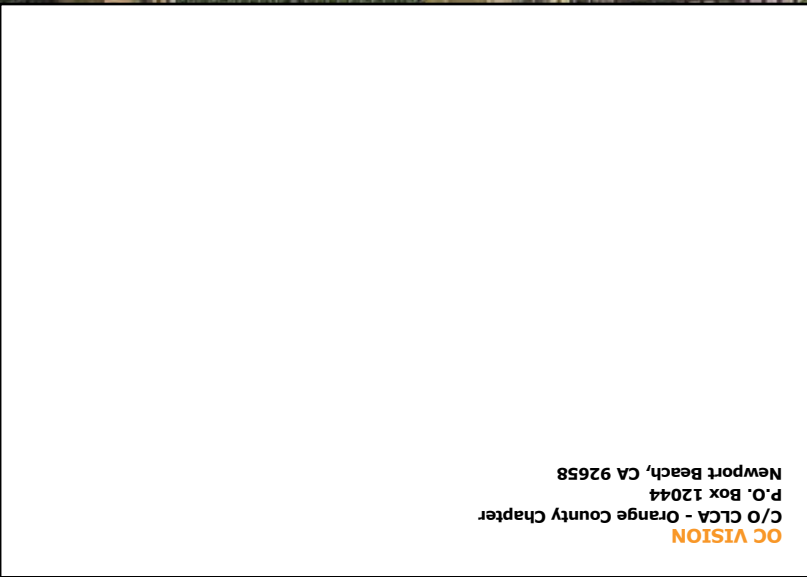


Issue #1 • Volume 25 • January 2022



# OC Vision

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



OC VISION  
C/O CLCA - Orange County Chapter  
P.O. Box 12044  
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*For information about what we're doing in 2022, contact Sal.*



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*For questions relating to our annual programs and events, contact Isaac.*



**Chapter Editor/Webmaster**  
**BRONWYN MILLER**  
Eyescapes  
(949) 466-1222

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



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## Setting Goals is More Than a Thought



**Sal Hernandez**  
Pacific Breeze Landscape  
Chapter President

Thank you to everyone who joined us at our holiday party last month. We had a great turnout, and it was awesome to see a lot of new and old faces (no pun intended). *Find photos from this event on pages 10-11 of this OC Vision.*

I am excited to announce that I will be serving one more year as your OC Chapter President. This year, I am striving to stay positive regardless of obstacles. Already this month, the state has set another mandate due to the new Omicron variant. I hope that you, your family, and your staff are staying safe. Cases are popping up everywhere. Personally, I've encountered one case at home and another at work. I am thankful that everyone is ok. Your CLCA OC board is working hard to host in-person events in 2022. We will continue to comply with state regulations and work to ensure the safety of our members.

With the new year often comes resolutions. In an effort to hold my self accountable, I want to share my personal and professional resolutions with you. My personal resolution is to grow in my faith. As my wife and I get ready to start a new family, we think it is important for our spirituality to have a solid foundation. My professional goal is also for

growth. In my company, we are going to hire one more crew and a new estimator/salesperson. In the OC chapter, I'd like us to grow our chapter membership. I think we could grow our chapter by at least 8-10 members this year by hosting events and focusing on educational and networking opportunities.

Did you make a resolution this year? Did you set goals? Setting goals is more than a thought. When you have a goal, write it down. When you do, you are more than likely to follow through with an action. This is a strategy I use to constantly stay on task. To help, I use a software called *Traction Tools* to write down my weekly, quarterly, and annual objectives.

Lastly, what are you looking to get out of your membership? Is there a specific event (educational or networking) that you would like us to put together? Let me know. We value your input. Let's start 2022 strong!

~Sincerely, Sal

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## OC Chapter Kickoff is Feb. 9 at Golden Road Brewery, Anaheim

• Learn about the many exciting things we have planned for 2022!

Plan to join us on February 9 at Golden Road Brewery in Anaheim to learn about the exciting things we've got planned for 2022. Due to the recent rapid spread of COVID and in an abundance of caution, this event was postponed from its original date of January 12. Don't miss this great networking event where you'll have the opportunity to connect with CLCA professionals who can help you grow, both professionally and personally.

We're excited to announce that we will be resuming our CLCA University in 2022 and will be offering CEU's! Each class will be geared toward something that affects all contractors, large or small companies, residential or commercial, construction or maintenance. Join us at this kickoff meeting to learn more!

The meeting will begin at 4:30 p.m. Cost to attend is \$40, which includes a meal and drink ticket. Register to be an OC Champion and have this and other 2022 events pre-paid for. *Find more information on page 5 of this OC Vision.*

RSVP your attendance at [www.clca-orangecounty.org](http://www.clca-orangecounty.org).

Golden Road Brewery is located at 2210 E. Orangewood Ave., Anaheim, CA 92806.

## 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.

2022 CLCA-OC Calendar	
Mark Your Calendars & Save the Dates Now!	
Feb. 9	2022 OC Kickoff Meeting, Anaheim, 4:30 p.m. Golden Road Brewery: 2210 E Orangewood Ave.
Mar. 16	CLCA LandPAC Fundraiser, Tustin, 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, MWELU 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.

# BEAUTIFICATION AWARDS ARE COMING!

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)

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

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# 2022 CLCA-OC CHAMPIONS REGISTRATION FORM

Please indicate your desired sponsorship level by placing a check mark in the box to the right of your choice.

## Premium – \$2,250 (\$2,785 value)

- Kickoff Meeting & all CLCA Universities for one + tabletop opportunity and recognition on banner at all events
- Foursome in Golf Tournament + premium hole sponsorship
- 2 Beautification Awards tickets + General Category Sponsorship
- 4 Sporting Event tickets
- 2 Holiday Dinner tickets
- Recognition in magazine & website
- Link on emails to membership

## Preferred – \$1,625 (\$2,025 value)

- Kickoff Meeting & all CLCA Universities for one + recognition on banner at all events
- 1 golfer in Golf Tournament + hole sponsorship
- 1 Beautification Awards ticket + General Category Sponsorship
- 2 Sporting Event tickets
- 2 Holiday Dinner tickets
- Recognition in magazine & website
- Link on emails to membership

Have questions? Contact Bronwyn Miller at (949) 466-1222 or [eyescares@yahoo.com](mailto:eyescares@yahoo.com).

## Partner – \$975 (\$1,380 value)

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- Beautification Awards General Category Sponsorship (no dinner)
- Recognition in magazine & website
- Link on emails to membership

## Contractor – \$700 Contractor Members Only!

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- 2 Beautification Awards tickets
- 2 Sporting Event tickets
- 2 Holiday Dinner tickets
- Recognition in magazine & website
- Link on emails to membership



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## Ewing Irrigation & Landscape Supply Celebrates 100<sup>th</sup> Year in Business



**E**wing Irrigation & Landscape Supply, the nation's largest family-owned green industry supplier, is celebrating its first 100 years in business in 2022.

"My grandfather instilled a simple, yet effective, philosophy for our company, 'treat your customers right.' That quote has been the foundation on which we've built 100 years of serving customers," said Douglas W. York, Ewing President and CEO. "And it's how we continue to serve our customers and industry now, inviting green industry professionals to lean on us for their business needs, support, and success."

Ewing's journey began in 1922, when Atlas Lawn Sprinkler, an irrigation system installer, irrigation designer and distributor, opened in San Francisco. Ewing's founder, King W. Ewing, joined Atlas as a salesman and installer in 1938. He acquired Atlas' design and supply division in 1948, renaming it Ewing Turf Products, restructuring the company, and laying the foundation for what would become one of the largest wholesale providers of professional-quality landscape and irrigation materials in the United States. He created the country's first turf irrigation distributorship by entering into an exclusive distribution arrangement with Buckner Manufacturing, the first of many irrigation product brands Ewing would come to stock.

In 1963, the second generation of family leadership took the helm when King passed the torch to his daughter, Sue, and her husband, Ray York. Two years later, they relocated company headquarters to San Leandro, California, and continued its expansion, changing the name to Ewing Irrigation Products Inc. in 1967 to reflect its full-line product

focus. In 1994, they relocated corporate headquarters to Phoenix, Arizona, and opened a second building on the site in 2008 to accommodate the growing workforce. The original two-story corporate office and warehouse building is undergoing a remodel set for completion in 2022.

"It's been an honor to grow my father's legacy all these years and to see my sons continue building upon our family business," Sue York said. "Ewing's growth, expansion, and success can be directly attributed to our innovation, dedication, customer service and most importantly, the family of employees here today and over the last 100 years."

A third generation joined the family business when Doug York and his brothers, David and Richard, came on board in 1976. While David went on to pursue a successful career in the financial industry, Doug and Richard worked their way up from branch employees to executive leadership positions. Doug has served as President and CEO since 2001, while Richard has led Ewing's OEM business, Landscape Products, since 2016, as President and COO.

In 2018, Doug's son, Jack York, became the fourth generation to join the company after several years in the financial industry. He served as a branch manager in Hastings-on-the-Hudson, New York, for two years before returning to Phoenix to work as a product manager. In November 2021, he was promoted to Director of Product Line Management.

"When my dad asked me to join the family business, I jumped at the opportunity to learn from the ground up," Jack York said. "Three years later, I'm excited to continue working with Ewing employees, product managers, and vendor partners to build on the foundation set by my great-grandfather and strengthened by my grandparents, uncle, and father. Ewing's first 100 years have been great. The second 100 will be even better."

As Ewing enters its second century, the company looks forward to continued growth, with 230-plus branches in 28 states and counting, a flourishing ecommerce website, and strong relationships with its trusted partners. Behind it all is Ewing's commitment to honoring King Ewing's legacy of loyalty and living by his guiding principle to "Treat Your Customers Right."

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[clca.org/welddcp](http://clca.org/welddcp)



# LEAF Awards \$43,850 in Scholarships to Eight 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 eight scholarships totaling \$43,850. The scholarships ranged from \$750 to \$12,000.

In 2021, LEAF's scholarship selection committee reviewed 16 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 the green industry professionals who fund them — have a huge, positive impact.

As we welcome 2022, the LEAF scholarship committee would like to introduce the scholarship recipients for 2021. The pandemic has affected the amount of applicants, but the *cream* always rises to the top no matter how many applicants we receive. We are proud that we were able to help these students achieve their educational goals for this academic year.

## 2021 LEAF Scholarship Recipients

**Christopher Burroughs** is a third-year recipient. He is currently enrolled at San Diego State University — after having graduated from Mira Costa Community College — majoring in Environmental Sustainability. Christopher was able to attend CLCA's 2021 convention in Hawaii in November; many of you might have met him and heard him speak. He is a very motivated young man who began his life in horticulture as a tree trimmer. He has since created a non-profit organization named Garden 31 Community Initiative, which provides training in the basics of the landscape industry. Christopher 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 helping young men and women to have a goal to reach. Christopher is appreciative of the support we have given him over the years.

**Daniel Hurt** is a scholarship recipient for the third year. He attended Mt. San Antonio College and is now at Cal Poly, Pomona, majoring in Plant Science. He is grateful for our support of him and his education. He is a veteran and suffered a traumatic brain injury in combat. Our scholarships have assisted with tuition and the extra help he has needed to study and succeed in his classes. Daniel wants to work with the UC Department of Agriculture and Natural Resources to manage invasive insects. He plans to earn a Qualified Applicators License and work to advance the science of Integrated Pest Management, which he views as vital for contractors. He is very grateful to LEAF. Daniel is an OC Chapter member who lives in Fullerton.

**Archie Kendall** is a first-time recipient. He is a student at UC Berkeley majoring in Conservation and Resource Studies and wants to work with city planners to create healthier urban ecosystems. Archie is also interested in working as a landscape professional to promote water efficiency in the landscape. He has owned a landscape maintenance business and is committed to landscape horticulture and how that interfaces with urban settings. As an ex-Marine, he shows discipline and determination and will bring this to his desire to become a landscape contractor.

**Cameron McDonald** is also a first-time LEAF scholarship recipient. He is enrolled at Cabrillo College

in Aptos, majoring in Agriculture Plant Science. His goals include landscape water conservation and management. We look forward to supporting him as his goals become more focused and he progresses in his education.

**Rose Mohan** is a new applicant. She attends Santa Rosa Junior College, majoring in horticulture. Her emphasis is on design and creating water-efficient landscapes using native plants. She would also like to train and manage a maintenance crew to properly maintain a landscape. Rose's long-term goal is to become a Landscape Architect. She is QWEL certified and excited about her prospects in the landscape industry.

**Ignacio Moreno** is a fourth-year recipient. LEAF has supported his studies at Junior College of the Desert, where he majored in Environmental Horticulture, and through his years at Cal Poly, Pomona, where he is majoring in Landscape Architecture and Plant Science. He will graduate in June, 2022. He is already a landscape contractor and has worked for his uncle's landscape company for many years. Ignacio is a dedicated student and sees himself owning a design and install company. He is very grateful to LEAF and knows he would not have his education if we had not supported him. He hopes to attend CLCA's 2022 convention in Indian Wells to thank everyone personally.

**Manuel Peralta** is a first-time recipient. He is enrolled at Mt. San Antonio College, where he majors in Ornamental Horticulture. His intention is to get his AA and then transfer to Cal Poly to continue with his degree in Landscape Architecture. He's at the beginning of his academic journey. We are pleased to award him a scholarship and look forward to supporting him as he moves forward toward his goals.

**Greg Thayer** is a fifth-year recipient. He began his studies at Cuyamaca College, majoring on Ornamental Horticulture, and now is attending Cal Poly, Pomona, studying to become a Landscape Architect. He also wants to become an ISA Certified Arborist. His hope is to craft landscapes which inspire people to connect with their regional environment and support the well-being of their shared ecosystems. Greg is 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).



## Did You Update Your Minimum Wage on January 1, 2022?

On January 1, California's minimum wage increased to \$15 per hour for employers with 26 or more employees, and \$14 for employers with 25 or fewer employees. Some cities and counties have a local minimum wage that is higher than the state rate.

In 2016, California became the first state in the nation to commit to raising the minimum wage to \$15 per hour statewide by 2022 for large businesses, and by 2023 for small businesses. This law increases the minimum wage over time consistent with economic expansion, while providing safety valves to pause wage increases if negative economic or budgetary conditions emerge.

The Department of Industrial Relations (DIR) reminds employers that they are required to post information on wages, hours, and working conditions at a worksite area accessible to employees. Notices for the wage orders in English and Spanish can be downloaded from the workplace postings page on the DIR website.

Employers must ensure that the wage rate is also displayed on the employee's pay stub, and that employees are paid at least the minimum wage even when employees are paid at piece rate.

Visit [www.dir.ca.gov/DIRNews/2021/2021-121.html](http://www.dir.ca.gov/DIRNews/2021/2021-121.html) to learn more.

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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/eyescapecs@yahoo.com.



**WELCOMING** attendees to the December 16 holiday party in Irvine are Richard Cohen, Steve Beckstrom, Angela Horton, and Dave Horton. Richard, Steve, and Dave are all past chapter presidents and currently serve on the board!



**LONG-TIME CLCA SUPPORTER** DM Color Express rep Tyler Metz (center), Julie Orozco, and her son Steven (left) join their OC Chapter friends in celebrating the season at Dave & Buster's in Irvine.



**DREAMLAND BUILDERS** reps Sean Gao and Kinsley Grant bring their kids with them to attend their first CLCA event! This setting offered the perfect opportunity to network and learn about the association while also having some fun.




**OC CHAMPION** ORCO Block & Hardscape rep Ray Romero enjoys attending this annual event with his wife Samantha and daughter Jessica (center).



**SPREADING CHEER** at the party are Landscape Communications rep Margot Boyer and her husband John.




**CLCA INSURANCE SOLUTIONS** rep Bill Deeble shares a laugh with LaForest Landscaping rep Don LaForest. Don traveled from San Pedro to celebrate the season with CLCA friends.




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**OC CHAPTER PRESIDENT** *Sal Hernandez and his wife Kathy always look forward to reconnecting with friends at this annual event.*



**2022 VP MEMBERSHIP** *Russell Watts with HUB International Insurance Services and his wife Natalie are welcomed to the festivities by OC VP Legislation Dave Norred.*



**MARINA LANDSCAPE** *reps and friends Nathan De Guzman, Raquel Flores, Caitlyne Estes Dorr, and Isaac Quezada enjoy lively conversation. Isaac did a fantastic job organizing this year-end party! We're stoked to have him serving on the 2022 board as VP Events.*



**EMERALD LANDSCAPE** *reps Donn and Janell Oswald attend the party to ring in the holidays with their green industry peers.*



**CHEERS TO 2022** – *DM Color Express rep Tyler Metz and Laura Orozco are excited for the new year and the opportunities it holds. This was the last event Tyler attended representing DM Color Express. The company was recently acquired by Devil Mountain Wholesale Nursery.*



**GLEN'S LANDSCAPE** *reps Kathy Frohlich, her daughter Brooke (right) and granddaughters Olivia and Charlotte (center) join CLCA friends for some fun and games.*



## Update your office essentials for 2022

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