

Issue #1 • Volume 23 • January 2020



# 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: 2019  
State Trophy Award  
winning project,  
Steele's Ranch, by OC  
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C/O CLCA - Orange County Chapter  
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**Edward Wallace**  
Midwest Landscaping  
Chapter President

## New Year, New Focus

**H**appy New Year to all of the OC Chapter Regular and Associate Members! It is exciting to start a new year with visions and dreams of a successful year ahead, both family- and business-wise. It is important to write down those

educational credits (units) for those of you who have various professional certifications for the task you perform, such as certified arborist, pest control applicator, irrigation auditor, etc. Be sure to check out our chapter and state websites ([www.clca-orangecounty.org](http://www.clca-orangecounty.org) and [www.clca.org](http://www.clca.org)) and stay on top of the monthly events coming up this year.

Here are three goals I have for our members:

1. Make it a goal to join our OC Champions and take advantage of discounted savings on our chapter events and fantastic marketing and advertisement opportunities.
2. Connect with our chapter via Facebook, Twitter, LinkedIn, and Instagram – and post your beautiful projects and talk about what you’re doing for our industry to help motivate and challenge other members.
3. Make a decision to attend our chapter meetings and events.

Set your goals, then build your team and chapter up this coming year and help us all have a fun and successful year.

See you on the trails! ~ Ed

My PMA book of the month to kick off the new year is *Think and Grow Rich* by Napoleon Hill.

dreams and desires – not only on paper, but also in your heart. This helps us put them into action on a daily basis. Setting goals and resolutions are cool, but we soon tend to waver from those resolutions because we either lose the passion or the vision to see those resolutions through. Keep them in your heart, and be sure to share them with your family and team members. By surrounding ourselves with positive like-minded people who have some of the same goals and interests, we can stay on track much better and focus a lot more on the things we should be doing to achieve our goals.

Speaking of goals and plans, our state education committee has a vision to provide educational opportunities via webinars, workshops, business meetings, and other events. They not only provide quality and timely education for our businesses, but also provide a venue to secure continuing

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CLCA-OC Calendar & Other Upcoming Events	
Mark Your Calendars & Save the Dates Now!	
March 11	CLCA University, Class #1. <i>Location TBD.</i>
Apr. 16	Chapter Golf Tournament, Irvine. <i>Oak Creek Golf Club: 1 Golf Club Drive, Irvine.</i>
May 13	CLCA University, Class #2. <i>Location TBD.</i>
June 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. 14	CLCA University, Class #4. <i>Location TBD.</i>
Oct. 28	2021 OC Chapter Planning Meeting.
Nov. TBD	CLCA State Convention, Hawaii.
Dec. TBD	Chapter Holiday Party.

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## Rain Bird's New IQ4 Central Control Platform Offers Full Remote Access, Advanced Features for Optimum Water Management



Landscape contractors, maintenance crews and property managers for commercial irrigation sites are facing more challenges than ever before, from water restrictions and liability concerns to labor shortages and budgetary constraints. Rain Bird's new IQ4 Central Control Platform software can help them tackle those challenges by providing full remote irrigation system access and numerous advanced water management features from any web-based device.

Available in English, Spanish, French, German, Italian and Portuguese language versions, IQ4 can manage small, single-controller sites as well as large multi-controller sites. The platform currently consists of two options: IQ4-Cloud and IQ4-Desktop. Each provides remote programming, management and monitoring of Rain Bird's ESP-LX Series Controllers (the ESP-LXME and ESP-LXMEF traditionally wired controllers, the ESP-LXD two-wire decoder controller and the soon-to-be-introduced ESP LX-IVM and ESP LX-IVM Pro controllers) from a desktop computer.

IQ4-Cloud also provides a web-based service that allows users to log in and control their irrigation systems from any internet-connected smartphone or tablet touchscreen. It's an ideal solution for organizations with multiple irrigation system administrators or users who are often off site.

IQ4-Desktop may be installed and operated on a single desktop computer, making it a good solution for sites with a single administrator who wants to control the irrigation system from his or her office. This software package provides five-satellite capacity, but users have the option to expand in five-satellite increments.

Both IQ4 versions offer administrative and water management features that can help irrigation managers save time and money, including detailed logs and reports, automated email alarm/warning and satellite station runtime reports, satellite two-way programming, auto data synchronization from IQ4 to the satellite and ET station runtime adjustments by site. Minute-by-minute flow logs are available for those satellite controllers equipped with flow sensors, as well as graphical reports demonstrating actual flow vs. projected flow.

[www.rainbird.com/products/iq4-platform](http://www.rainbird.com/products/iq4-platform)

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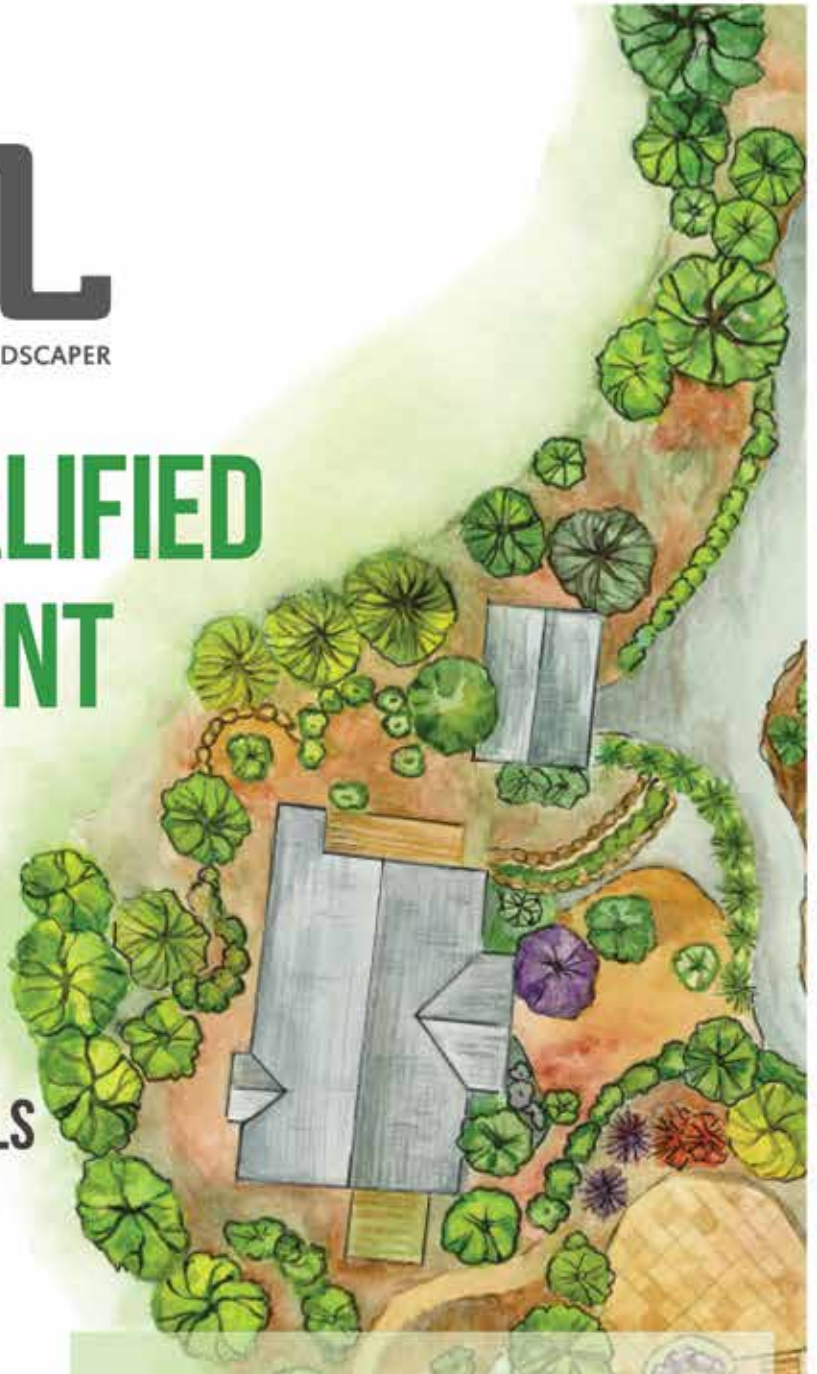


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# Performance Feedback: START-STOP-KEEP

By Steve Cesare Ph.D., The Harvest Group

A business owner from Minnesota contacted me the other day to discuss his upcoming 90-day performance review with the new Office Manager. The Office Manager is responsible for all administrative, accounting, and customer service responsibilities spanning payroll, tracking enhancements proposals, new hire paperwork, record keeping, and the safety program. While the owner told me the Office Manager was doing an okay job in general, he wanted her to “raise the bar” by taking a leadership role, and at the same time, eliminate some annoying behaviors that are counterproductive to the company culture.

- 3) Learning more about the new hire process and human resources compliance standards
- 4) Doing all billing procedures on time, knowing when to bill from operations
- 5) Creating administrative standard operating procedures

***“Feedback should be: behavioral in nature, not personally-oriented; constructive in tone, intended to improve performance; and presented as an on-going conversation with routine follow-up, not a one-time event.”***

### STOP

- 1) Chatting too much
- 2) Being so passive, by waiting to be told what to do each day
- 3) Making recommendations to Operations employees about how they should do their jobs
- 4) Making snarky comments to me that I am not aware of all your work contributions

To keep things simple and focused on improving her performance in a meaningful way, I suggested the owner provide the performance feedback to the Office Manager using the “Start-Stop-Keep” method. As the name suggests, I told the owner to organize her behavioral feedback into three categories:

**START** doing these new behaviors, that the employee is currently not doing, to be more successful.

**STOP** doing these unproductive behaviors that are making the employee unsuccessful.

**KEEP** doing these productive behaviors that are making the employee successful.

I reminded the owner that all of the feedback should be: behavioral in nature, not personally-oriented; constructive in tone, intended to improve the Office Manager’s job performance; and presented as an on-going conversation with routine follow-up, not a one-time event. Here is what he came up with:

### START

- 1) Proofreading all of your work to have more attention to detail
- 2) Being more organized by filing all paperwork before the end of each work shift

### KEEP

- 1) Submitting reports to each management team member before the monthly financial review meeting
- 2) Having excellent customer service skills
- 3) Maintaining your patience with me
- 4) Offering to help others
- 5) Being flexible, as we continue to grow and make the system better

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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# New CLCA-OC Board Member Dennis Vo of DV Construction & Landscaping



**DENNIS VO**

*In this month's feature article, we'd like to introduce Dennis Vo of DV Construction and Landscaping. Dennis is a new CLCA OC Chapter member and is serving as VP of Events on our 2020 Chapter Board of Directors. For this feature, we asked him to tell us about what inspired him to work in the landscaping industry and why he got involved with CLCA.*

**D**ennis graduated from Cal Poly Pomona with an architectural diploma in 1995 and then began working with various architectural firms in Irvine, California. But even in those early days, he knew that

something was missing: hands-on experience in the field. With this in mind, Dennis opted to go completely hands-on by opening his own construction practice in 2000. It wasn't long after opening that he realized it made perfect sense to incorporate landscaping into his offerings. After all, "the house would not be completed without a complementing landscape environment," he told us.

From there, Dennis' landscaping profession began. He realized the benefits that landscaping could bring to the communities – things like preservation of natural surroundings, introduction of plants to recycle carbon dioxide into oxygen, beautification of the environment, and the enhancement of our natural resources for future generations. All of these reasons were inspirational for Dennis when choosing to get more involved in the landscaping industry.

### CLCA Was a Natural Fit

Dennis heard about CLCA through colleagues and learned that the association's sustainable policies were in alignment with his beliefs. From there it simply made sense to join and contribute to supporting the organization. He realizes the value that CLCA can bring to busy professionals. Business owners can easily get bogged down by

daily concerns, so it's refreshing to have an organization full of dedicated professionals who support one another and support the events. He believes that having a network to turn to for both times of commiserating and times of celebrating is invaluable. It's a great source for advice when you need it too.

The events sponsored by CLCA can also be a useful resource. They're not only a great spot for networking and education, but can also be a source of inspiration – new ideas, new connections, and even new friends.

Dennis told us that he's excited to be a part of this association because he's looking forward to learning from the wealth of knowledge available from the other CLCA members. He also let us know that he's humbled to have been asked to be the VP of Events this year and will try his best to contribute as much as he knows how. He's noted that the OC Chapter has a solid foundation of alumni; Dennis would like to continue the chapter's successful legacy by promoting the events that have been well established over the years. That said, he'd also like to get input from the current and new members to discover what's important to them (you!) and learn how these ideas may be able to be incorporated into future events.

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## LMN Offering One-Day Best in Landscape Workshop February 6 in the City of Industry

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**\$**99 bucks. That's about all the average landscape business owner makes at the end of a day. That's a hard truth. Landscapers work too hard to earn a 2% profit, don't you think?

The Landscape Management Network (LMN) is offering a one-day "Best In Landscape" Workshop in the City of Industry on Thursday, February 6, where they will deep dive into business *best practices* for the landscape industry. This is not a software training course, this will focus on business management and operational concepts. It will change the way you think about your business.

In one day, you'll learn how to:

- Forecast next year's profit
- Create markups for estimating
- Set wages for staff
- Understand how much to invest in equipment
- Provide your customers world-class service
- Shorten your sales cycle
- Attract the customers you've always wanted
- Schedule crews efficiently
- Motivate your crews to work like entrepreneurs
- Use estimates to develop project plans & create accountability

This workshop will be taught by LMN CEO and Founder Mark Bradley! You don't want to miss it. Visit [www.golmn.com/workshops/](http://www.golmn.com/workshops/) for more information and to register.

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[ccla.org/volunteer](http://ccla.org/volunteer)





**WELCOMING** attendees to the December 14 OC Chapter Holiday Party at the Wine Artist in Lake Forest are Chapter President Ed Wallace, Director Dave Horton, Chapter Editor Bronwyn Miller, and VP Education Roland Zamora.



**FESTIVELY DRESSED** Ross Shaw with RC Landscape (right) catches up with good friend and Chapter Director, Richard Cohen with Richard Cohen Landscape & Construction.



**ORCO BLOCK & HARDSCAPE** rep Ray Romero enjoys the party with his wife Samantha and daughter Jessica (center).



**SAYING GOODBYE** – DM Color Express rep Sal Gonzalez (right) shares his last laugh at a CLCA event with Chapter Treasurer Steve Beckstrom. After many years in the green industry, Sal is retiring. He will be missed!



**PARADISE CHEVROLET** rep Craig McKenzie and his wife Dawn are eager to ring in the holidays at this annual holiday celebration.



**MAKING NEW FRIENDS** is the objective of Ewing Irrigation rep Garrett Hume who is joined at the party by his wife Cindy.

**~KURAPIA~**

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**VILLAGE NURSERIES** reps Susan Powers (center) and Thelma Diaz (right) spread holiday cheer with R&S Soil Products rep Nova Cook.



**PAST CHAPTER PRESIDENT** Dave Horton with So Cal Concepts is joined at the party by his wife Angela.



**VETERAN'S LANDSCAPING** rep Roland Zamora and his wife Jessica are all smiles as they celebrate the season with industry friends.



**RECONNECTING** with CLCA family is what Boething Treeland Farms rep Doug Henderson and past Chapter President Angelia Beckstrom of Angeffects look forward to when attending this annual chapter event.



**DM COLOR EXPRESS** rep Tyler Metz is joined at the party by long-time friend Julie Orozco.



**RAFFLE PRIZES** adorned the table at the entrance of the quaint wine-tasting venue. Everyone who attended this year's party left with a prize!

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