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OC Vision

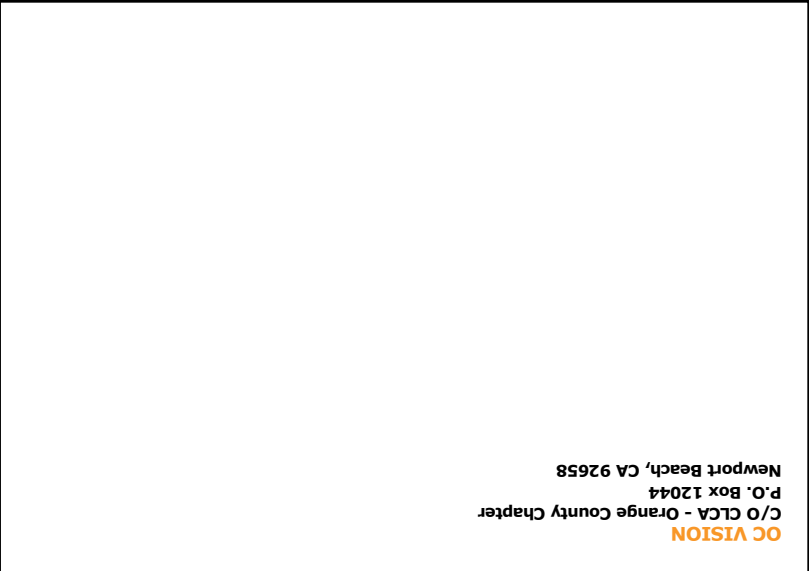
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OC VISION
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Building Relationships for Success



Sal Hernandez
Pacific Breeze Landscape
Chapter President

Summer is here and the heat has started. Please remember to stay safe and cool. Make sure you and your crews are hydrated and don't give OSHA anywhere to grip from.

We received some great entries into our Beautification Awards competition this month. Unfortunately, we did not receive enough from a large enough variety of contractors to move forward with producing the type of awards program members have come to expect from our chapter. In an effort to encourage more entries and maintain the integrity of the program, we have extended the entry deadline to July 23. PLEASE, if you have projects to enter into this year's competition, enter them! Forms are available online at our chapter website. The board has been working really hard to put our events together. Let's support them! Also, next month is our sportfishing event. It's sure to be a good time. There is limited space so don't delay in registering!

If you read last month's magazine, you know that there are two bills that are a priority and affect our industry. They are AB1003 (Lorena Gonzalez-D) and SB606 (Lena Gonzalez-D). CLCA opposes both. In support of CLCA's efforts, I took it upon myself to reach out to the representatives pushing for these bills and was able to get on the phone with Lena Gonzalez's assistant. I shared my personal stance regarding the bill and how it affects small businesses like mine. Sometimes these legislators are so fixated on the big corporations, they forget about us small business owners. Truth be told, everything is a trickle effect.

I share this to encourage you to reach out to your legislators. Believe it or not, our voice matters. As entrepreneurs, it is our duty to look out for our business. We live in the age of technology; the age in which our voice can be heard. All you have to do is reach out.

On a separate note, I want to make sure you are making the most of your CLCA membership. There are so many benefits! One major benefit is the opportunity to build relationships. Make sure to reach out to one another. From what I can see in our industry lately, there are two main types of Contractor Members. The younger, newly licensed and the more experienced, seasoned professionals. Believe it or not, both types can learn a lot from each other. Newer contractors coming into the industry tend to be more tech savvy and the seasoned vets have way more experience. Both are useful for the growth of your business.

On the topic of CLCA membership, I'd like to give you a quick update from the state membership committee. The committee will be proposing the idea of a coupon book to the state board. If approved, Associate Members will have the option to offer exclusive discounts to Contractor Members. This will be a great opportunity to link up our vendors and contractors, building a strong working relationship. Have an idea or thoughts on other ways we can strengthen our membership? Feel free to reach out to me.

Finally, the state is now accepting entries for their Trophy Awards. Enter by August 8 and receive \$100 off your entry. This year's Trophy Awards ceremony will be November 5 during the annual convention in Maui. Be sure to book early and pack your swimsuit. Learn more at www.clca.org.

For this month's book, I encourage you to read *Rich Dad, Poor Dad* by Robert Kiyosaki. ~Sincerely, Sal.

CLCA-OC Calendar & Other CLCA Events

Mark Your Calendars & Save the Dates Now!

July 15	CLCA-OC Sportfishing Event. Limited space. Register at www.clca-orangecounty.org .
July 23	OC Beautification Awards Entry Forms Due. Forms available at www.clca-orangecounty.org .
Aug. 4-6	OC Beautification Awards Landscape Judging.
Sept. 4	Chapter Angels' Baseball Game & Tailgate. Angels v Rangers, Anaheim Stadium.
Sept. 18	Beautification Awards, Mission Viejo. MV Country Club: 26200 Country Club Dr.
Nov. 3-6	CLCA State Convention, Maui, Hawaii.
Dec. TBD	Chapter Holiday Party.

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CLCA Legislative Update

Submitted by CLCA President-Elect, Megan Rios, Rios Design Studio LLC

Bills that have passed the assembly have gone to the Senate and Senate Bills that have passed have gone to the Assembly.

OPPOSED BILLS KILLED

Both houses' Appropriations Committees completed processing their "suspense" files and several CLCA Priority 2 oppose bills were held in committee. We can score this an advocacy win for CLCA as these bills were actively lobbied.

AB 95 (Low): 10-day bereavement leave mandate.

AB 1119 (Wicks): This bill expands the list of protected characteristics under the Fair Employment and Housing Act (FEHA) to include "family responsibilities."

SB 304 (Archuleta): Increases the amount of authorized work, which exempts an individual from licensure requirements from \$500 to \$1000.

NEW PRIORITY BILL ISSUES

AB 1400 (Kalra): Guaranteed Health Care for All
AB 1400 is a massive expansion of California governmental control over healthcare and the state's economy. It would eliminate the private insurance and choice-based healthcare options by creating a new state-run health care system that would be extremely expensive. The Cal-Chamber estimates that it will cost California more than \$400 billion, which will ultimately be funded by taxpayers, and will delay access to providers, diminish quality of healthcare, and eliminate jobs in California.

SB 727 (Leyva-D): Contractor Liability

This bill extends the joint liability of a direct contractor on a private construction project to include civil penalties and liquidated damages associated with unpaid wages, fringe benefits, or contributions to labor trust funds. Under existing law, that joint liability is limited to the unpaid amounts only.

CLCA: Oppose 2

PREVIOUS ACTION REVISIT

AB 1003 (Gonzalez)

The CLCA Legislative Committee voted at the last meeting on 4/22 to oppose AB 1003. This bill would have made employer theft of wages in an aggregate amount greater than \$950 from one or more employees, punishable as grand theft. This penalty applied even if the employer acted in good faith and made an honest mistake. Many business organizations

were in opposition and the CalChamber had listed AB 1003 as a "job killer" bill for 2021.

CLCA: Watch

SB 297 (Durazo)

The CLCA Legislative Committee voted at the 2/25/21 meeting to oppose SB 297 because of its unreasonable and heavy-handed approach to penalizing contractors who violate the "Dig Safe Act". In response to concerns from CLCA and other opponents, the author amended the bill to uniformly apply to excavators and operators and made it so penalties are only imposed when violations of the Dig Safe Act happen knowingly and willfully and when damage happens to specified hazardous pipelines resulting in harmful gas or liquids escaping into the environment. The new language and changes are set forth below.

This bill would enact the Wade Kilpatrick Gas Safety *and Workforce Adequacy* Act of 2021. The bill would prescribe new penalties applicable to excavators that fail to provide notice to a gas corporation of the need to locate and mark subsurface installations, or that commence excavation before a gas corporation marks subsurface installations, and then damage a subsurface installation. In this regard, the bill would authorize the imposition of a civil penalty of up to \$100,000, \$100,000. and if the excavator is a contractor, the bill would further authorize the suspension or revocation of the contractor's license by the Contractors^{CTM} State License Board. The bill would condition the application of these penalties on the excavator having had previous penalties, previous failures to provide notice, or previous instances of beginning excavation before subsurface installations are marked, as specified: *a civil penalty of up to \$100,000 to be imposed on an operator or excavator, as described above, who knowingly and willfully violates provisions relating excavations and subsurface installations and subsequently damages a gas or hazardous liquid pipeline subsurface installation and the damage results in the escape of any flammable, toxic, or corrosive gas or liquid.*

SB 297, as amended above, was voted off the Senate Floor on a 36-0 bipartisan vote.

Recommendation: Watch

Interested in getting involved or learning more about what CLCA is doing on the legislative front? Reach out to CLCA State Director of Legislation, Jay Martinez, at (916) 549-8895.



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

Judy Rose

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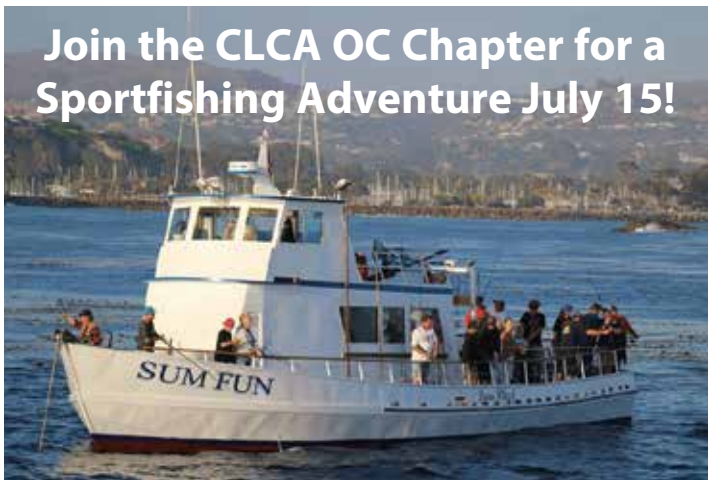
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Visit our website at www.clca-orangecounty.org to reserve your spot today!

Green Industry Hall of Fame Accepting 2021 Nominations

Do you know someone who you think should be inducted into the Green Industry Hall of Fame?

Does this exceptional individual meet the following criteria?

- Person with integrity and passion
- Minimum 20 years in industry
- Someone who has developed or invented new technology
- Has made contributions that resulted in change
- Contributed to mankind's needs in the field
- Provided education and encouragement with self-sacrifice
- Changed the industry



If so, nominate them for consideration to be inducted in 2021!

With the mission... "To honor and preserve the contributions of those exceptional individuals who have served the green industry," the Green Industry Hall of Fame is seeking nominations of said "exceptional individuals" who have been in the green industry for over 20 years and have contributed to making significant changes that impact the industry in a positive way.

Nominations can be submitted at the Green Industry Hall of Fame website at www.GreenIndustryHallofFame.org
Nomination deadline is July 5, 2021.



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New CLCA-OC Board Member Nathan De Guzman of Marina Landscape

In this month's feature article, we'd like to introduce Nathan De Guzman with Marina Landscape. He is currently serving as our chapter VP of Membership. For this feature, we asked Nathan to tell us what inspired him to work in the landscaping industry and how he got involved in CLCA.

Nathan got started in the landscaping industry after graduating high school. He was seeking a job where he could make some money to do fun stuff and hang out with friends. Sick and tired of working in retail and food service, Nathan was looking for something different. As luck would have it, his best friend's dad was the purchasing manager at Marina Landscape. They were hiring for summer work in the warehouse, doing simple tasks like inventory, assembly, etc. This job offered Nathan a welcome change. He took the warehouse position along with several of his friends that summer.

Nathan didn't envision that summer job becoming a future career. He had no prior experience in landscaping, nor any knowledge of how a career in the green industry might look. However, after working at Marina Landscape, he could see the potential for growth in the company. He enjoyed the culture there and the values they shared. They saw

the potential in him too, and it became more than just a summer job. In fact, he's now been there for 11 years!

CLCA Meant the Ability to Help Others

Nathan enjoys both helping others and serving the community. When he learned about CLCA, he realized the association offered ways for him to do both. He also wanted to get out of his comfort zone, have new experiences, and improve himself—CLCA allowed all of that *and more*.

Nathan is serving as VP of Membership this year. In this role, he would like to reach out to the new contractors in the area and let them know how the association can help ease the struggles and hardships associated with starting up a new company. CLCA has a lot of resources that business owners can utilize. Mistakes and struggles do create opportunities for learning lessons, but some of these mistakes could be costly or devastating. With the help of mentorship and advice from experienced CLCA members, many such mistakes can be avoided or mitigated.

Prior to joining the CLCA board, Nathan had no idea that the organization went to higher levels either—high enough to



influence legislation and make a real difference. It's vital to the industry that contractors have a means to have their voices heard as we continue to fight for the future. Nathan would like to help spread that awareness to members.

Nathan looks forward to the chance to gain wisdom and continue to build both personal and business relationships as he keeps up his involvement with CLCA.

BEAUTIFICATION AWARDS ENTRY FORMS DEADLINE EXTENDED TO JULY 23, 2021!

We did not receive enough entries from a large enough variety of contractors to move forward with producing the type of awards program members have come to expect from our chapter. If you have projects to enter into this year's competition, PLEASE enter them! We have extended the deadline to give you more time.

ENTRY FORMS ARE AVAILABLE ONLINE AT WWW.CLCA-ORANGECOUNTY.ORG



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Effective Training Methods for Your Team



Photo: Davey Tree

Fred Haskett, head harvester with The Harvest Landscape Consulting Group, shares tips to train your team. He says the way to develop a well-trained, safe, and effective workforce is to know how to train your trainers. Read on to learn more.

According to Haskett, people never actually rise to the occasion but instead default to their highest level of training. He adds that training is often a frustrating aspect of the business, no matter the size, despite living in an information-rich environment.

The issue isn't finding the right content, but the true problem is knowing how to teach the right way. Trainers need to be familiar with both the teaching process and the learning process in order to truly be effective. Haskett adds that teaching is directing the learning process, motivating your teams, reinforcing positive behavior, and satisfying the needs of your students. Teaching also creates interest for the participants and drives toward the trainee's goals.

Meanwhile, learning is the process where a trainee, through their own actions, changes their behavior.

Training Methods

The first step to effective training is to know how adults learn, as they learn differently than children. According to Haskett, people generally remember 10 percent of what they read, 20 percent of what they hear, 30 percent of what they observe, 50 percent of what they see and hear, 70 percent of what they say and write, and 90 percent of what they do.

The five main ways people learn are by doing, thinking, seeing, being told, and being checked and corrected.

Haskett stresses that trainees should be prepared for working in conditions that they will encounter out in the field such as wet situations.

He says some of the training should challenge the trainee to solve real-life problems by thinking and processing them. Trainees should seek the facts needed, discuss with others, arrive at a decision, and then act on that decision.

"If they choose the wrong choice, they'll learn even better because it rounds out the experience," he says.

As for learning by seeing, this can be done by looking at pictures or illustrations, viewing videos or real objects. Haskett warns against just playing videos and assuming someone can be trained by it. Even with videos the trainer still needs to participate in the process.

People can learn from being told through written words and spoken words.

When it comes to learning from being checked and corrected, this is effective when mistakes are brought to their attention in a positive manner by an alert and competent trainer.

Adults learn best when they are taught these tasks with a combination of these methods.

Continued on Next Page...

With advocacy, action on upcoming events, and a Company/HR information portal, CLCA is taking action to help you survive the coronavirus pandemic. Visit www.clca.org/covid for the most up-to-date information.

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Effective Training Methods

... Continued from Previous Page

12 Steps to Success

The process Haskett suggests companies adopt is called "Show, Do, Watch, Coach," which has 12 steps.

Crew leaders are most often given the task of training, and while there's no question they know how to do the job, it doesn't necessarily mean they know how to teach how to complete a certain job. With "Show, Do, Watch, Coach" you can not only train your employees better, but also identify who in your company is a good teacher, and which crew leaders should not be training. Crew leaders who are good trainers are friendly, patient, and calm with trainees.

Haskett says the most important thing about this training process is that it must be used consistently and in the order it is presented in. Below are the steps.

1. What – explain what it is that you are going to train on.
2. Why – explain why you do the action that you are going to train them on.
3. Listen – Have the trainee explain what and why you do a specific procedure.
4. Show – demonstrate the specific procedure.
5. Do – have the trainee demonstrate the specific procedure.
6. Watch – observe the trainee demonstrating the specific procedure.
7. Coach – explain what the trainee did right and what needs to be corrected.
8. Show – repeat the demonstration of the procedure and emphasize what the trainee needs to correct.
9. Do – the trainee re-demonstrates the process with the corrections you demonstrated.
10. Watch – observe the trainee re-demonstrating the procedure.
11. Coach – explain to the trainee what they did right and what needs to be corrected. Repeat steps 8-11 as needed.
12. Praise – compliment the trainee on his or her successful accomplishment.

This article, authored by Jill Odom, was originally published on the National Association of Landscape Professionals (NALP) blog at <https://blog.landscapeprofessionals.org/>

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GOOD TIMES are ready to be had by LaLonde Equipment Rental rep Jed Kraus and Sonsray Machinery - CASE rep Bryan Bernardino as they patiently await their tee time at the annual Golf Tournament at Coyote Hills Golf Course in Fullerton on May 20.



CLCA INSURANCE SOLUTIONS team of Oscar Montano, Pam Kinne, Dan Dvorak, and Brendan Beirne (Coastal Pacific Landscapes) pose alongside a statue of Payne Stewart, a professional golfer known for having one of the most fluid and stylish golf swings of this era.



GOLF CHAIR Bill Deeble (second from right) joins the team of Andy Belingeri (JAIN Irrigation), Tom Lucas (Performance Nursery), and Eduardo Anaya (Artisan Landscape) for a fun-filled day on the links.



OXYTURF reps welcome golfers with donuts and information about their EPA-registered synthetic turf disinfectant that is safe for kids, pets, and plants. One lucky golfer also won an OxyTurf 4-gallon rechargeable backpack sprayer that they raffled off.



ANDRE LANDSCAPE reps Matt Elder, Jaime Villegas, Jorge Melendez, and Enrique Vasquez attend as guests of Rainbow Treecare Scientific Advancements. While they didn't win the tourney, they did have a fun day making new CLCA friends.



REFRESHMENTS and laughs are flowing at the Sullivan and Mann table on hole ten. Company rep Nova Cook makes sure golfers are hydrated and recharged before teeing off, including Chapter President Sal Hernandez.

~KURAPIA~

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FIRST PLACE in the tournament goes to the OxyTurf team of Bill Arman, Tim Weber, Ashby Sorensen, and Adam Hambarian.



SECOND PLACE goes to the team with Pacific Breeze Landscape reps David Basnett and Ken Mousseau (right) and Everde Growers rep James Onstott (center).



THIRD PLACE goes to the BEST/Simplot team of Tom Miesen, Jeff Bohn, Tom Van Der Weide, and Jason Marcus.



EVERDE GROWERS sent new plant introductions home with lucky golfers. This team of Felix Fuentes (QC Specialists), Kyle Miller (Imperial Sprinkler Supply), Melissa Tetzlaff (LCIS), and Dan Kamieniecki (Hunter) have a cart full!



STATE PRESIDENT Paul Hansen (right) is having a great time with fellow Southwest Landscape reps Bryan Hansen, Blake Boyd, and Marty Bailen (front, center). Paul is also a past OC Chapter President.



IMPERIAL SPRINKLER SUPPLY reps Kevin Treft (second from left) and Mark Pedicone (second from right) brought Villa Park Landscape reps Javier Reyes (left) and Leo Reyes to play with them in the tourney.



ORCO BLOCK rep Ray Romero is joined in the tournament by long-time friend Jerry Colella. Jerry was the big winner in the raffle. He won the major prize of an Apple Watch!



NUTRIEN SOLUTIONS reps Phil Gould, Tim Isle, and Steve Gould enjoy a fun time on the links making new friends and building relationships.



OC BOARD MEMBERS Isaac Quezada and Nathan DeGuzman, both with Marina Landscape, didn't golf but stopped by to enjoy lunch at the course and show their support.

THANK YOU 2021 GOLF SPONSORS!

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