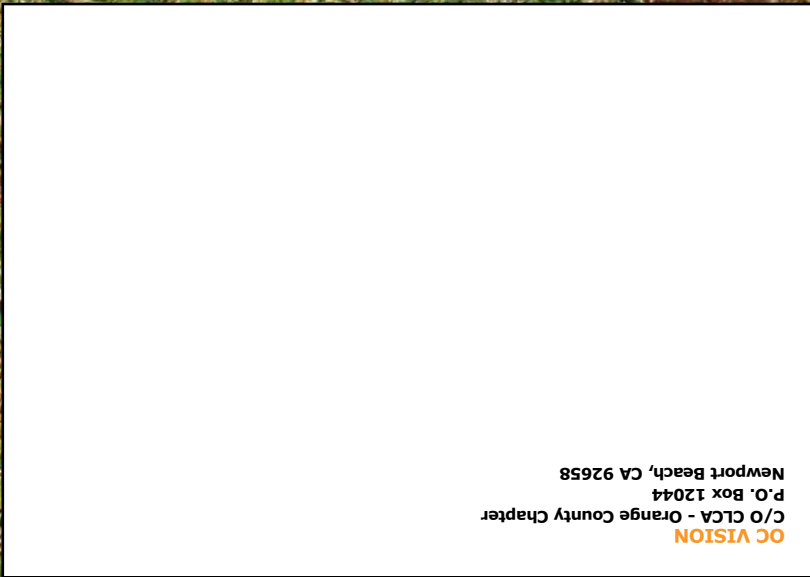




# OC Vision

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  
Newport Beach, CA 92658



Cover Photo: Building P Renovation  
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*For information about what we're doing in 2022, contact Sal.*



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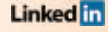
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## Work-Life Balance in Action

I am excited to announce that my wife and I recently welcomed our baby. The last several weeks have been a little rough because we had a complicated labor. I am thankful to my OC team for holding down the fort while I handle my personal business. At the end of the day, it is an exciting and exhausting time for my wife and me. I truly give thanks to God for such a blessing.

Times like these are when it is so important to have a work-life balance. While this is the first child for my wife, it is the second for me. The first time I had a child, I was young and in the military. I didn't have enough time-off accrued and had to return to work a week or so after my first son was born. I then deployed a few months later. I missed the bonding moments with him that I wish I'd had. Having control over the balance of my work and life this time around, I am prioritizing this very important bonding time with my newborn son.

It's crazy to think that I'm a father to a newborn *and* a teenager. I'm learning first-hand how to manage different

people and their personalities. In the workplace, we find ourselves faced with managing different personalities as well. Everyone is different and brings their own unique personality to the situation. As leaders, we must learn to help these different personalities work together to achieve a common goal.

Speaking of working together, your OC board has been hard at work putting on great events. We had our golf tournament last month, which many participated in. Huge shout out to all who helped make this event happen and also to our hole sponsors. Coming up, we have our Beautification Awards banquet on September 17 at Mission Viejo Country Club. I hope that you'll plan to attend! We want to continue to offer amazing events for our members. If you have suggestions on how we can improve, please let us know. We welcome your feedback!

~Sincerely, Sal

**Sal Hernandez**  
Pacific Breeze Landscape  
Chapter President



**CLCA's mission is to serve and protect the interests of its members, promote professionalism, and advance public awareness of the landscape industry.**

**Learn more at [www.clca.org](http://www.clca.org)**

### 2022 CLCA-OC Calendar

*Mark Your Calendars & Save the Dates Now!*

<b>July 14</b>	CLCA San Diego Chapter Lunch & Learn. Learn all things electric equipment and see a hands-on demonstration of a variety of electric tools! All welcome. More info on page 4.
<b>Sept. 17</b>	OC Chapter Beautification Awards, Mission Viejo. <i>MV Country Club: 26200 Country Club Dr.</i>
<b>Sept. 22</b>	CLCA Education Day. More info coming soon!
<b>Oct. 12</b>	CLCA University, Class #3. Location TBD. Topic: Marketing your Business & Increasing Sales.
<b>Nov. 9-11</b>	CLCA Convention, Indian Wells, CA.
<b>Dec. TBD</b>	Chapter Holiday Party.



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

**Judy Rose**

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Find rates on page 9 of this magazine or visit the chapter's website at [www.clca-orangecounty.org](http://www.clca-orangecounty.org) for information. Call (949) 466-1222 with questions.

# The Six B's Of Staffing

By Steven Cesare, Ph.D., The Harvest Group

**A**n insightful business owner from Kansas called me the other day to discuss the short-term and long-term staffing issues confronting her growing, successful company. While the conversation began with the standard topics addressing recruitment, interviewing, and selection practices pertinent to support her company's ambitious growth, I expanded the scope of discussion by introducing the *6 B's of Talent Management* (Ulrich, 1997).

This orientation is intended to extend a business owner's awareness across vertical, horizontal, and temporal dimensions as a multi-lateral paradigm to better address employee talent management resources fundamental to meeting ongoing business goals. That said, all six of the following options should always be considered when facing any type of staffing need.

**Buy:** Acquiring the necessary employees by recruiting them from outside the organization. Some best practices include: Internet recruiting, accessing previously-filed job applicants, leveraging employee networks/affinity groups to reach out to targeted communities, employee referrals, keeping in contact with and re-hiring former employees, client involvement in recruitment and hiring processes, and positioning the organization as an "employer of choice," by building, developing and maintaining employer brands and employee value propositions.

**Build:** Developing internal talent to fill future staffing vacancies. Some best practices include: Internal training programs, coaching and mentoring, offering on-the-job growth and development opportunities including special projects and job rotation, stretch assignments like learning estimating skills, overseeing different work teams, and aligning their growth with a career ladder.

**Borrow:** Contracting, outsourcing, or bringing in other labor sources. When conducting succession planning, it helps to look at capabilities both from a long-term and shorter-term perspective. Once you've identified any capabilities you may need in the next 12 months, but not necessarily far into the future, you may want to consider outsourcing or using external labor sources to satisfy this short-term strategic need. A short-term application would include the H2B Visa program for field workers.

**Bind:** Retaining those employees with high growth potential and valued talent. This aspect addresses the identification and retention of the company's most important and high-potential employees. The emphasis here is to cultivate an inextricable bond between the organization's culture and the valued employee to sustain continued employment. Key practices include: employee engagement, access to

*Continued on next page...*



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California Landscape Contractors Association  
 & **CLCA** present...  
 SAN DIEGO CHAPTER

## ELECTRIC EQUIPMENT LUNCH & LEARN

Thursday, July 14, 2022 10 a.m.-Noon

Lawnmowers Plus: 289 South Pacific St., San Marcos, CA, 92078

Join us and learn all things electric equipment! Husqvarna rep Dennis Huggins will:

- provide a summary of laws and regulations,
- discuss best practices on battery conversion and use,
- and detail what to look for in commercial battery equipment.

Dennis will also provide a hands-on demonstration of a variety of electric tools and introduce the American Green Zone Alliance (AGZA), which is a great resource for help with battery conversion, training, and certifications. Lunch will follow.

**But wait, there's more...** Husqvarna is also offering a **20% CLCA Discount on all Husqvarna Pro Equipment & Accessories to attendees of this event.** The offer will be good July 14-July 21, 2022. Be sure register your attendance.



# The Six B's Of Staffing

...Continued from previous page



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managerial/ executive level decision processes, and a 12-18 month development plan blending anticipated skill sets with employee growth aspirations.

**Bend:** Modifying a position or employee's role to fill a staffing need. In this situation, the job description can be temporarily expanded to allow an employee to serve a broader-based function, or the employee's role is altered such that s/he is asked to perform extra duties beyond normal expectations. This instance may include a Foreman bending his position to include additional irrigation, plant health care, or safety responsibilities until a full-time replacement is found.

**Bounce:** Removing low-performing or underperforming individuals. Examples of this practice include: terminations, early retirements, layoffs, severance packages, outplacement services, and restructuring or downsizing existing organizational departments, services, and redundancies. By eliminating these impediments, the company is now in command of additional fiscal assets capable of being applied to other staffing options mentioned above (e.g., training, pay raises, resources).

Given current labor shortages, it is incumbent upon owners, managers, and staffing professionals to expand their orthodox mindset beyond the conventional to a more comprehensive set of alternatives.

If you have any questions or comments about this topic or anything else related to human resources, simply call me at (760) 685-3800.

*This article was excerpted from the Harvest Group blog, Tuesdays with Steve Cesare.*

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# Water Bans and Drought Restrictions Can Actually Grow Your Business

By Larry Giroux, Ewing Irrigation & Landscape Supply



While California has put into place the most stringent measures in the country, many communities all over the U.S. are implementing water restrictions this summer. For example, even/odd watering days and requiring climate-based irrigation controllers are already restrictions in place in parts of Texas. Additionally, none of these restrictions and requirements are new to the green industry—they've been implemented before in times of drought.

**N**ow's the time for contractors to turn water bans and restrictions into opportunities to grow their landscape contracting business.

California recently implemented a ban on all irrigation of ornamental turf, leaving homeowners, Homeowners' Associations, and commercial turf managers scrambling to comply while still maintaining their landscapes.

Spurred on by the driest January and February in the state's recorded history,

We recommend that you look at these restrictions as opportunities rather than punishments. These opportunities can provide new revenue streams that will help grow your business and improve your customers' existing landscapes.

*Continued on next page...*

**Don't let drought-affected landscapes deter you from entering your project into the State Trophy Awards! A drought addendum has been added to this year's entry form so you can tell the judges how the drought or any restrictions impacted your entry or the process you used to complete your work.**

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# Water Bans and Drought Restrictions Can Actually Grow Your Business

...Continued from previous page

Read California's Executive Order on the drought by visiting: [www.gov.ca.gov/wp-content/uploads/2022/03/March-2022-Drought-EO.pdf](http://www.gov.ca.gov/wp-content/uploads/2022/03/March-2022-Drought-EO.pdf).

## Market Retrofitting Solutions

The retrofit market is hot, providing the perfect opportunity for you to reach out to your customers to promote upgrades and retrofits to existing irrigation systems. Perhaps start with a simple email campaign or reach out via social media. Here's one example:

"Mr. or Mrs. Homeowner, are you aware of the upcoming outdoor water restrictions? Here is a way to keep your yard nice and green: upgrade your controller to smart climate-based technology. Let us also replace spray heads in your landscape with efficient drip irrigation. There are lots of rebates available right now."

As more communities start taking a closer look at outdoor water usage, demand for much more efficient products in the landscape will continue to grow, so position yourself now to ride the wave.

Here is a more complete list of smart and efficient irrigation products to think about for upselling opportunities:

- Smart controllers (climate-based)
- Pressure regulating spray bodies
- Drip irrigation to replace the spray heads in landscape beds
- Soil moisture sensors
- Rain and freeze sensors
- Wind sensors

Leverage your relationships with satisfied existing customers by offering these upgrades to create additional revenue while helping your customers remain compliant with water restrictions and do their part to conserve water.

## Cash In on Rebates and Other Incentives

When introducing smart irrigation products to your customers, there may be opportunities to leverage utility company and government rebate programs.

Agencies across the country provide rebates for upgrading to smart irrigation products, xeriscaping, or rain barrels. Visit [www.socalwatersmart.com](http://www.socalwatersmart.com) to learn about available rebates near you.

## Ongoing Maintenance Service Equals Ongoing Revenue

Expanding and offering additional services through a service agreement with your clients will help you generate a consistent, recurring revenue stream. Having a strong recurring revenue stream helps build your company's value and increases the number of client touches that you have over the course of a season.

In many areas of the country, water conservation has never been more important, and homeowners are relying heavily on green industry pros to make sure their landscapes are compliant with new regulations.

***"Now's the time  
to turn water bans  
and restrictions into  
opportunities to grow  
your landscape  
contracting business."***

Here are five ways to generate recurring revenue:

- Irrigation monitoring and audits. These help your customers remain compliant in times of drought or water restrictions and avoid hefty fines.
- Lawn maintenance programs that provide soil amendments. In clay soils, soil amendments improve aeration, permeability drainage, and root health. In sandy soils, soil amendments increase water and nutrient holding capacity.
- Conduct site inspections using a maintenance checklist to evaluate and resolve system inefficiencies. Look for broken/tilted heads, clogged nozzles, leaks, puddling, and other issues.
- Annual program that adds new compost, mulch, or pine straw to landscape beds.
- Annual irrigation audits to offer enhancement options and new efficient ways to irrigate the landscape.

*This article originally ran on Ewing Irrigation's blog at [www.ewingirrigation.com/news](http://www.ewingirrigation.com/news).*

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## Check out these additional benefits:

- Compatible with rigid PVC systems or any PE tubing or emitter line with appropriate connections for added durability.
- Connects via bottom or side inlet ports for easy installation.
- Accommodates an optional user-installed drain check valve to prevent low-head drainage for up to 10' of elevation.
- Handles operating pressures up to 100 PSI, offering long-term reliability for large commercial projects.
- Co-molded wiper seal made from chemical- and chlorine-resistant materials provides leak-free operation.

Twice the height of the original Eco-Indicator, the 12" model (available now) is also sturdier and more versatile — making it the perfect choice for large commercial projects.

[www.hunterindustries.com](http://www.hunterindustries.com)

**H**ow can contractors make sure the micro irrigation systems they install for large commercial projects are working properly? Install the new Hunter 12" Eco-Indicator!

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This expansion to the Hunter Eco-Indicator family makes it quicker and easier to verify system operation from afar. The rugged 12" device provides a convenient visual signal when the system is pressurized and running. Its elevated height provides a clear line of sight over tall shrubs, flowers, and grasses, reducing site inspection times.



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For more info. about advertising in the *OC Vision*, contact Bronwyn Miller at (949) 466-1222/eyescares@yahoo.com.



**GOLFERS** check-in at the annual OC Golf Tournament held at Coyote Hills Golf Course in Fullerton on May 26.



**READY TO GO** – Players eagerly await the shotgun start to kick-off the tournament.



**DYNAMIC DUO** of Bill Deeble and Margot Boyer welcome golfers with smiles, coffee, snacks, and water at registration.



**GOOD TIMES** are ready to be had by Sonsray Machinery - CASE reps Micky Wiese, Zoe Fisher, Bryan Bernardino, and his son Maddox.



**EVERDE GROWERS** rep Suzie Wiest talks to golfers about some exciting new plant introductions. A variety of lucky participants in the raffle got to take them home!



**JAIN IRRIGATION** reps Andy Belingeri (second from left) and Mike Palumbo (second from right) are having a great time with their green industry friends.



**FORESIGHT** team of Jose Laris, Diego Marquez, Allan Moreno, and Marc Ramirez take refuge in the shade between shots.



**ORCO BLOCK** rep Ray Romero (right) is joined on the greens by Chuck Navarro and Chad Fassler. The team wound up winning first place in the tourney!



**SULLIVAN & MANN** rep Nova Cook ensures golfers are recharged and hydrated before teeing off. She also makes sure they know about her nursery and landscape products.

## OC Golfers Show Off Their Silly Side...



**STRIKING A POSE** is the team of John Thomason, Kyle Miller, and Melissa Tetzlaff.



**STRONG MAN** Dan Dvorak showcases his muscles... or someone else's perhaps?



**FUNNY BONE** was hit of Rich Olivas, Ron Lyon, Mike Gill, and Cedric Plummer.





**WEATHERMATIC** team of Garrett Hume, Will Stauffer, Ray Gonzalez, and Danny Palmer enjoy a fun-filled day on the links.



**PACIFIC BREEZE LANDSCAPE** team of James Onstott (Everde Growers), David Basnett, and Jason Artea are ready to play.



**CLCA INSURANCE SOLUTIONS** team of Dan Dvorak, Frank Fontes, Pam Kinne, and her son David make memories on the greens.



**RAIN BIRD** team of Ryan Lemberger, Matt Griffin, Jim Galen, and Ken McKinley get their daily dose of vitamin D.



**SONSRAY MACHINERY** welcomes golfers with refreshments and information about their CASE construction equipment offerings.



**THIRD PLACE** in the tournament goes to the Andre Landscape team of Jorge Melendez, Enrique Vasquez, Matt Elder, and Fernando Becerra. They attended as guests of Devil Mountain Wholesale Nursery.



**SOUTHWEST LANDSCAPE** reps Kim Cook, Marty Bailen, Paul Hansen, and Blake Boyd enjoy a tasty lunch following a fun day on the links.



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



**FIRST PLACE** in the tournament goes to the team from ORCO. Team member Ray Romero accepts the prize from OC Chapter Past President and golf emcee, Ed Wallace.



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