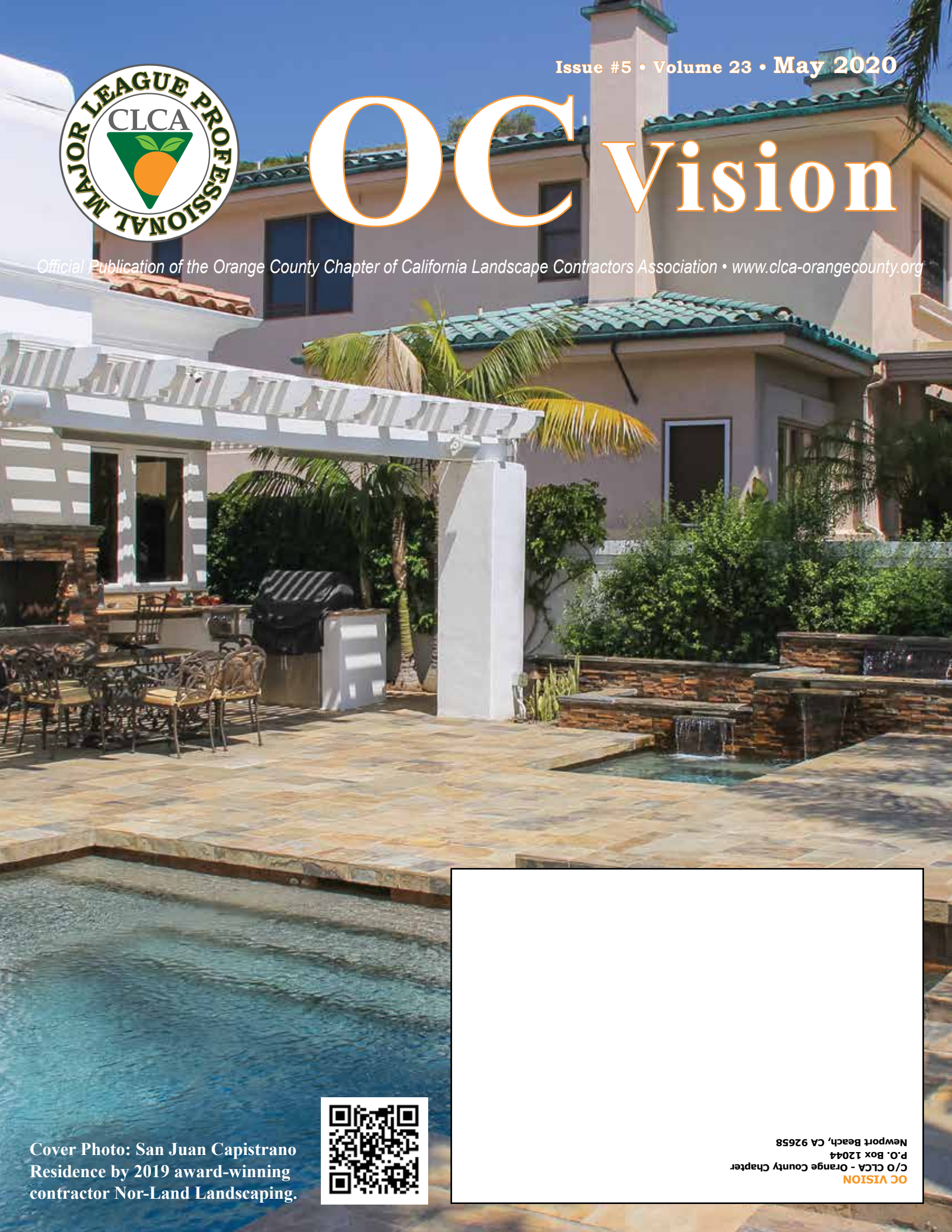


Issue #5 • Volume 23 • May 2020

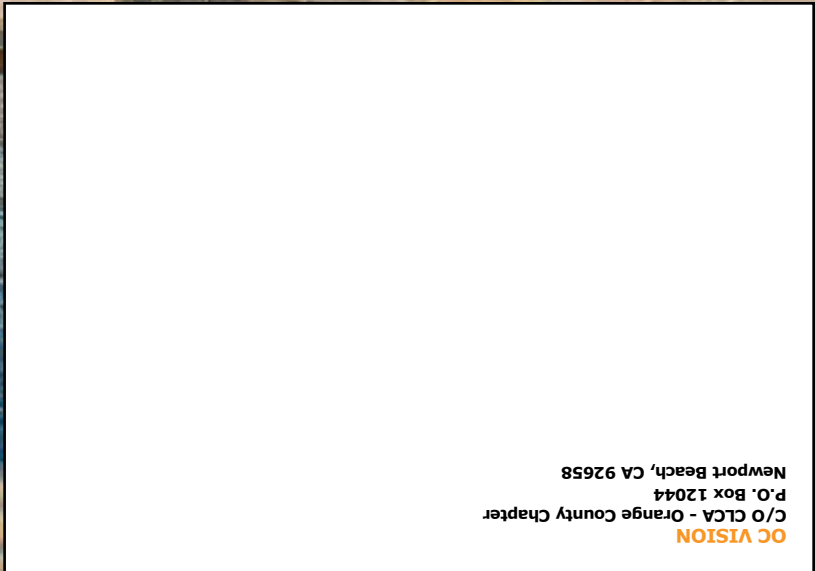


# OC Vision

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Cover Photo: San Juan Capistrano Residence by 2019 award-winning contractor Nor-Land Landscaping.



**OC VISION**  
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## Doing More With Less



**Edward Wallace**  
Midwest Landscaping  
Chapter President

**S**ocial distancing is becoming a normal part of our everyday life with friends, business associates, and clients. It is an art that we must perfect to maintain the preferred protocol that our current government leaders profess keeps us a bit safer.

•It means contacting your current clients and finding out if they are doing okay and if there is anything you can do for them. This is a task that maybe you normally would never do. This gesture will make you stand out as a professional and as a true friend during times when it may be difficult for those paying clients to get around to or take care of some tasks. (P.S. Remember: do not attempt to fleece them with charges for your gesture as your gesture may backfire on you!)

We need to respect others' and especially our own families' health, but we also must learn that **doing more with less** will need to be our marching order as we as an industry move forward to regain momentum and stay in business.

•It also means taking inventory of your materials, staff, and needs – and then figuring out if it's time to let some things go, upgrade to a better model, or work with what you have. If you're working with what you've got, remember to take really good care of it; if it has been working for you this long and you really don't need to change or invest into something new, hang tough and make things happen!

**Doing more with less** means a lot of things:

We have the ability to make people happy with the natural beauty we create and maintain. As an essential business, let's honor that title and do our best to **do more with less!**

•It means taking advantage of the numerous webinars and social media learning experiences our local and state CLCA chapter education and events teams are putting together.

This month's PMA book of the month is *Mikki Mouth, Quotations I Wish I'd Said and Some I Did Say!* by Mikki Williams. Back in the day, we had the honor of having Mikki speak at one of our CLCA events, and she shared her wisdom and positive mindset with all our CLCA members. (I may have suggested this book before, but it's worth re-reading and promoting in my opinion.)

•It means paying attention to ideas and tips from other successful chapters. The San Diego chapter, for example, features a "Sponsor Soapbox" that gives their associate members an opportunity to talk about and highlight their products and services in a video format. Any landscape professional can tune in and learn more to advance their business.

See you on the trails! ~ Ed

<b>CLCA-OC Calendar &amp; Other Upcoming Events</b>	
<i>Mark Your Calendars &amp; Save the Dates Now!</i>	
<b>June TBD</b>	CLCA Virtual University, Class #3. <i>This class will be conducted via Zoom.</i>
<b>Aug. 15</b>	Chapter Angels' Baseball Game & Tailgate.
<b>Oct. 6</b>	Chapter Golf Tournament, Irvine. <i>Oak Creek Golf Club: 1 Golf Club Drive, Irvine.</i>
<b>Oct. 14</b>	CLCA University, Class #4. <i>Location TBD.</i>
<b>Oct. 28</b>	2021 OC Chapter Planning Meeting.
<b>Nov. 11-14</b>	CLCA State Convention.
<b>Dec. TBD</b>	Chapter Holiday Party.

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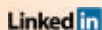
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# The Heat Is ON! How Southland Sod Farms Keeps It Cool

By Kathleen Domenici, Southland Sod Farms

Ever stick your hand in a pile of grass clippings the day after they were cut? Warm, weren't they? Give them a couple of days and they'll turn black and get downright steamy. Sod will similarly generate heat when stacked on a pallet, especially in the summer.

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pallet. This occurs as water in the soil vaporizes at the lower pressure and in so doing removes heat as liquid water is converted to vapor. This process reduces the sod pallet temperature to about 43

degrees in less than 20 minutes. This is just one of the many ways Southland Sod Farms goes above and beyond to ensure the finest sod available year-round.

*Continued on Next Page...*

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# The Heat Is ON! How Southland Sod Farms Keeps It Cool

... Continued from Previous Page

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- Marathon™ Sod is always daylight harvested ensuring consistent quality with no substandard pieces buried in the stack.
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- We produce our own high-quality Marathon Seed, Starter Fertilizer, All Season Fertilizer and NEW Marathon Natural and Organic Lawn Food.
- We offer a One-Year Guarantee on all Marathon™ Sod varieties.

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# Designing Equipment Safety Training

By Steve Cesare Ph.D., The Harvest Group

In developing the overview of a training program, basic equipment training content is typically organized across three simplistic timeframes for each piece of equipment:

## Pre-operational

Before starting the equipment, inspect it for loose screws, fluid levels/leaks, filters, tires, spark plugs, engine pull cords, mixed or clean fuel, fueling locations and procedures, muffler, etc.

## Operational

While the equipment is running, understand how to turn the equipment on and off, keep hands and fingers away from hazard elements like blades, proper body ergonomics, correct use of the “choke,” never point a blower toward a client’s house or use it while between vehicles in a parking lot, etc.

## Post-operational

With the equipment turned off, inspect the equipment for any sign of wear and tear or noteworthy damage, cleaning procedures, proper storage and security using a metal chain, report any safety issues to a supervisor immediately, etc.

With the training content established, basic training delivery is typically presented across three points of focus:

### 1) Employee:

Ensure all required PPE is being worn properly (e.g., safety

glasses, back brace, earplugs, leather gloves, safety vest, work boots, dust mask) prior to using the equipment.

### 2) Equipment:

Inspect the piece of equipment thoroughly following a front-to-back progression, reviewing all elements carefully in a linear and easy-to-follow path (e.g., string trimmer head, line, shaft, handle, engine, spark plug, fuel level, purge bulb, engine cord, muffler, and its protector).

### 3) Environment:

With the employee and equipment inspected for safety, now constantly scan the environment for potential hazards (e.g., vehicles, pedestrians, pets, windows, roots, sprinklers, wet areas, low branches, holes in the turf, signs).

With the basic training content and delivery method defined, it is always important to ensure that detailed administrative procedures, including proper record keeping (e.g., training date, training content, attendees, sign-off sheets), are always conducted in that such documentation will be quickly requested by any OSHA auditor or workers’ compensation vendor performing an evaluation of a company’s safety compliance procedures.

If you have any questions about this topic or anything else related to human resources, call Steve at (760) 685-3800. *This article was excerpted from the Harvest Group blog, Tuesdays with Steve Cesare.*

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# The Biggest Thing Holding Back Small Businesses

By Jonathan Goldhill, The Goldhill Group

A small business might choose to remain small, but they might also be chasing the wrong kind of growth. In truth, when you are first building your company, this is an easy trap to fall into.

Logically, most small businesses have a core demographic that needs, wants, and understands how your product or service solves their problem. Let's say this group is your inner circle. They were your first customers, your evangelists, and they'll likely be with you to the bitter end.

When you venture outside of that inner circle, your influence becomes diluted. The further afield you go, the fewer referrals you'll have, and the less those people understand the value you bring.

## Playing Out of Bounds

So, why do business owners make that out-of-bounds journey?

Easy. When you are building the company, you're talking to everyone you can. You might not have a huge advertising budget, so you're making the most out of your passion for the product and putting the word out, far and wide.

Maybe you have a customer who told one of their colleagues about you, and perhaps that person loved your idea but had a few of their own that would make your product better for them. You think to yourself, "why not?" and you proceed to customize your awesome thing to suit their needs.

The next thing you know, that new customer is telling their friends how easy you are to work with and how willing you are to make changes to accommodate their needs. Before too long, your customer base is so far outside of your inner circle that you might be ignoring the very people to whom you owe your success.

Making such changes to accommodate new customers outside of your target group might seem like a good idea on the surface, but at some point, it will compromise your growth.

---

***"A small business might choose to remain small, but they might also be chasing the wrong kind of growth."***

---

How is that possible?

It all boils down to simple mathematics. If you are attempting to do something that is beyond your scope, you need to bring in experts, hire new employees, or deploy technology that can do what you can't. Sure, you might have the understanding and the aptitude, but like anything, a new skill takes time to master.

The more time you spend on trying to master this new approach, the less time you will have to focus on your core customers, your bread and butter. Every time you switch gears, it's like learning a new skill all over again, and eventually, something will suffer. Your old customers probably don't care much about your new approach, and your employees' heads will be spinning from all the different directions you're sending them in.

## Is Your Company Too Reliant on You?

When customers are unhappy, and employees are confused, it means that you, the owner, will have to step in and fix the problem – and therein lies the next conundrum. If your company is too reliant on you, even for basic day-to-day decisions, it will never achieve the growth you desire.

A company that is too dependent on its founder will eventually run aground.

To avoid this scenario, focus your efforts primarily on the customers in your inner circle. Hold that focus for longer than you feel like you should and resist the temptation to grow until you have the bandwidth to do so. Focusing on the outer reaches of your circle can be tempting, but it is often a waste of time.

What's holding your small business back? Set up a call with me today, I'd love to learn more about what you do and show you how I can help. You can reach me at (818) 716-8826.

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# Weathermatic Announces Long-Time CLCA Supporter Barry Elder as New Director of Distribution, California Region



**W**eathermatic welcomes Barry W. Elder as Director of Distribution, California Region to lead business development in the largest U.S. sales market. Elder brings 30 years of Green Industry experience ranging from landscape construction to manufacturing (FX Luminaire) to distribution (Ewing Irrigation). Elder is committed to the industry as a CLCA member for 20 years and has served on boards of numerous state and local organizations.

Elder will be responsible for building and managing a regional sales team while growing and maintaining existing and new business relationships with professionals in landscape construction and maintenance, wholesale distribution, irrigation design and consulting, landscape architecture, public agencies, institutions, and non-profit organizations.

“We are excited to double down on the California marketplace and invest in Barry joining the Weathermatic family and contributing to our ‘Water with Purpose’ mission! His energy and history of success in past endeavors speak for themselves. Barry is committed to his customers and his passion for his work is impressive as well,” said Fred March, Weathermatic President of Wholesale Distribution.

Elder joins Weathermatic, the “World’s Leader in Smart Water Technology,” as it celebrates its 75<sup>th</sup> anniversary in business. Weathermatic designs and manufactures a full line of irrigation equipment exclusively for professionals who are inspired to take a water first approach in irrigation design, installation, and maintenance. Committed to the highest quality standards and best warranties in the industry, Weathermatic is known for the patented SmartLink Network as the most innovative equipment and cloud-based software technology ever produced for irrigation controllers and water management systems. The Weathermatic Foundation is central to the company’s “Water with Purpose” mission in providing clean drinking water to thirsty people in need around the world with over 20,000 lives saved and counting.

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## E&O Insurance for General Contractors

### Coverage Insights Provided by CLCA Insurance Solutions

Almost every contractor carries some form of general liability coverage. While these policies can provide much needed protection for bodily injury and property damage claims that occur as the result of a contractor's work, they typically don't account for all forms of negligence.

That's where errors and omissions (E&O) insurance for general contractors comes into play. This *Coverage Insights* provides a brief overview of E&O insurance and outlines why it is a critical component to a contractor's overall risk management program.

**Why E&O?** Simply put, general liability policies aren't adequate enough to protect against errors and omissions claims, necessitating standalone coverage. In fact, most general liability policies exclude your work, your products and impaired property, creating significant insurance gaps.

Making E&O insurance even more crucial, general contractors are particularly vulnerable to claims of negligence following unintentional damage to an insured party, impairment of property, damage to products or similar incidents that can occur without warning during a construction project. Even simple complaints have the potential to escalate into costly legal disputes.

What's more, courts often rule against contractors in claims related to errors and omissions and, without the proper

protection, general contractors would have to cover the damages out of pocket.

E&O policies can help contractors close gaps in their insurance coverages, providing coverage for claims related to the following:

- Failing to deliver promised services
- Negligence in providing professional services
- Poor, incorrect, or incomplete work
- Errors and oversights

Strong E&O policies can protect you and your business following a claim, helping you cover expenses related to court costs, lawyer fees, and settlements. It should be noted that E&O insurance many not extend to your subcontractors, and you should encourage them to secure their own policies.

As a contractor, there are a variety of insurance products to consider. To ensure you are accounting for all of your unique risks – and to secure a policy that is tailored to meet your specific business needs – it's important to work with a qualified insurance broker.

Call CLCA Insurance Solutions (License 0172721) at (855) 662-2522 to learn more.

*This article is not intended to be exhaustive nor should any discussion or opinions be construed as legal advice. Readers should contact legal counsel or an insurance professional for appropriate advice.*

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## Defend Plants Against Disease: Fire Blight

### What Is the Threat

Fire blight (*Erwinia amylovora*) is the most damaging bacterial disease, affecting trees and shrubs in the Rosaceae family during warm spring weather when rains or heavy dews are prominent. Sap containing the bacterium oozes from dead cankers during rainy spring weather and is blown to nearby trees or drips onto branches below. The sap is also attractive to bees that investigate and spread the disease to flowers.

### Where Is the Threat

Fire blight is most often found in pear, apple, peach, and crabapple trees in most geographical locations, but is more severe in areas where warm, damp spring weather favors the disease. Fire blight has become a nuisance to homeowners and commercial landscape managers.

### Symptoms

Soon after flowering, the flowers and leaves begin to wilt and die. If the weather remains cool and wet for extended periods of time, the bacterium continues down the twig and into lateral branches, and is expressed as black cankers.

Rain and insects can further spread the bacterium to other flowers and shoots, often scattering symptoms throughout the canopy. If weather conditions are favorable for disease progression, the whole canopy can be affected with a burned appearance, explaining the term “fire blight.”

When daily temperatures reach above 82°F consistently, the bacterium goes dormant. The cankers will become active the next season to continue the disease cycle.

### What To Do About It

When the trees are dormant, prune out the dead wood. Apply a trunk injection of Arbor-OTC® systemic antibiotic in the spring, prior to flowering. Serious infections left unmanaged can lead to extensive canopy loss and disfigurement and eventually tree death. The addition of a soil surfactant such as NutriRoot® will encourage water to move deeper into the soil and increase moisture availability to the tree over time.

There are many things affecting the health of our trees, especially in our urban and suburban forests. Often by treating underlying symptoms, like root loss or drought stress, or treating preventively when invasive pest pressure is near, we can protect our trees for generations to come. Learn more about plant diseases at [www.arborjet.com/problems\\_solutions\\_category/diseases/](http://www.arborjet.com/problems_solutions_category/diseases/)

### Photos

**Top: Branch of a crabapple tree showing fire blight symptoms.**

*Photo taken by: William Jacobi, Colorado State University, Bugwood.org*

**Middle: Pear orchard infected with fire blight.**

*Photo taken by: P.G. Psallidas, Benaki Institute, Athens, Bugwood.org.*

**Bottom: Flowers infected with fire blight.**

*Photo taken by Arborjet, Inc.*



**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](http://www.clca.org/covid) for the most up-to-date information.**



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