

Issue #3 • Volume 23 • March 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 Robert Wade Memorial President's Award winning project, Yuon Residence, by Roger's Gardens.

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



**Edward Wallace**  
**Midwest Landscaping**  
**Chapter President**

## Master Mind Groups

Spring is on its way and most of the contractors I know out in the field are still humming along with projects, and all signs point to another great year ahead in the green industry.

educate the general public about the importance of proper landscape maintenance, arboriculture, irrigation technology, environmental sustainability, and the value we add as professionals to everyone's everyday life.

When you see a beautiful estate or a well-planned shopping center with beautiful landscaping, remember there are professional CLCA team members, incredible CLCA associate member companies, and dedicated green industry gurus that love what they do and are proud members of our contractor association who made it happen.

Share this passion with your team, clients, and potential CLCA chapter members.

This month I am going to give you a PMA tip of the month instead of a book of the month: Encourage today's horticultural students and potential future green industry leaders to apply for our CLCA LEAF scholarships. The deadline to apply is April 15, 2020. Applications can be found at <https://www.clca.org/industry-resources/college-scholarships-leaf/>.

See you on the trails! ~ Ed

That said, there are always challenges at our doorsteps. We need to understand that what's important is how we face these challenges as a parent, business owner, and team leader. Having a support system in place is a key to overcoming our challenges with the help from those who have possibly already been in our shoes.

Our contractor's association is that support system. It provides a venue for you to seek out help from professionals who can help you overcome your challenges, build your business, develop tight personal and business relationships, and advance your awareness of what's going on within the industry. By providing informative webinars and chapter-sponsored learning events, we can *as an association*, educate not only ourselves and team members, but also

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### CLCA-OC Calendar & Other Upcoming Events

Mark Your Calendars & Save the Dates Now!

May 13	CLCA University, Class #2. Location TBD.
June TBD	Beautification Awards Judging.
July 1	CLCA University, Class #3. Location TBD.
Aug. 15	Chapter Angels' Baseball Game & Tailgate.
Sept. 19	Beautification Awards, Mission Viejo. Mission Viejo Country Club: 26200 Country Club Dr.
Oct. 6	Chapter Golf Tournament, Irvine. <b>NEW DATE!</b> Oak Creek Golf Club: 1 Golf Club Drive, Irvine.
Oct. 14	CLCA University, Class #4. Location TBD.
Oct. 28	2021 OC Chapter Planning Meeting.
Nov. 11-14	CLCA State Convention, Maui, Hawaii.
Dec. TBD	Chapter Holiday Party.

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


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*For information about what we're doing in 2019, contact Ed.*



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**JUDY ROSE**  
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*For records of the chapter board meeting minutes, contact Judy.*



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*For anything chapter finance related, contact Steve.*



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*For inquiries relating to educational programs and their development, contact Roland.*



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*For information about becoming a CLCA-OC Chapter member, contact Sal.*



**V.P. Events**  
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*For questions relating to our educational meetings or annual programs and events, contact Dennis.*



**V.P. Legislation**  
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*For legislation information, on both the state and local level, contact Dave.*



**AM Representative**  
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*For questions relating to our OC Champions program or Golf Tournament, contact Scott.*



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

### Connect with Us...



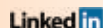
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<b>Husqvarna</b>	Quiet Leaf Blower 550iBTx	\$1,200	\$900	\$300
<b>Makita</b>	Handheld Blower XBU02PT1	\$290	\$218	\$72

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# Coronavirus and the Workplace – Compliance Issues for Employers

*Excerpted from a Compliance Bulletin published by CLCA Insurance Solutions*

As the number of reported cases of the novel coronavirus (COVID-19) continues to rise, employers are increasingly confronted with the possibility of an outbreak in the workplace. Employers are obligated to maintain a safe and healthy work environment for their employees, but are also subject to a number of legal requirements protecting workers. For example, employers must comply with the Occupational Safety and Health Act (OSH Act), Americans with Disabilities Act (ADA) and Family and Medical Leave Act (FMLA) in their approach to dealing with COVID-19.

There are a number of steps that employers can take to address the impact of COVID-19 in the workplace. In addition to reviewing the compliance concerns outlined in this bulletin, employers should:

- Closely monitor the CDC, WHO, and state and local public health department websites for information on the status of the coronavirus.
- Proactively educate their employees on what is known about the virus, including its transmission and prevention.
- Establish a written communicable illness policy and response plan that covers communicable diseases readily transmitted in the workplace.
- Consider measures that can help prevent the spread of illness, such as allowing employees flexible work options like working from home.

## How is Coronavirus Spread?

The available information about how the virus that causes COVID-19 spreads is largely based on what is known about similar coronaviruses. COVID-19 is a new disease and there is more to learn about its transmission, the severity of illness it causes, and to what extent it may spread in the United States.

According to the CDC, the virus is thought to spread mainly from person to person, between people who are in close contact with one another (within about six feet), or through respiratory droplets produced when an infected person coughs or sneezes. These droplets can land in the mouths or noses of people who are nearby, or possibly be inhaled into the lungs.

It may also be possible for a person to contract COVID-19 by touching a surface or object that has been contaminated with the virus and then touching his or her own mouth, nose, or eyes, but this is not thought to be the main way the virus spreads.

People are thought to be most contagious when they are most symptomatic. Some spread might be possible before people show symptoms, and there have been reports of this occurring, but this is not thought to be the main way the virus spreads.


## Disease Prevention in the Workplace

Whenever a communicable disease outbreak is possible, employers may need to take precautions to keep the disease from spreading through the workplace. It is recommended that employers establish a written policy and response plan that covers communicable diseases readily transmitted in the workplace.

Employers can require employees to stay home from work if they have signs or symptoms of a communicable disease that poses a credible threat of transmission in the workplace, or if they have traveled to high-risk geographic areas, such as those with widespread or sustained community transmission of the illness. When possible, employers can consider allowing employees to work remotely. Employers may require employees to provide medical documentation that they can return to work.

***“Employers are obligated to maintain a safe and healthy work environment for their employees, but are also subject to a number of legal requirements protecting workers.”***

**The entire bulletin can be found on our website at [www.clca-orangecounty.org](http://www.clca-orangecounty.org)**




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## LEAF Scholarship Applications are Available Online! Deadline to apply is April 15, 2020

CLCA is pleased to announce that the application for LEAF scholarships is available online.

How many of your students struggle with funding their education? Every year, the number of students needing financial assistance grows.

LEAF is here to help!

Since 1972, CLCA's Auxiliary has offered scholarships to college and university students majoring in landscape-related programs. In 1988, the Landscape Educational Advancement Foundation (LEAF) was formed to carry on the tradition of awarding financial aid to deserving students.

The largest struggle LEAF has is building awareness that scholarships are available.

**Any student attending an accredited California community college or state university majoring in a landscape-related program and taking a minimum of six units is eligible.**

Please help us spread the word by letting students know of this scholarship opportunity! The deadline to apply is April 15, 2020.

Thank you for your help. Together we can help students get the funds they need to continue on with their education!



**Students can apply online by visiting**

**[www.clca.org/industry-resources/college-scholarships-leaf/](http://www.clca.org/industry-resources/college-scholarships-leaf/)**

**THE HISTORY OF LEAF...** Since 1977, one of the main focuses of the Auxiliary has been the financial assistance to students pursuing careers in the landscape field, both at the state and local levels. Each year, the Auxiliary coordinated fundraising events with the full support and involvement of the CLCA membership. They then awarded the profits to deserving students attending California colleges and universities with recognized landscape programs, thus "reinventing the wheel" year after year.

In the mid-1980s, a proposal was presented to the State Women's Auxiliary, wherein a tax-exempt foundation would be established which would house and manage perpetual scholarships established by individuals, companies, and CLCA entities. Donations, tax deductible to the extent allowed by law, to these funds would earn interest from investments as set forth by its Bylaws, and ONLY THE INTEREST would be awarded as scholarships each year, thus insuring the principal would remain intact. The Women's Auxiliary enthusiastically approved this proposal, and thanks to the efforts of many dedicated individuals from the Auxiliary, CLCA, and the Associate Member Organization, the Landscape Educational Advancement Foundation (LEAF) was formally established in 1988.

Since that time, a total of 13 chapter, 24 memorial, 2 honorarium, 1 company, the CLCA Women's Auxiliary, and the AMO funds have been established totaling

\$746,141.04. Each year applications are mailed to colleges and universities with recognized landscape programs. Students must return completed applications by the April 15 deadline. The Scholarship Selection Committee then carefully evaluates returned applications and rates each applicant based on goals, extra-curricular activities, work experience, financial need, letters of recommendation and grade point average in their major. To date, the CLCA Women's Auxiliary and LEAF have awarded 607 scholarships to 506 students totaling \$392,275.

The State Women's Auxiliary continues its fundraising efforts with the unending and much appreciated support and participation of its members and you, the members of CLCA. The chapter honorarium and memorial funds continue to grow, thanks to the fundraising efforts of the chapters who established them. Suggestions and guidance are available to anyone or any group interested in a commitment like this. Remember, your contribution is a way of giving something back to the wonderful industry that has provided your family its livelihood. Gifts to LEAF ensure an enduring source of capital to support future leaders of the landscape industry by fostering educational excellence.

**SUPPORT LEAF!** Send your tax-deductible donation to invest in a dream by providing for your future as well as theirs! Contact Sandra Giarde at CLCA (916) 830-2780.

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## CLCA Is Going To Maui Nov. 11-14



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CLCAOC

Although talk about CLCA's Annual Convention usually focuses on the Trophy Awards, high-quality education, and numerous opportunities to connect with friends and future friends, Maui brings its own special excitement.

Some folks will enjoy the Maui High Performance Computing Center at the Air Force Maui Optical and Supercomputing observatory, while others will curve around mountains and pass spectacular waterfalls and black sand beaches while cruising the Hana Highway.

Some will visit Haleakala National Park and its dormant volcano. Others will be enchanted by spectacular sunset cruises or whale-watching journeys that depart from the nearby port of Lahaina, home to numerous shops and restaurants.

Whatever your preference, CLCA's 2020 Annual Convention in Maui is shaping up to be a can't miss opportunity. Plan now to attend!

**~KURAPIA~**

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## The Power of Word-of-Mouth Marketing

**M**arketing effectiveness builds over time. Being in the market with a consistent and dependable message while delivering superior service and a dependable product will generate a new business referral for your company. Word-of-mouth marketing is the best referral you can get. You can dramatically lower your advertising and marketing costs, raise your prices, and help your business grow by building a successful word-of-mouth marketing program into your business.

To improve your company's word-of-mouth marketing program, you need to gain a stronger grasp on the transactional costs your business incurs to generate a referral. Review the hidden marketing costs your current accounting system might not be measuring. For example:

- The time spent patiently explaining to your customer how their new system works
- The time spent sweeping the walk and leaving the job-site litter free and cleaner than when you arrived
- The follow-up phone call a week later to ask the customer if their system is working to their satisfaction
- Revisiting the job site because your customer tinkered with a sprinkler head or controller
- Keeping in touch with your customers for start-ups and winterizations so they remember who you are
- Calling back three months later to ensure customer satisfaction
- Having clean and well-kept trucks
- Sending thank you notes to customers
- Sending follow-up customer satisfaction surveys
- Making sure you and your crews wear professional apparel

Some of these costs you may be currently factoring as marketing and advertising expenditures, but many may be entered under the column of hassles of doing business.

If you were asked today to make a list of all the people you know who are actively referring you business, how long would your list be? The length of your list is a reliable measurement of the effectiveness of your word-of-mouth marketing program.

It's pretty basic stuff and it's effective. Every customer of yours has a relative, a friend, and a colleague who can share a positive story about your business. Sticking with a word-of-mouth marketing program pays dividends over the years. Demographic studies have shown that people will sell and upgrade their home five to seven years after moving in. If you're in the contracting business for 20 to 30 years you may be able to sell the same customer three to five times. And that doesn't include all the referrals that may come from that one satisfied customer.

A key factor in building a strong foundation for a word-of-mouth marketing program begins with having a clear understanding of the expectations between you and your customers. Consider putting together a list of quality objectives that both you and the client will agree on before the job begins. Make sure that your final price is in line with your original estimate. A lot of misunderstandings occur when you underbid and overextend yourself and your resources on a job.

Improve your referral business by taking a routine customer transaction and following it from beginning to the end. Analyze every function involved in the process. Does every step concentrate on satisfying the needs of your customer? Another worthwhile exercise is to pick three customers you recently lost or who have become upset with your business. Spend time with them on the phone and in person and find out why they have become an account in jeopardy. The notes you take will help you improve your business after you make the necessary modifications.

As another season unfolds itself, there will be plenty of discussions by neighbors over picket fences about work recently completed by contractors. Nothing's better than having that story be a positive one about your business. It's the best marketing there is.

*This article was excerpted from Site One Landscape Supply's blog at [www.siteone.com](http://www.siteone.com).*

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**SITE ONE LANDSCAPE SUPPLY** store manager Ron Haines joins Chapter President Ed Wallace in welcoming attendees to the CLCA University hosted at Site One's Orange location on March 11.



**FEEDING THE MASSES** is Jessica Prieto and our VP Education Roland Zamora. The dynamic duo served up hot and tasty tacos, beans, and rice to hungry attendees.



**TS LANDSCAPES** rep Sal Calderon learns about some fun and educational events coming up from VP Events Dennis Vo.



**TREE CARE AFICIONADOS** Ian Campbell with The Davey Tree Expert Company and Dawn Fluharty with Arborjet are eager to share their breadth of knowledge with attendees on best tree care practices.



**BEMUS LANDSCAPE** reps Jaime Cerda and Alejandro Garibay are excited to earn two ISA CEU's at this first CLCA University of 2020.



**FIRST-TIME ATTENDEE** Jim McClain, President of Bio Agriculture and Horticulture, receives a warm welcome from OC AM Rep Scott Moan.

**Miss the meeting? Find a copy of Ian's presentation on our website!**



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