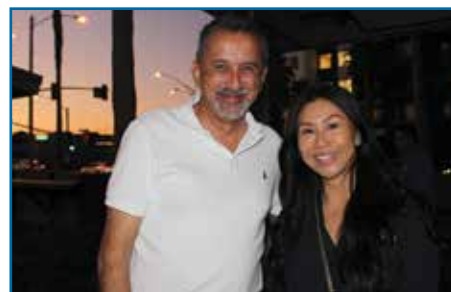
**ALL SMILES** and stoked to be meeting in person again are Landscape Communications rep Margot Boyer and VP Events Isaac Quezada.



**DREAMLAND BUILDERS** rep Sean Gao (right) learns about some exciting new plant materials being offered at Everde Growers from company rep, James Onstott.



**SMART TURF** reps Amy Nguyen, David Tino, and Jake Mifsud are happy to be attending their first OC chapter event. They look forward to participating a lot in 2022!



**FIRST-TIME ATTENDEE** Eireen Cruz with Rain Bird finds a new friend in Ray Romero with ORCO Block. The two chat about the quality, sustainable products their companies offer green industry contractors.



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## LEAF Scholarship Applications are Available Online! Deadline to apply is April 15, 2022

Seeking to promote and support the future of the green industry, CLCA's Landscape Educational Advancement Foundation (LEAF) is now accepting applications for 2022 scholarships.

So many students struggle with funding their education and every year the number of students needing financial assistance grows.

LEAF is here to help!

Since 1972, CLCA's Auxiliary has offered scholarships to college and university students majoring in landscape-related programs. In 1988, the Landscape Educational Advancement Foundation (LEAF) was formed to carry on the

tradition of awarding financial aid to deserving students.

The largest struggle LEAF has is building awareness that scholarships are available.

**Any student attending an accredited California community college or state university majoring in a landscape-related program and taking a minimum of six units is eligible.**

Help spread the word by letting students know of this scholarship opportunity! The deadline to apply is April 15, 2022.

Together we can help students get the funds they need to continue on with their education!



**Students can apply online by visiting [www.clca.org/industry-resources/college-scholarships-leaf/](http://www.clca.org/industry-resources/college-scholarships-leaf/)**



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