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OC Vision

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Cover Photo: 2022 President's Award winning Irvine Bungalow by multi award-winning contractor So Cal Concepts.

OC VISION
C/O CLCA - Orange County Chapter
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Full Steam Ahead



Dave Horton
So Cal Concepts
Chapter President

Well, we are nearly halfway through the year. As I review where we are at this point, I have to thank our board for all the hard work they have dedicated to our chapter. We've had several successful events so far this year, including a kickoff event, bowling event, two educational lunches, and a golf tournament. These events would not be possible without the efforts of Jose Acevedo, Steve Beckstrom, Blake Boyd, Margot Boyer, Richard Cohen, Bill Deeble, Bronwyn Miller, David Norred, Dylan Pack, and Ed Wallace. It is easy to see why these people excel in their professions. It's not always easy to work your normal job and find additional time to serve on an active board. I am grateful for their dedication and support.

On the topic of success, you should be planning to participate in our chapter Beautification Awards program. Winning an award gets great exposure for your company and is also instrumental in elevating the quality of your work. Attending the awards banquet is a wonderful way to celebrate your achievements with your top company employees too. They will love it and it will give them pride in their work and your company. The deadline to enter the competition is approaching, so don't delay.

This year we have managed to re-establish the connections between vendors and contractors by reminding both how much they depend on each other. Contractors need vendors to help educate them on new products, new pricing, and new installation techniques. Vendors need the contractors to purchase the material and supply feedback on their products for future quality controls, changes, and production. Success is built on these connections.

Buckle up because we aren't slowing down as we enter the second half of the year. I expect it to be just as exciting and productive as the first. Coming up, we have our Angel's baseball outing, Beautification Awards, another educational lunch, and our annual Holiday Party. I hope to see you at these upcoming events.

~Sincerely, Dave

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The Chapter Beautification Awards Competition is Just Around the Corner....

Start thinking NOW about which projects you will enter!

CHECKLIST FOR PREPARING A WINNING ENTRY

CHOOSE THE PROJECT CAREFULLY

Look for good basics like:

- | | | |
|---|---|--|
| <input type="checkbox"/> Masonry / Pavers | <input type="checkbox"/> Concrete work | <input type="checkbox"/> Woodwork |
| <input type="checkbox"/> Grading | <input type="checkbox"/> Drainage | <input type="checkbox"/> Irrigation |
| <input type="checkbox"/> Trees and shrubs | <input type="checkbox"/> Color and ground cover | <input type="checkbox"/> Quality maintenance |
| <input type="checkbox"/> Good client | | |

PREPARING A PROJECT FOR JUDGING

Early work (approximately one month prior):

- | | |
|--|--|
| <input type="checkbox"/> Prune | <input type="checkbox"/> Fertilize |
| <input type="checkbox"/> Re-plant pots and baskets | <input type="checkbox"/> Re-plant shrubs, etc. |
| <input type="checkbox"/> Re-plant color and ground cover | <input type="checkbox"/> Re-stake / re-tie trees |
| <input type="checkbox"/> Repair sprinklers, straighten heads, etc. | <input type="checkbox"/> Apply touch-up paint |
| <input type="checkbox"/> Repair masonry or concrete | <input type="checkbox"/> Acid wash and seal if necessary |
| <input type="checkbox"/> Straighten lighting fixtures | |

Day Before Judging:

- | | |
|--|--|
| <input type="checkbox"/> Cultivate | <input type="checkbox"/> Top dress |
| <input type="checkbox"/> Last minute color replacement | <input type="checkbox"/> Remove all dead blooms |
| <input type="checkbox"/> Clean all hardscape | <input type="checkbox"/> Clean all planter areas |
| <input type="checkbox"/> Clean drain basins | <input type="checkbox"/> Check grading |
| <input type="checkbox"/> Water dry spots | <input type="checkbox"/> Spot in any missing ground cover |
| <input type="checkbox"/> Remove any signs / plant tags | <input type="checkbox"/> Get pool, spa, or fountains cleaned |
| <input type="checkbox"/> Double check on judges access to the property | |

Day of Judging:

- Turn off clock
- Turn on all water features



Entry deadline is Thursday, June 1, 2023.
Landscape Judging will take place June 15-17, 2023.
Visit www.clca-orangecounty.org for more information.

Growing Your Business with Awards

By Richard Cohen, Award-Winning Contractor,
Richard Cohen Landscape & Construction

This year's Beautification Awards are approaching. How can you use this program to build and grow your business? There are several ways it can be used to move your company forward.

Internally, the program can be used to create healthy competition between your crews. It can also be used as a reward for their work done on winning entries. Bring the crews and crew leaders to the banquet as a thank you for a job well done, with the crew leaders accepting the award plaques. Their pictures will then be in the chapter newsletter.

To help create name recognition for your company, use the awards to let the public know about your company's achievements. Put blogs on social media and news releases in local papers where the jobs were located.

To be really effective, you need to be consistent in entering and publicizing your awards. If people see your company name, year in and year out, they will start to associate you with quality and high-end service. If you have built up name recognition, any advertising you do will be much more effective.

So enter this year's Beautification Awards and use it to grow your business.



**RICHARD COHEN
LANDSCAPE & CONST.**
Richard Cohen receiving an award in 2022 for his entry in the Landscape Renovation category. Presented by Wister Dorta for sponsor Arborjet-Ecologel. This award is one of many that Richard's company has earned over the years.

OC Chapter Baseball Outing Angels vs. Mariners on August 5

A Plan to join us on Saturday, August 5, for an action-packed evening filled with food, networking, baseball and all around fun!! You don't want to miss this exciting excursion to the Anaheim Stadium where we'll sit back and relax while watching the Angels play the Mariners!

We'll be meeting in the parking lot by the "Big A" beginning at 5 p.m. for some tailgating. The game begins at 6:07 p.m. **Tickets are limited, so be sure to get yours as soon as possible.** This event is always a fun time; you don't want to miss it!

Email Steve Beckstrom at sbeckstrom@gmail.com for more information and to secure your tickets!

2023 CLCA-OC Calendar

Mark Your Calendars & Save the Dates Now!

August 5	Baseball Game & Tailgate. Angels vs Mariners. Anaheim Stadium: 2000 E. Gene Autry Way.
Aug. TBD	Family Fun Day & BBQ. Doheny State Beach.
Sept. 20-21	The Landscape Expo, Anaheim. More information at www.thelandscapeexpo.com .
Sept. 23	Annual Beautification Awards, Yorba Linda. Black Gold Golf Club: 1 Black Gold Drive.
Oct. 11	CLCA OC Lunch & Learn. Details TBD.
Oct. 26	2024 Chapter Planning Meeting & Board Elections. Interested in serving on the 2024 OC Chapter Board of Directors? Call Chapter President Dave Horton at (949) 653-1101 to submit your nomination.

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West Coast Turf Launches Ready Play Grass®



West Coast Turf is introducing their new line of Ready Play Grass®, natural grass sod grown on plastic for instant use.

“We have been growing sod on plastic for several years,” said West Coast Turf’s Arizona operations general manager, Jay Danek. “We are confident in the product we’ve developed over that time and wanted to bring Ready Play Grass to a bigger market. There is a need for a grass surface that can be used right away.”

“The reason its grown on plastic is for the strength of the plant itself,” Danek explains. “Similar to when you buy a plant at a nursery and the roots are bound in a ball since they can’t go through the plastic. It makes the strength of the sod three to four times of what a normal sod field is by becoming root-bound. The intertwining roots develop a tight mat of rhizomes to firm up the surface, giving it a sturdy base of strength. It weighs about 18 pounds per square foot and can be grown up to 2 inches

thick. After the sod is put down, it is not going anywhere. You can play on it instantly. Because we don’t cut the roots, there is no shock factor to the grass and it is able to start rooting immediately—although it doesn’t have to be rooted for use.”

“We start off with a sod product that has been through its growing cycle of anywhere from 8 to 12 months, and then another 6 to 15 months growing on the plastic. We grow it with sod strength and weight in mind so there is no movement. Our proprietary harvest technique allows for sharp and tight seams so the rolls mesh together perfectly,” Danek added.

Ready Play Grass is ideal for sports fields, golf course tees and driving ranges, and on top of artificial turf fields when a temporary natural grass field is required.

West Coast Turf is a full-service sod company that grows more than 30 varieties of grass, and is the west’s largest grower of drought tolerant warm season turfgrasses. Learn more at www.westcoastturf.com

~KURAPIA~

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The Four Stages of Team Development

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

A business owner from Michigan called me the other day to talk about her organizational culture. She shared a common set of paradoxes: results are fine, but they should be better; management team is stable, but becoming complacent; accountability is stated, but inconsistent. The intuitive business owner sensed a malaise permeating her company; a company possessing significantly more potential than presently displayed.

Being the capitalist that she is, she assessed, drafted, and implemented a litany of initiatives to energize her dormant company, reposition it within the local industry, and elevate performance expectations from top to bottom; including herself! I love saying it: “Never Forget That You are a Role Model.”

She hired an accounting consultant to refine her company’s financial system (e.g., chart of accounts, reporting, cost tracking). She contracted with a design firm to craft a new company logo to stimulate a more strategic brand identity to represent Version 2.0 of her company. She selected an IT company to redesign the company webpage to be more vibrant, fresh, and user friendly. She partnered with a knowledgeable Human Resources consultant, that you and I both know, to revamp her company’s people systems.

Central to the people system goals, was the intent of leveraging the intellectual capital of her management staff by heightening their company-wide awareness, while maximizing value-added input regarding problem analysis, resolution, and follow-up. This team was strategically

conceived to be goal-oriented, collaborative, and committed to the company’s reshaped culture, business operations, and leadership model.

Meeting for one hour each week, at the prescribed time, “The Sync Team” works from an agenda of applied concerns, fosters honest debate, and focuses solely on the goal of organizational improvement - not personal posturing. Notably, when the team was conceptualized, I oriented the business owner to the four stages (Tuckman, 1965) that every effective team must traverse, as guidance to ensure she managed her high expectations and accelerated timeframes aptly; indeed, this is a very slow, challenging, frustrating process.

Forming

This initial phase is characterized by novelty, uncertainty, and curiosity of the team’s purpose, scope, and function, as well as each individual team member’s view of how s/he will fit in with the other team members, his/her respective status, and his/her contribution value. (A well-defined team charter is crucial to the incremental formation of team progression, evolution, and success at this stage.)

Storming

This inevitable phase manifests friction as boundaries are tested, uncertainty perpetuates, and personal agendas surface. Interpersonal confrontation is likely, power is pursued, and the optimism evident if the Forming phase is forgotten. Accordingly, some members may leave the team, either of their own choice or that of the team. (Conflict, ambiguity, and inefficiency must be addressed openly at this time.)

Norming

If the team works through the Storming phase, this stage occurs when common goals are affirmed, individual differences are acknowledged, while roles, responsibilities, and guidelines are accepted. The measure of success is now the team, not the member. (Alignment is now achieved.)

Performing

Full speed ahead! The team now operates at full potential balancing actual productivity with authentic respect. Synergy, creativity, and confidence reign supreme where sabotage, doubt, and passive-aggressive inefficiency once flourished. (It has taken a lot of time, but that investment was worth it.)

“Yes.” I still coach the dynamic business owner to temper her exceedingly high expectations as “The Sync Team” navigates its inexorable gestational path, reminding her to remain calm and work through the team instead of dominating it, and to insightfully communicate through the burgeoning culture of Version 2.0 of her company.

Wait a second! Now that I think about it, what development stage is your management team currently in?

Oh yeah. I almost forgot. What are you doing about it?

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

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Remembering Roger Fiske

Roger Fiske, CLCA's 1986 state president, passed away in late April after a long illness. He was a double Life Member of the association and the 1981 Member of the Year. The Auxiliary named him a Knight of the Garter in 1990, the same year that he was presented an Allegiance Award, the association's highest honor. He was a driving force in the creation of the Central Coast, North Coast and San Joaquin Valley chapters of CLCA.

In addition to serving as the association's president and holding many roles in state and chapter leadership, Roger played a key role in the development of CLCA's Certified Landscape Technician program. His company won several chapter and state Trophy Awards over the years and he was inducted into the Green Industry Hall of Fame in 2018.

Roger, a licensed landscape contractor and a licensed landscape architect, was instrumental in promoting and supporting green industry professionalism. He provided technical expertise for a Contractors State License Board committee that investigated complaints against contractors. In 1980, he spearheaded the formation of an industry-wide committee that would spend 10 years researching and publishing the influential California Landscape Standards book.

A celebration of life is slated for later this summer. For information, contact Tim Hendricks at (925) 464-3356.



Left to right at the 2018 Green Industry Hall of Fame Induction banquet are Tim Hendricks, Charles Nunley, Nelson Colvin, Roger Fiske, Mickey Strauss, Peter Estournes, and Dave Norred (front).

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1/3 Page (Color)	\$2,175
1/2 Page (B/W)	\$2,140
1/2 Page (Color)	\$2,775
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Full Page (Color) - Back Cover	\$5,205
Full Page (Color) - Inside	\$4,920

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1/2 Pg vertical	(3 5/8" x 9 1/2")
Full Pg	(8 1/2" x 11" + 1/4" bleed all around)

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Proactively Protect Workers To Avoid Cal/OSHA Citations



- Provide access to shade and encourage employees to take a cool-down rest in the shade for at least 5 minutes. They should not wait until they feel sick to cool down.
- Ensure that emergency medical services can and will be summoned when an employee feels sick or exhibits signs of heat illness, such as nausea, exhaustion or mental confusion.
- Develop and implement written procedures for complying with the Cal/OSHA Heat Illness Prevention Standard.

As temperatures soar this summer, Cal/OSHA safety inspectors will be blanketing California to ensure that job sites are complying with “high heat” procedures to protect outdoor workers.

Among other measures, it is crucial that workers are actively monitored for early signs of heat illness. This helps ensure sick employees receive treatment immediately and that the symptoms do not develop into serious illness or death.

California’s heat regulation requires employers to protect outdoor workers by taking these basic steps:

- Train all employees and supervisors about heat illness prevention.
- Provide enough fresh water so that each employee can drink at least 1 quart, or four 8-ounce glasses, of water per hour, and encourage them to do so.

Online information on the heat illness prevention requirements and training materials can be obtained at Cal/OSHA’s Heat Illness web page or the Water. Rest. Shade. campaign site. A Heat Illness Prevention e-tool is also available on Cal/OSHA’s website.

www.dir.ca.gov/DOSH/HeatIllnessInfo.html

www.99calor.org/english.html

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EPIC PLASTICS rep Brandon Fontaine is thanked by VP Education Jose Acevedo for speaking at our April 12 Lunch & Learn hosted at Village Nurseries/Site One Landscape in Orange. Brandon talked about the newest products and gave an overview of best practices for plastic edging installation.



SITE ONE LANDSCAPE SUPPLY rep John Russell chats with So Cal Concepts rep Hector Nava about his wide selection of irrigation, lighting, turf and landscape maintenance, nursery, and pest control supplies.



EVERDE GROWERS reps Nicholas Staddon and Grace McDonald welcome guests with smiles before Nicholas provided updates on new and interesting plant introductions. Most attendees left with a plant to try out in one of their projects!



PARKWEST LANDSCAPE reps Lisa Kohlenberger and Joni James are eager to learn the overall benefits of using plastic edging in their projects.



NEW FRIENDS Bryon Meyer with Land Mechanics and Donette Lamson with Harrell's share a laugh and trade stories during lunch.



DESIGNERS Cynthia Brink and Carrie Jaques discuss ways that they're going to implement some of the new plants introduced at the meeting into their upcoming projects.



AZURY LANDSCAPING reps Eli Magana and Claudia Cisneros enjoy making connections and building relationships at this lunch & learn.



MWDOC WATER USE EFFICIENCY interns Claire Johnson and Melissa Hurtado join Analyst Tina Fann and Program Assistant Cristal Castro at this educational event.

We had a GREAT time at our Golf Tournament at Tijeras Creek in Rancho Santa Margarita! Find photos inside the next issue of the OC Vision!



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