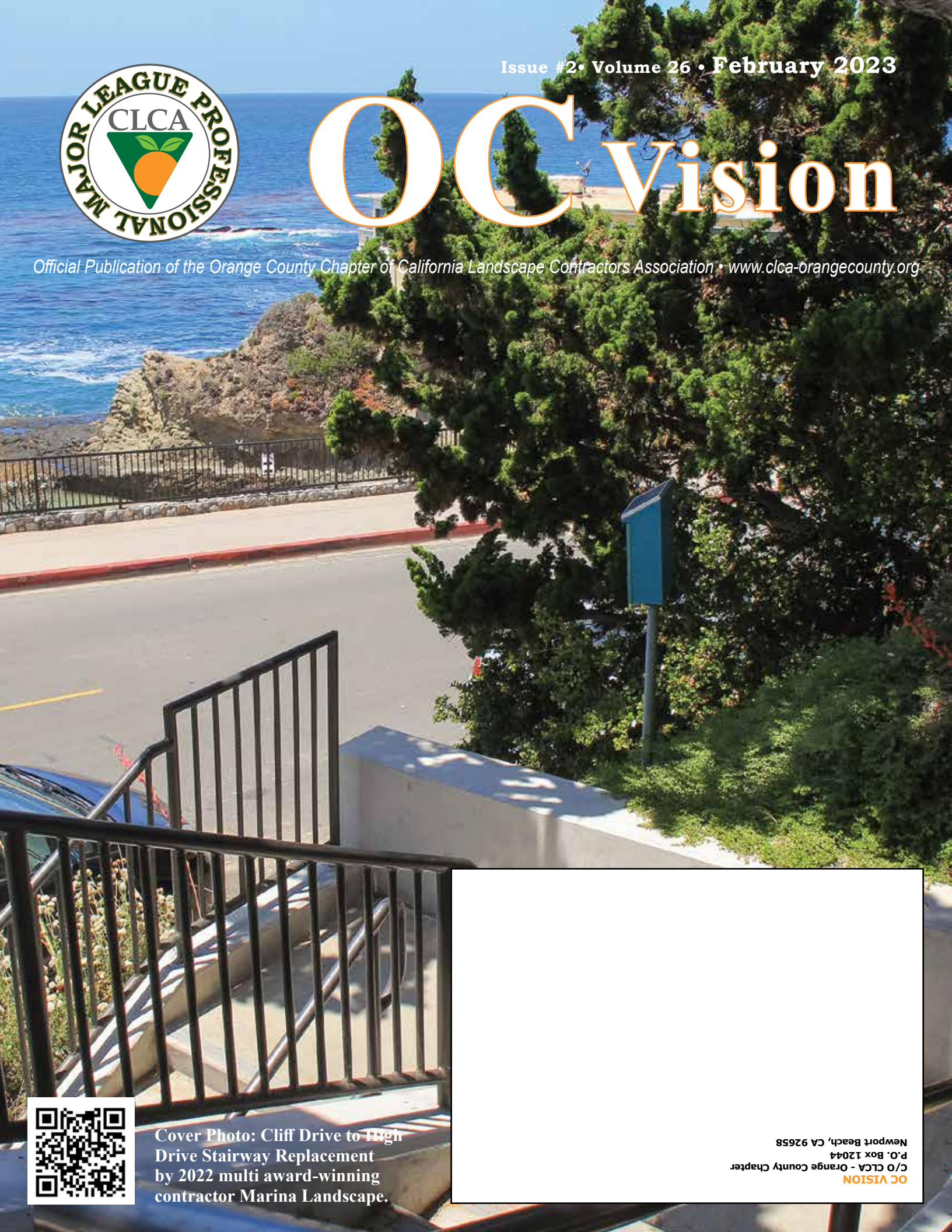


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# OC Vision

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



Cover Photo: Cliff Drive to High Drive Stairway Replacement by 2022 multi award-winning contractor Marina Landscape.

**OC VISION**  
C/O CLCA - Orange County Chapter  
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Newport Beach, CA 92658

## 2023 Orange County Chapter CLCA Coaching Staff



**President**  
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*For information about what we're doing in 2023, contact Dave.*



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*For records of the chapter board meeting minutes, contact Ed.*



**V.P. Membership**  
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*For questions relating to our annual programs and events, contact Margot.*

## Administrative Staff

### Connect with Us...



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California Landscape Contractors Association - Orange County Chapter



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

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## The Power of Goals

As your new president, I feel it's important to point out my objectives and goals for the year. I'm hoping that we can strengthen our chapter by working together towards these goals; helping to grow and make our chapter something that all landscape contractors want to be a part of.

My first and main goal is to return to the old-school methods of business relationship building. We need to get contractors back in the same room with suppliers for some face-to-face conversations. Contractors, you need to meet your local irrigation representatives, insurance brokers, and other suppliers. Ask them how they can help you. Ask what you can do to get better prices. Form relationships. I know this works. They're here to help. I have made many friends in the supply and service side of our industry over the years. I know them by first name and can call them at any time for help. It's a great support.

My second goal is to get more existing member participation. This is critical to helping build chapter mentorship for new members. Personally, I learned valuable business techniques from more experienced members when I was starting my business.

My third goal is to get more consistent involvement from our vendors and supplier members throughout the year. By being involved, our suppliers will have more opportunities to build relationships with contractors.

My fourth goal is to get more participation in our Beautification Awards program from new and existing members. Winning an award is a great tool for promoting your company and the quality of your work. It will help to set a higher bar for your business. I feel it is currently underutilized and am hoping to change that.

Goals are a powerful tool. They help focus our attention on what we want to achieve. They also help us to sustain and grow over time. Strengthening and growing our chapter is a goal I think we should all share and work together toward achieving.

Please be an active participant in our chapter and let's work together to make our chapter something that all landscape contractors want to be a part of.

~Sincerely, Dave



**Dave Horton**  
So Cal Concepts  
Chapter President



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2023 CLCA-OC Calendar	
Mark Your Calendars & Save the Dates Now!	
March 28	OC Happy Hour & Bowling, Anaheim, 4 p.m. Concourse Bowling: 3364 E. La Palma Ave.
April 12	OC Lunch & Learn, Huntington Beach, 11 a.m. Village Nurseries/Site One: 10500 Garfield Ave. Topic: New Plant Introductions for 2023.
May 25	OC Chapter Golf Tournament, 8 a.m. shotgun. Tijeras Creek Golf Club, Rancho Santa Margarita.
June 15-17	Beautification Awards Landscape Judging.
July	Family Fun Day & BBQ. Details TBD.
August 5	Baseball Game & Tailgate. Angels vs Mariners.
Sept. TBD	Annual Beautification Awards. Details TBD.

**Our Next Educational Event is April 12 at Site One in Huntington Beach!**

**OC Chapter Lunch & Learn**

*Learn about new plant introductions and popular landscape plants for 2023!*

Plan to join us for this lunch and learn on April 12 at Village Nurseries/Site One Landscape in Huntington Beach to learn about new plant introductions and popular landscape plants for 2023 from Nicholas Staddon with Everde Growers. While there, also get bender board training from Epic Plastic. This event is free to attend with RSVP.

Lunch and informational session will begin at 11 a.m., followed by the bender board training. The event is scheduled to conclude by 1 p.m.

RSVP your attendance by calling Bronwyn Miller at (949) 466-1222 or emailing [bronwyn@eyescapen.net](mailto:bronwyn@eyescapen.net).

Village Nurseries/Site One Landscape Supply is located at 10500 Garfield Ave. in Huntington Beach.

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**2023 STATE PRESIDENT** *Evan Moffitt welcomes attendees to CLCA's annual Leadership Conference held in Sacramento, January 24-25.*



**PACIFIC BREEZE LANDSCAPE** *reps Sal Hernandez (past Chapter President and 2023 State Director of Membership) and Jose Acevedo (VP Education) discuss their vision for the future of the association.*



**CLCA INSURANCE SOLUTIONS** *rep Pam Kinne (right) and OC Chapter VP of Events Margot Boyer chat about the many great events the chapter has planned in the coming year.*



**IMMEDIATE PAST PRESIDENT** *Megan Rios receives an award and many thanks for her outstanding leadership as CLCA President in 2022. Presenting is Past State President Regan Barry.*



**IE CHAPTER** *board members Omar Rivera and Joe Villarreal look forward to getting the training and support needed to create a roadmap for their chapter.*



**NEW 2023 LEADERS** *Bradley Herzog (SD Chapter AM Rep) and Blake Boyd (OC VP Membership) are eager to gain some new leadership skills to take back to their chapters.*



**STATE DIRECTOR OF MEMBERSHIP** *Sal Hernandez reviews CLCA's 2023 membership marketing plan with attendees. The future is looking bright with Sal at the helm of membership!*



**CLCA LEGISLATIVE ADVOCATE** *Tom Sheehy and Executive Director Sandra Giarde provide attendees with a legislative and regulatory look forward into the new year.*



**2023 STATE BOARD**, *which includes past OC Chapter President Sal Hernandez (not pictured), is installed at the 2-day Leadership Conference.*

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## MWDOC Seeking Partners Who Offer Irrigation Maintenance Services

The Water Use Efficiency Department of the Municipal Water District of Orange County (MWDOC) would like to partner with YOU to help Orange County homeowners save water by promoting regular irrigation system maintenance and repair.

MWDOC promotes water use efficiency throughout Orange County by assisting residents and businesses with saving water via rebates on a variety of devices and programs, such as weather-based irrigation controllers, turf removal, conversion of spray irrigation to drip systems, high-efficiency sprinkler nozzles, and more.

Regular irrigation system maintenance and repair is one of the greatest opportunities to save water in the landscape. Many irrigation system breaks go unseen because most people irrigate late at night or in the early morning hours. MWDOC is looking to collaborate with and promote landscape contractors that offer regularly scheduled irrigation system repair services as a new business opportunity for contractors. A regularly

scheduled monthly, semi-monthly, or quarterly irrigation system tune-up for homeowners could save a significant amount of water and improve landscape contractors' bottom line!

***“MWDOC is looking to collaborate with and promote landscape contractors that offer irrigation system repair services. A regularly scheduled irrigation system tune-up could save homeowners a significant amount of water.”***


This partnership would include your company in a list of qualified companies that offer sprinkler repair and regular maintenance services that would be shown on the MWDOC website and promoted through social media, community events, etc. MWDOC would also share this list as a resource for rebate program participants to contact for irrigation upgrades or regular tune-ups.

To qualify, contractors must possess at least one recognized irrigation-related certification (such as QWEL, Landscape Irrigation Auditor, etc.) and complete the online questionnaire: [survey.alchemer.com/s3/7216936/Sprinkler-Repair-Partnership-Survey](https://survey.alchemer.com/s3/7216936/Sprinkler-Repair-Partnership-Survey)


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Contact Sam Fetter, MWDOC Water Use Efficiency Analyst, at (714) 593-5004 or [sfetter@mwdoc.com](mailto:sfetter@mwdoc.com) with any questions.


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## CLCA Honors Distinguished Members at Annual Leadership Conference



**HEATH BEDAL**  
*Allegiance Award*



**STEVE JACOBS**  
*Allegiance Award*



**ALEX SALAZAR**  
*Regular Member of the Year*



**MIKE MADEWELL**  
*Associate Member of the Year*

Each year, CLCA honors those who have made an exceptional impact on the association and the green industry. The 2022 awards were presented during the association's annual Leadership Conference, held in Sacramento January 24-25, 2023.

### ALLEGIANCE AWARDS

In recognition of their years of service and leadership, CLCA presented Heath Bedal and Steve Jacobs 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 of this year's recipients 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.

#### Heath Bedal

Heath's passion for the industry shows with his service within CLCA. He has served many roles within the association, including Co-Chair of the Chapter Presidents Council and Associate Member Director. He received the CLCA's Associate Member of the Year Award in 2003, the highest honor given to an associate member. At the time of his election, he became CLCA's first Associate Member President. Currently, he serves on the state Events Committee. He may be best known for his outstanding and energetic performances as CLCA Elvis, including his latest turn as Hawaiian CLCA Elvis at the 2021 CLCA Convention in Hawaii.

The company he founded — the JPH Group — has been built on the principle that building relationships builds business. Heath's relationship with the association is the same, and members and the industry benefit from his hard work and integrity.

#### Steve Jacobs

Steve has a passion for the transformational power of education — so much so that he's been an instructor at Cuyamaca College helping our next generation achieve. He started as a member of CLCA's Education Committee,

was promoted to committee chair, and then state Director of Education. A few years later, he was CLCA's president and has served the last few years as a trustee for the board of CLCA Insurance Solutions.

A CLCA Certified Water Manager, Steve has been a driving force in in the association's landscape certification programs, and even served as a judge for the 2022 Trophy Awards.

He is widely praised for growing people and building dreams. He is the owner of Nature Designs, an award-winning landscape company in San Diego. As a CLCA Life member, he continues to demonstrate leadership and integrity to promote the landscape industry.

### REGULAR MEMBER OF THE YEAR

CLCA named **Alex Salazar** its 2022 Regular Member of the Year, honoring his professionalism and leadership. The award is given annually to a contractor member who is involved with a significant project or accomplishment during the current year.

Alex is the Business Development Manager for Southern California's family-owned Groundcare Landscape Company. In 2022, he served on the Ways & Means Committee and as CLCA's Secretary/Treasurer. He has served as president for the Los Angeles/San Gabriel Valley Chapter, and his company is active in three chapters: Los Angeles/San Gabriel Valley, San Fernando Valley and Kern County.

While presenting the award, CLCA President Evan Moffitt praised Alex for his tremendous leadership on both the state and chapter level. Quoting those who nominated him for the recognition, Evan said that fellow members have recognized Alex as "a detailed, dedicated, and diligent volunteer leader. His wisdom and expertise were appreciated during the Ways & Means work in 2022 and his work as the state treasurer. The board can consistently expect active participation and engaged care from him."

"He has gone far above and beyond to support the CLCA at both the state and local level," he added.

*Continued on Next Page...*



## CLCA Honors Distinguished Members

...Continued from previous page

### ASSOCIATE MEMBER OF THE YEAR

CLCA named **Mike Madewell** of Hunter Industries/FX Luminaire its 2022 Associate Member of the Year, honoring his enthusiasm and efforts to inform and promote California's green industry. The award is given annually to an Associate Member who is involved with a significant project or accomplishment during the current year.

While presenting the award, CLCA 2023 President Evan Moffitt, CLT, praised Mike for his dedication to the association. Quoting those who nominated him for the recognition, Evan said that fellow members have recognized Mike as "instrumental."

With more than 40 years in the green industry, Mike is a former C-27 Landscape Contractor and has experience in wholesale greenhouse and nursery operations and residential and commercial landscape design, construction and maintenance. He has spent the last 15 years in tech services and outside sales, focusing on teaching irrigation design, troubleshooting, and best management practices in English and Spanish. Recognizing the need to champion effective water management, he is a CLCA Certified Water Manager and a Quality Water Efficient Landscaper (QWEL) and a past QWEL instructor.

His passion for sharing knowledge is reflected in his work on the state and San Diego chapter's education committee. Evan, CLCA's 2021 Associate Member of the Year, noted that Mike "never hesitates to say yes."

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1/2 Page (B/W)	\$2,140
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Business Card	(3 5/8" x 2")
1/4 Pg	(3 5/8" x 4 5/8")
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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/bronwyn@eyescape.net.

# LEAF Awards \$42,500 in Scholarships to Nine Green Industry Students

By Marianne Estournes, Chair, LEAF Scholarship Selection Committee

Seeking to promote and support the future of the green industry, the Landscape Educational Advancement Foundation (LEAF) has awarded nine scholarships totaling \$42,500. The scholarships ranged from \$800 to \$12,000.

In 2022, LEAF's scholarship selection committee reviewed 22 scholarship applications. Their selection criteria included career goals, outside activities, work experience, financial need, letters of recommendation, and GPA in their major.

The scholarships — the donations of CLCA members and other green industry professionals who fund them — have a huge, positive impact. We are honored to present the 2022 scholarship recipients below.

*Applications for 2023 scholarships are now being accepted. Any student attending an accredited California community college or state university majoring in a landscaperelated program and taking a minimum of six units is eligible. The deadline to apply is April 17, 2023.*

## 2022 LEAF Scholarship Recipients

**Christopher Burroughs** is a fourth-year recipient. He is presently attending San Diego State University, majoring in Environmental Sustainability. Chris is still involved in his non-profit organization, Garden 31 Community Initiative, where he provides training in the basics of the landscape industry. He hopes to create green spaces in parts of cities that lack trees and flowers to provide them with beauty and hope. He is dedicated to giving back to his community by teaching young men and women about landscaping, giving them solid work skills, and emphasizing the importance of having an attainable goal. He is appreciative of the support we have given him over the years.

**Sawyer Claussen** is a sophomore at Cal Poly SLO majoring in Plant Science. He is a motivated young man who understands service. Sawyer was active with many groups in high school and is involved on his college campus with ag-related clubs, while also working to get green industry job experiences. He loves hands-on work, and his ultimate goal is to own a landscaping company. Sawyer already has his sights on a company where he would like to work after he graduates. He respects landscaping and understands how it affects the lives of the customer. We see him as a young man with drive, motivation, and a good understanding of what he would like to offer this industry. We hope that we can support him again next year.

**Cherise Hunt** is currently attending Mt. San Antonio College, majoring in Ornamental Horticulture. She comes to the field from being a preschool teacher. Cherise started gardening with her own children after her husband passed away and found peace and enjoyment. Cherise is focusing on Integrated Pest Management and plant pathology. She has motivation and purpose in her career pursuits.

**Ian Kerr** transferred last fall from Modesto Junior College to Cal State University Stanislaus, where he is majoring in Agriculture Business. He is just starting in his major, but is motivated and passionate about landscaping. Ian's goal is to start a landscape company to "service my community in Stanislaus County." We felt that this young man deserved a scholarship.

**Dani Lima** received a scholarship in 2020 and re-applied in

2022. She attends Cal Poly Pomona and is a Plant Science major with an emphasis in urban environmental horticulture. She would eventually like to become a Water Conservation Specialist. Dani is QWEL and MWEL certified and is a CLCA Certified Water Manager. She is currently working at the Long Beach Water Department and has worked for Walt Disney Parks as a horticulture specialist and as a field botanist for California Botanic Gardens. She does have goals to become a C-27 and is described as a leader who has a good work ethic. Dani has dreams and aspirations in the industry and we were happy to support her again.

**Frances Lopez** is a sophomore at Foothill College majoring in Environmental Horticulture and Design. This is her second career after a successful, but not satisfying, run in global sales. She is now following her dream of working in the plant and landscaping industry. Her goal is to become a C-27 contractor and have a small construction and maintenance company.

**Magdalena Porter** is a junior at Cal Poly SLO majoring in Agriculture and Environmental Plant Science. Her career goals are taking shape as she is working in a small nursery and enjoys plant material and how it works into the landscape. She is interested in working at a botanical garden and would eventually like to have her own landscape business. Magdalena loves plants and is not afraid of hard work.

**Madison Roger** is a junior at Cal Poly SLO majoring in Plant Science. Her interests include sustainable land management, efficient irrigation, and native plant use. She envisions herself working on large-scale landscaping projects, such as large developments, to help minimize the environmental impacts. She is grateful for the hands-on approach at Cal Poly and is excited about her education.

**Greg Thayer** is a sixth-year scholarship recipient. Greg is attending Cal Poly Pomona and studying to become a Landscape Architect. He also wants to become an ISA Certified Arborist. His hope is to craft landscapes that inspire people to connect with their regional environment and support the well-being of their shared ecosystems. He is also very grateful to LEAF for the ongoing assistance we have given to him to make his education possible over the years.

Education is the key to our industry's future! Through LEAF, we can help foster growth.  
Learn more about LEAF and how you can donate at [clca.org/leaf](http://clca.org/leaf).



**CHAPTER PRESIDENT** *Dave Horton (right) welcomes KRC Rock rep Steve Serrano to the kickoff event at Karl Strauss Brewing Co. in Costa Mesa on January 11. Steve was one of many first-time attendees at this event.*



**MWDOC reps** *Sam Fetter and Tina Fann attend this networking event to connect with landscape professionals who share their vision to save water.*



**LANDCARE rep** *Joe Hernandez (center) chats with past Chapter President Sal Hernandez and VP Membership Blake Boyd to learn how he can get more involved in the chapter.*



**SMART TURF reps** *Amy Nguyen, David Tino, Craig Swart, and Travis Eyk look forward to attending these events where they can network and build new relationships.*



**W. BROTHERS LANDSCAPE rep** *Justin Skipper is welcomed to the meeting by past Chapter President and current chapter bookkeeper Steve Beckstrom.*



**VP EVENTS** *Margot Boyer (right) talks to Landscape Communications rep Nathan Schmok, VP Resource Mgmt Dylan Pack, and Brilliance LED rep Drake Fierro about the exciting events she's been working hard to organize.*



**HANGIN' LOOSE** *are OC Chapter Secretary Ed Wallace and VP Legislation Richard Cohen.*



**LONG-TIME CONTRACTOR MEMBERS** *and friends Marc Mason and Glen Frohlich use this annual networking event as an opportunity to catch up and connect with other members.*



**MAKING NEW FRIENDS** *are Tax & Financial Group rep Justin Hess, Landcare rep Amy Parvin, and Azury Landscaping rep Eli Magana.*

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