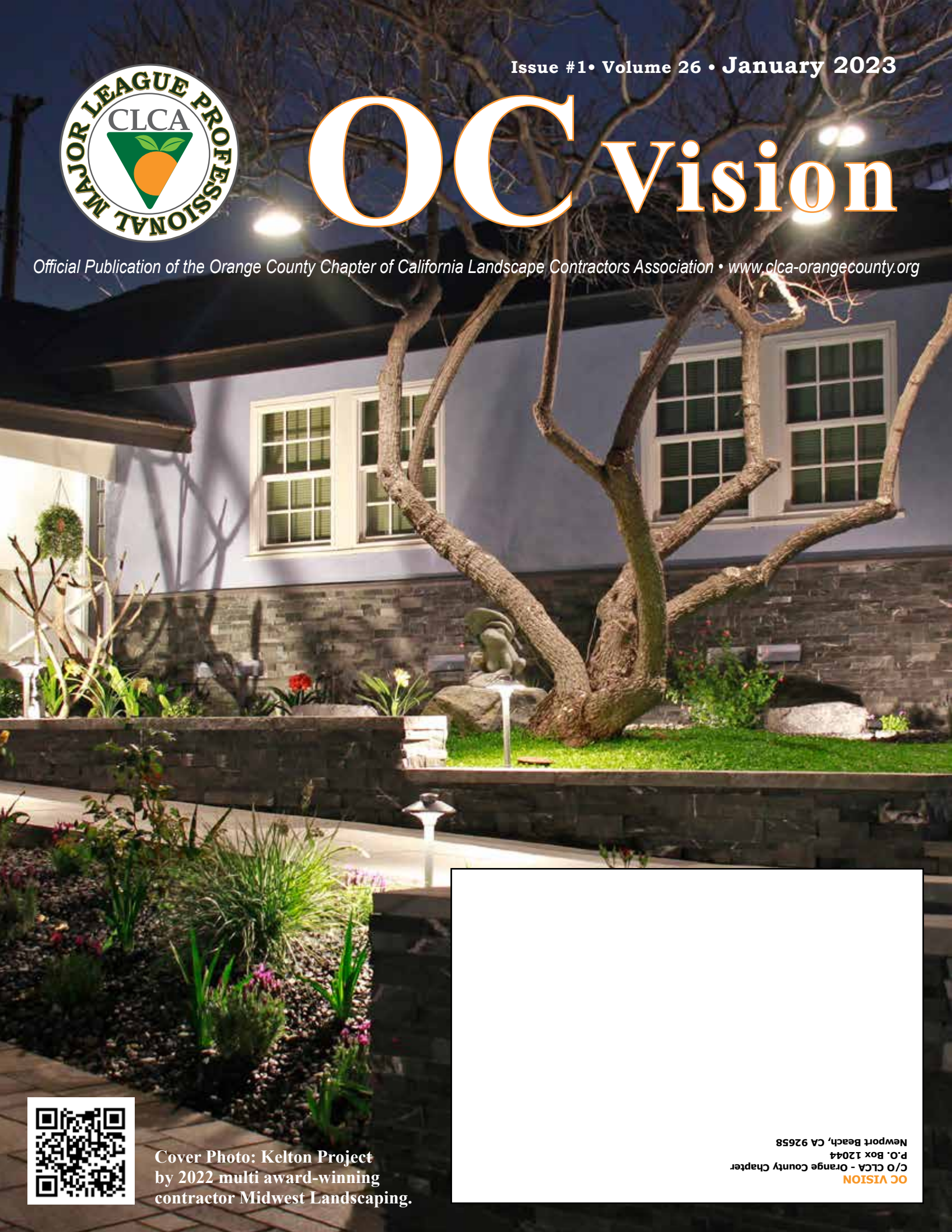


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# OC Vision

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



Cover Photo: Kelton Project  
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contractor Midwest Landscaping.

**OC VISION**  
C/O CLCA - Orange County Chapter  
P.O. Box 12044  
Newport Beach, CA 92658

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CLCA Orange County Chapter



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California Landscape Contractors Association - Orange County Chapter



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## New Year, New Opportunities to Get Involved

Hi, my name is David Horton and I am your 2023 CLCA OC Chapter President. I have served on the OC Board for the last 16 years in multiple positions ranging from Beautification Awards Committee Chair to VP of Events, to President (both in 2015 and again now). I have also been involved on the Golf Committee and was instrumental in setting up an event with Habitat For Humanity.

While writing this month's message and thinking through some of the things I have done with CLCA, I'm reminded of everything I have learned over the years and how much I have grown as a business owner.

Through CLCA, I have

- received leadership training
- attended educational seminars on topics like management, human resources, tax and insurance, how to grow your company *and many more*
- had one-on-one conversations with industry-leading business owners

- seen firsthand how some of our top business leaders run their companies, including how they on-board new employees, incentivize and promote workers, and how this leads to higher employee retention



**Dave Horton**  
*So Cal Concepts*  
Chapter President

All of this has been made possible by being involved in CLCA and attending events. As with most things in life, you get out of it what you put in. The more involved you are, the more benefits you will reap.

I encourage you to make it a new year goal to attend our events. Broaden your business skills and learn from other contractors. Introduce yourself to me and I will introduce you to the people I know. Let me help you grow your network! You have my personal invitation.

~Sincerely, Dave

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2023 CLCA-OC Calendar	
Mark Your Calendars & Save the Dates Now!	
Feb. 15	OC Lunch & Learn, San Juan Capistrano, 11 a.m. Ewing Irrigation: 26031 Avenida Aeropuerto. Topic: Electric Equipment Updates.
March 7-8	Beautification Awards Lighting Judging. Entry forms available at <a href="http://clca-orangecounty.org">clca-orangecounty.org</a> .
March	Membership Event. Date & Location TBD.
April 12	OC Lunch & Learn. Location TBD. Topic: New Plant Introductions for 2023.
May 25	OC Chapter Golf Tournament, 8 a.m. shotgun. Tijeras Creek Golf Club, Rancho Santa Margarita.
July	Family Fun Day & BBQ. Details TBD.
August	Angels Baseball Game & Tailgate. Details TBD.

**Our Next Event is February 15 at Ewing Irrigation in San Juan Capistrano!**

**OC Chapter Lunch & Learn**

*Learn about the CORE voucher program, get a hands-on demonstration of a variety of electric tools, and ask all your questions!*

Plan to join us for this lunch and learn at Ewing Irrigation in San Juan Capistrano to get updates on all things electric equipment from EGO and Milwaukee Tool reps. Learn about the CORE voucher program, get a hands-on demonstration of a variety of electric tools, and ask all your questions. This event is free to attend with RSVP.

Lunch and informational session will begin at 11 a.m., followed by a hands-on demonstration of a variety of electric tools. The event is scheduled to conclude by 1 p.m.

RSVP your attendance by calling Bronwyn Miller at (949) 466-1222 or emailing [eyescares@yahoo.com](mailto:eyescares@yahoo.com). Ewing Irrigation is located at 26031 Avenida Aeropuerto in San Juan Capistrano.

**ADVERTISE IN THE OC VISION!**  
 Visit [www.clca-orangecounty.org](http://www.clca-orangecounty.org) for information and rate details.  
 Call (949) 466-1222 or email [eyescares@yahoo.com](mailto:eyescares@yahoo.com) with questions!

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## CSLB Reminds Licensees of New Laws Beginning Jan. 1, 2023

*Increased fees for contractors, discounts for veterans, and enhanced workers' compensation requirements for holders of a D-49 Tree Service license are just some of the new laws impacting green industry professionals, the Contractors State License Board reports.*

**H**eading into 2023, the Contractors State License Board wants to remind licensees of new laws taking effect in the new year.

### **SB 216 (Dodd)**

This bill, which amends Business and Professions Code (BPC) Section 7125, requires contractors who possess a C-8 Concrete, C-20 Heating, Warm-Air Ventilating and AirConditioning, C-22 Asbestos Abatement, or D-49 Tree Service license to hold valid workers' compensation insurance as of January 1, 2023. By July 1, 2023, if workers' compensation insurance has not been acquired, the license classification will be removed. Additionally, this bill requires that by January 1, 2026, all contractors, except for joint ventures without employees, hold valid workers' compensation insurance, whether or not they have employees.

### **SB 607 (Min)**

This bill, which updates numerous sections of the BPC, increases the CSLB qualifier, license, and minimum disciplinary bonds from \$12,500 and \$15,000, respectively, to \$25,000 for all three bonds as of January 1. The bill, which passed in 2021, also increased the CSLB licensing and application maintenance and service fees on January 1, 2022 and requires Department of Consumer Affairs (DCA) boards and bureaus to waive application and license fees for military family members as of July 1, 2022. (Chapter 367, Statutes of 2021)

### **SB 1237 (Newman)**

The bill amends BPC 114.3 and updates current law that requires DCA boards, including CSLB, waive renewal fees for a licensee who is called to active duty as a member of the U.S. Armed Forces or California National Guard if the licensee or registrant is stationed outside of California. The bill expands the definition of "called to active duty" to align with definitions elsewhere in federal and state law and extends existing law to licensees on active duty during a "state of insurrection" or a "state of extreme emergency." (Chapter 386, Statutes of 2022)

### **AB 2105 (Smith)**

This bill, which amends BPC Section 7137, requires the board to grant a 50% fee reduction for an initial license or registration fee to an applicant who provides specified documentation to the board that the applicant is a veteran who has served as an active-duty member of the United States Armed Forces, including the National Guard or Reserve components, and was not dishonorably discharged. This bill applies to initial license fees for contractors and registration fees for home improvement salespersons. (Chapter 156, Statutes of 2022)

### **SB 1443 (Roth)**

This bill amends BPC 7000.5 and 70111 by amending the statutory sunset date of CSLB from January 1, 2024, to January 1, 2025. (Chapter 625, Statutes of 2022)

### **AB 1747 (Quirk)**

This bill increases the civil penalty from \$8,000 to \$30,000 for every violation of BPC Section 7110 (violations of building laws) and amends Section 7099.2 (assessment of civil penalties). In addition to building permit violations specified in BPC 7110, the bill clarifies BPC 7110 to include the failure to comply with certain health and safety laws, water laws, safe excavation requirements, pest control requirements, illegal dumping, and other state laws related to building and insurance requirements. (Chapter 757, Statutes of 2022)

### **AB 2374 (Bauer-Kahan)**

This bill, which amends Penal Code Section 374.3, requires courts to notify CSLB or other DCA board or bureau when a licensee is convicted of an illegal dumping crime in order for the board to publish it on their website. This bill increases the fines a court may impose for this crime. This bill also requires the court to order a person convicted of dumping commercial quantities of waste to remove, or pay for the removal of, the waste matter that was illegally dumped. (Chapter 784, Statutes of 2022)

### **AB 2916 (McCarty)**

The bill, which amends BPC Section 7124.6, updates the CSLB Letter of Admonishment (LOA) program to allow CSLB to determine whether it should be issued for one or two years, rather than the current one-year limitation. In making that determination, CSLB is required to consider the gravity of the violation, the good faith of the licensee or applicant being charged, and the history of previous violations. (Chapter 293, Statutes of 2022)

## ORANGE COUNTY CHAPTER BEAUTIFICATION AWARDS ARE COMING!

Start thinking about what projects you will enter!

**AGAIN THIS YEAR...**  
**We will be judging lighting  
entries in March!**

Lighting judging will take place March 7-8, 2023.  
Landscape judging will take place June 15-17, 2023.

**Lighting entry forms available online now!**

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

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**Water Efficient Landscape Dual  
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*New Classes Start on February 22, 2023!*



This free, one-of-a-kind certification and educational opportunity is brought to you by the California Landscape Contractors Association and the Metropolitan Water District of Southern California (MWD), in partnership with the Chino Basin Water Conservation District.

This joint effort combines the CLCA Water Management Certification Program with the Qualified Water Efficient Landscaper program to offer the landscape industry an opportunity to obtain two nationally recognized EPA WaterSense Professional Certifications with one course and one written test.

Presented in three six-hour classes, these workshops will offer CEUs for your current certifications and provide you with a participation certificate. These workshops are free and available only to those in select counties of Southern California within the Metropolitan Water District's service area.

The combined curriculum focuses on landscaping fundamentals in one convenient course and includes topics like:

- Where Our Water Comes From
- Sustainable Landscaping
- Landscape Water
- Soils
- Irrigation Systems
- Irrigation Maintenance & Trouble Shooting
- Irrigation System Auditing
- Irrigation Scheduling
- Irrigation Controllers
- Landscape Water Management
- Landscape Water Budgeting

The next Water Efficient Landscape Dual Certification Program training will span three days in February and March. These in-person workshops will be held at the Chino Basin Water Conservation District located at 4594 San Bernardino Street in Montclair. *Parking is available in the parking lot or along San Bernardino St.*

Wednesday, February 22, 10 a.m. – 4:30 p.m.  
Wednesday, March 1, 10 a.m. – 4:30 p.m.  
Wednesday, March 8, 10 a.m. – 4:30 p.m.

**To register, call (916) 830-2780 or  
email [weldcp-February-2023@clca.org](mailto:weldcp-February-2023@clca.org)**

**It's time to update**

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The **2023 Labor Law Poster** (in English and Spanish) and customizable **Employee Handbook** available now.

To order, call (916) 830-2780.

# OC Members & Friends Celebrate the Season in Irvine on December 15



**AZURY LANDSCAPING** rep Eli Magana is welcomed to the December 15 holiday party in Irvine by 2022 Chapter President, Sal Hernandez.



**SOUTHWEST LANDSCAPE** rep Blake Boyd and his wife Jenn (center) share a laugh with 2022 First Lady, Kathy Hernandez (right).



**SULLIVAN & MANN** rep Nova Cook and Nathan Diaz join their OC Chapter friends in celebrating the season at the Yard House in the Irvine Spectrum.



**OC BOARD MEMBERS** Richard Cohen and Dave Norred (right) enjoy lively conversation with past OC board member and AssuredPartners - Wateridge rep, Melissa Tetzlaff (center).



**SMART TURF** reps Travis Eyk and David Tino (right) talk with Park West rep Dylan Pack (center) about their synthetic turf products.



**OC CHAMPIONS** Milwaukee Tool rep Bradley Herzog and Everde Growers rep James Onstott are eager to be involved and attend more events in 2023.



**PAST CHAPTER PRESIDENT** Ed Wallace (right) trades stories with Harmony Landscape Designs rep Mike Altshuler and Glen's Landscape rep Glen Frohlich (center).



**2022 VP EVENTS** Isaac Quezada attends the party with Caitlyne Estes Dorr. Isaac did a wonderful job organizing this year-end party that was a fun time for all!



**COLUMBIA GREEN** rep Ariella Slavis chats it up with ORCO Block rep Robert Lopez. Columbia Green was the sponsor for this year's holiday celebration.

# Where to Start When Your Business Growth Stops

Excerpted from an article by Larry Giroux, Ewing Irrigation & Landscape Supply



**W**hy would two landscape companies in the green industry, with the same financial performance, command vastly different valuations? The answer often comes down to how much each landscape business is likely to grow in the future.

The problem is that many successful landscape businesses reach a point where their growth starts to slow as the company matures. In fact, carving out a unique niche and specialty that made you successful initially can eventually start to hold you back.

If you make the world's greatest \$5,000 wine fridge, you may have a successful, profitable business until you run out of people willing to spend \$5,000 to keep their wine cool.

Demonstrating how your landscape business will likely grow in the future is one of the keys to driving a premium price for your company when it comes time to sell. To brainstorm how to grow beyond the niche that got you started, consider the Ansoff Matrix. It was first published in the Harvard Business Review in 1957 but remains a helpful framework for business owners today.

Sometimes called the Product/Market Expansion Grid, the Ansoff Matrix shows four ways that businesses can grow, and it can help you think through the risks associated with each option.

- Imagine a square divided into four quadrants representing your four growth choices, which include selling:
1. existing products to existing customers,
  2. new products to existing customers,
  3. existing products to new markets, and
  4. new products to new markets.

The choices are presented from least to most risky. In a smaller business with few dollars to gamble, focusing your attention on the first two options will give you the lowest risk options for growth.

### Existing Products to Existing Customers

It's natural to feel like you're greedy when you go back to the same customers for more of their dollars, but the opposite can often be true. Your best customers are usually the ones who know and like you the most, and they are often pleased to find out that you—someone they trust—are offering something they need.

Greg, a hardware store owner, realized the benefits of the Ansoff Matrix for his small business. Greg earned a 150% markup on cutting keys, but his cutter was hidden in a corner of the store where nobody could see it. As a result, he didn't cut many keys.

One day, Greg decided to move the key cutter and position it directly behind the cash register so everyone paying for his or her hardware could see the machine. Customers started seeing the cutter and realized—often to their pleasant surprise—that Greg cut keys.

Not surprisingly, Greg started selling a lot more keys to his loyal customers. The key cutter didn't woo many new customers, but it did increase his overall revenue per customer.

If you want to sell more of your existing products and services to your current customers:

1. Draw up a simple chart of your products and services.
2. Don't be afraid to dust off those old offerings that you haven't paid much attention to lately.
3. List your best customers' names down one side of the paper and your products across the top.
4. Cross-reference your customer list with your product list to identify opportunities to sell your best customers more of your existing products.

For example, sell existing products, such as lighting, to a customer you installed that brick paver patio for last year.

*Continued on Next Page...*



## Where to Start When Your Business Growth Stops

...Continued from previous page

### New Products and Services to Existing Customers

Another approach to growth is to sell new products to existing customers. For example, there is a BMW dealership owner in the Midwest whose typical customer is a family patriarch in his 40s. When he felt he had saturated the market for well-heeled, forty-something men in his trading area, he thought about what other products he could sell his existing customers. But instead of defining his customer as the forty-something man, he decided to think of his customer as the financially successful family and his market as their driveway.

Instead of trying to sell more BMWs into a market of diminishing returns, he bought a Chrysler dealership so he could sell minivans to the spouses of his BMW buyers. He then realized that a lot of his customers had kids in their teens, so he bought a Kia dealership to sell the family a third, inexpensive car.

Once you become successful, it can be tempting to sit back and enjoy your success. But to drive up the value of your business, you need to demonstrate how you can grow, and the least risky strategy will be to figure out what else you could sell to your existing customers.

*This article originally ran on Ewing Irrigation & Landscape Supply's blog at [www.ewingirrigation.com/news](http://www.ewingirrigation.com/news). Find other green industry tips and solutions there too!*

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**Richard Cohen Ldscp. SouthWest Landscape**

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1/4 Page (Color)	\$1,560
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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")
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## Are Your Employees Leaving for These Reasons?



provide them with machines that break down all the time or no PPE, you're not setting them up for success. You also can't say no experience is needed and then not provide any training before expecting a new hire to perform at the same level as the rest of the crew.

Implement a detailed onboarding program to ensure every new hire has the same baseline. Hopkins adds that every interaction you have as a leader should be an opportunity to coach and provide feedback to your team.

### Feeling Undervalued or Underappreciated

Everyone wants to be treated with respect no matter who they are. Get to know your team members as individuals. It doesn't take a lot to let your team members know you appreciate the work that they are doing. Expressing your gratitude could be as simple as a hand shake and thank you, or as exciting as family day at Hershey Park. Some companies opt to share the positive feedback they receive from customers with the crews who worked on the job.

### No Room for Growth

If there is nowhere for employees to advance, there is no reason for them to stay at your company long term. Hopkins points out that growth doesn't necessarily have to be promotions.

"Everyone has the ability to grow and develop," Hopkins says. "You need to create a culture and processes that encourage your team members to be the best they can be."

Professional development options like certification programs and leadership courses can show your team you are actively invested in their professional success.

### Below Market Pay/Benefits

Lastly, it's a common response when employees leave to say they got offered higher pay elsewhere.

If you are wondering if your compensation and benefits package needs to be updated, consider purchasing the 2022 Compensation & Benefits Report presented in partnership with Aspire. The report is designed to allow users to easily compare compensation levels and benefit policies to other companies in the industry. In addition to data on recruiting and retention, health care costs/trends, retirement benefits, vacations/PTO and holidays; sick and other leave; and sales practices, the report contains compensation-related statistics for common job titles in the industry.

Hopkins says you should compensate fairly, but money can't keep good employees if they aren't happy.

If you don't think any of these are the causes of your employee turnover, make a point to conduct exit interviews so you can identify the root issue and make the necessary changes.

*This article by Jill Odom was originally published on the National Association of Landscape Professional's blog at <https://blog.landscapeprofessionals.org/>*

**S**ustaining a healthy business without consistency within your workforce is almost impossible. This is true for both management and field-level positions. Not only is it harder to grow if you're constantly replacing your current staff, but it also costs 20 to 40 percent of an employee's annual wage to replace them.

Employees leave for various reasons, and some cannot be helped. They may need to relocate to a different state, or they've decided to retire. These are a natural part of life. However, if you are experiencing a significantly higher than normal amount of churn in your organization, it might be time to self-evaluate.

Not only can high turnover create quality issues, but it can also make it more challenging to hire if you gain a reputation of being an unsatisfying place to work. Check out some of the main reasons good team members leave a company and consider if these might be the underlying cause for your issues.

### Loss of Faith, Confidence or Connections with the Leader

Mark Hopkins, executive vice president of the central division with LandCare, says the number one reason team members leave is that they don't have a connection with their leader. Failing to communicate regularly with your team, being transparent, and investing in their careers can reduce employees' confidence in you as a leader.

People join your team skeptical and watch for inconsistency. It is your job to earn your team members' trust by doing what you say.

"When you make a promise, you make a commitment," Hopkins says.

### No Tools or Training

Most people want to do the best job they can but if you

## Toro Introduces the All-New Groundsmaster® e3200

*A world-class out-front rotary mower — now with battery power!*

Toro is excited to announce that its world-class out-front rotary mower, the Groundsmaster 3200 two-wheel drive unit, will be available as a battery-powered option in 2023. Building on a 50-year history from the introduction of the Groundsmaster 72 back in 1973, the battery-powered Groundsmaster e3200 features the same rugged chassis, commercial-grade mowing deck, and intuitive operator controls as the current diesel-powered platform.

“We are very excited to offer Toro’s proven Groundsmaster mower platform with a battery-powered option for turf maintenance crews,” says Tony Ferguson, senior product manager for Toro. “We understand that customers who want to eliminate engine exhaust emissions and reduce operational noise by transitioning to electric-powered equipment will not sacrifice power, functionality, or performance in any way — and the new Groundsmaster e3200 achieves that goal.”

This mower is powered by Toro’s proprietary HyperCell™ battery technology which must pass extensive environment and third-party certification testing. The distributed Battery Management System (BMS) optimizes battery performance to enhance reliability and longevity. Because the BMS is integrated, HyperCell lithium-ion batteries communicate with each other to optimize efficiency and extend the lifecycle, well beyond the 5,000-hour design life of the traction unit. HyperCell batteries provide diagnostic information to simplify and streamline any service needs. A third-party recycling program is available for batteries that reach end-of-life.

The all-new Groundsmaster e3200 comes standard with 11 HyperCell batteries, but can be configured with up to 17 HyperCell batteries for heavy-users in more demanding applications to achieve all-day runtime. Equipped with a 3.3 kW on-board charger, the Groundsmaster e3200 makes recharging overnight easy and ready to tackle another day.

Smart controls optimize power consumption by providing continuous and efficient power without bogging down the mower. Additionally, the customizable reserve power setting allows the supervisor to establish a minimum discharge level, notifying the operator of low battery

charge status and ensuring plenty of power to safely return the mower to the charging location.

This mower comes with Toro’s Info Center™ display with battery charge status, hours, alerts, customizable settings and more. It features the same rugged 60-inch (152 cm) side or rear discharge mowing deck options built with high-strength steel for ultimate durability, and impact bumpers as featured on our popular diesel-powered Groundsmaster models.

The newly electrified Toro favorite offers battery-powered, go-all-day productivity with the legendary Groundsmaster reliability grounds crews know and appreciate. The Groundsmaster e3200 is a perfect addition to the mowing fleet for any turf maintenance operation.

For more information on the new Groundsmaster e3200, visit: [www.toro.com](http://www.toro.com).





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