



OC Vision

Official Publication of the Orange County Chapter of California Landscape Contractors Association • www.clca-orangecounty.org

Cover Photo: 2020 State Trophy Sweepstakes Award winning project, McKee Residence, by OC Chapter member Richard Cohen Landscape & Construction.

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





Edward Wallace
Midwest Landscaping
Chapter President

The Cream Rises to the Top

As we wander through the results of our recent political elections, I am happy to report that we have a new leadership cabinet in the coming year. Starting January 2021, in our OC chapter we will have:

our contractor members to new associate members, and encourage us to support our current associate member stars.

- A new membership VP, Nathan De Guzman, who will work to build and engage our chapter membership.
- A web and magazine guru, Bronwyn Miller, who is back, keeping us informed and up-to-date on everything. (How do you like that new fresh look on our chapter website?)
- Some of our director alumni will come back on the team roster and some will scale back their duties on the board.

I look forward to us coming out of this “COVID funk” and moving to more socially-responsible events. We have a great convention coming up next November in Maui, Hawaii, God willing.

As for me, your current president, I will be around as cheer leader and supporter of my team of winners. I’m so proud of my team and how they have opened up my eyes to being more flexible and how to be patient with other members.

It takes commitment, passion, and integrity to rise up and first choose to be a follower and eventually a leader in any chosen field. Your own company teams are an example of this. You have people on your staff that are on time every day and ready to get on with the job no matter how challenging it may be.

You also have associate member team members that believe in their products and services and are ready, rolling, and waiting to explain the values and virtues of using their products in your company’s success toolbox.

You have industry leaders that have “been there, done that” in our local chapter *and throughout the state* that are willing to help you navigate your business and avoid the logs floating out there in the sea of life as a C27 landscape contractor.

These are all great examples of the leadership we need, and I invite you to take the leap of faith and join our ranks and be a part of the cream that rises to the top.

See you on the trails. ~Ed

My PMA book of the month is *The Strangest Secret* by Earl Nightingale.

CONGRATULATIONS
to Past OC Chapter President
PAUL HANSEN on his election
to State President for 2021!

• A new president, Sal Hernandez, who is ready to take our chapter to the next level by utilizing our social media outlets and opportunities to increase our business bottom lines and educate those who are not members of our premier association to consider joining our ranks. We are blessed to also have Sal on board to become our state membership chair for the coming year so his visions and the vision of so many more younger contractor members joining our association can be realized.

• An educational VP, Roland Zamora, who is coming back to be at the helm reassuring our chapter members that they will be able to obtain the latest and best educational opportunities to build their businesses. Roland is also slated to become our new incoming state education chair, so stay tuned for dynamic new programs coming down the pike.

• A treasurer, Steve Beckstrom, who is coming back to help keep our books clean and in order.

• A secretary, Judy Rose, who is back to keep our board members and members at large abreast of the goings-on of our chapter, and keep our chapter in conformance with state CLCA guidelines.

• A legislation VP, Dave Norred, who is coming back to keep our members informed on what is going on in Sacramento and how it will affect our members.

• A new events VP, Candice Yarbrough, who will help coordinate some fantastic events.

• A new associate member rep, Bill Deeble, who will keep us in tune with our associate members, introduce

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2020 Orange County Chapter CLCA Coaching Staff



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Midwest Landscaping
(562) 755-9914

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



Secretary
JUDY ROSE
Custom Writing & Writing Repair
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For records of the chapter board meeting minutes, contact Judy.



Treasurer
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(949) 463-3284

For anything chapter finance related, contact Steve.



V.P. Education
ROLAND ZAMORA
Veterans Landscaping, Inc.
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For inquiries relating to educational programs and their development, contact Roland.



V.P. Membership
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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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Nor-Land Landscaping Co.
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For legislation information, on both the state and local level, contact Dave.



AM Representative
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Site One Landscape Supply
(562) 338-0896

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



Chapter Editor/Webmaster
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For inquiries relating to chapter communications, both print and online, contact Bronwyn.

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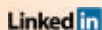
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For answers to general inquiries, or to learn about CLCA's mentor program, contact Richard.

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- Foursome in Golf Tournament + premium hole sponsorship, commemorative plaque, and vendor breakfast invitation
- 2 Beautification Awards Tickets + General Category Sponsorship
- 4 Baseball Tickets + Tailgate
- 2 Holiday Dinner Tickets with seating at president's table
- Recognition in Magazine & Website
- Link on Emails to Membership

Preferred – \$1,835

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- Twosome in Golf Tournament + hole sponsorship, commemorative plaque, and vendor breakfast invitation
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Have questions? Contact Bronwyn Miller at (949) 466-1222 or eyescares@yahoo.com.

Partner – \$1,200

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Contractor – \$600

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Bill Deeble, 2021 OC Chapter A.M. Rep.
C/O CLCA OC Champions
P.O. Box 12044, Newport Beach, CA 92658

2021 OC Champions Program


Sign up and support the chapter!

We're officially opening registration for our OC Champions program. All tiers have been carefully designed to closely match the price of what you would pay if you were to pay-as-you-go. The purpose of this program is twofold, making it easier to budget your CLCA dollars into one simple payment and load the levels to encourage involvement.

2020 has presented a variety of very tough issues for many, personally and professionally. Unfortunately, we were forced to cancel many of our events. 2021 will be different! We're already hard at work planning some really cool things and we can't wait to unveil them to you!

We are counting on your continued involvement and sponsorship in 2021. Please get or stay involved as a sponsor, maybe volunteer, or simply be present at our events. We look forward to seeing you once it's safe to do so.

Please help us keep our Orange County chapter strong; sign up to sponsor today and plan to participate in 2021.




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Overcoming Resistance to Change

By Steve Cesare Ph.D., The Harvest Group

overcoming resistance to change, that I shared with him:

Communication: The best way for overcoming potential resistance is to be as transparent as possible by sharing as much communication as feasible with all affected employees. Whether it is through departmental/organizational meetings, team meetings, timely e-mails, memo-randa, payroll stuffers, and/or one-on-one sessions, the degree of education, facts, and impact (e.g., business need, adjustments, new performance expectations, cost, timelines, support) presented to employees is directly related to the success of the change initiative.

Participation: Involving workers in designing the change initiative as well as its rollout, is critical to overcoming resistance. By soliciting their input early on in the process, the employees feel engaged in that their ideas for design, implementation, and/or follow-up are valued by management. This participation shifts the perceived orientation from the change being forced onto them, to a stance where they have an opportunity to actually determine some aspect of the change itself.

Facilitation: Recognizing that change inherently causes stress due to uncertainty, business owners can overcome resistance by offering support, coaching, and transitional time (i.e., grace period) to allow the employees to acclimate to the change at a reasonable, not a frantic pace. This facilitation enables employees time to adjust to the new initiative without feeling immediate pressure to be perfect.

Negotiation: Sometimes, negotiation, bargaining, or deal making is the best way to overcome resistance to change. This give-and-take approach is dependent upon the idiosyncratic nature, risk, and value of the change itself, the affected members and procedures, as well as the associated time and cost parameters; all the while keeping in mind that a “win-win” negotiation is the goal.

Manipulation: Though unseemly and perhaps unethical, manipulation is one method for overcoming resistance. Using politics, co-optation, creative tension, inter-departmental conflict, and/or subterfuge, can indeed overcome resistance; albeit with an indelible price ultimately paid by damage done to the organizational culture.

Coercion: The most extreme method for eliminating resistance to change is forcing key employees to adopt the change or be threatened with dire consequences (e.g., demotion, termination, ridicule, reassignment). While this technique can quickly quash initial resistance, the latent effects are future passive-aggressive responses by the affected employees, and sustained anger, hostility, and disenchantment that will likely undermine future organizational success.

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.

A business owner from Colorado called me the other day to talk about ongoing change management initiatives in his company. While some of the changes were large-scale, others were essentially tactical; some addressed procedural changes, others involved personnel movements; some required significant budget considerations, others were fiscally straightforward. Regardless of their focus, duration, or impact, as a matter of due diligence, I earnestly suggested that the business owner always consider the three primary potential sources of resistance to change (e.g., organizational, group, individual), before any actual program is designed, developed or implemented, as well as the specific techniques for overcoming that resistance.

Acknowledging that resistance can literally decimate any change initiative (e.g., new GPS system on trucks, cell phone time tracking application, adopting BOSS, work order process, bonus plan, performance reviews, organizational restructure, purchasing procedures, safety program), the business owner adeptly shifted the conversation onto those specific best practices for overcoming such resistance. With that goal in mind, here are the six most common methods for

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LEAF Awards Nine Green Industry Students with Scholarships Totaling \$38,100

by Marianne Estournes, Chair, LEAF Scholarship Selection Committee

I have had the honor of serving on the Landscape Educational Advancement Foundation's (LEAF) Selection Committee since 1992 and have been Selection Committee Chair since 2017. I have always enjoyed serving on the committee, reading the student's story through their application and letters of recommendation and then awarding scholarships to students who meet the criteria and align with the goals of CLCA. I enjoy collaborating with the women on the committee, gathering our scores, discussing our different impressions and thoughts, and then watching the "cream rise to the top" as we select the best students.

I truly appreciate the relationships I have made with my fellow committee members, Mary Cohen, Jan Nord, Wendy Emeterio, Ellin Chariton, Cindy Singletary, Lani Hanker, and Jill Hertzner. While we cherish our in-person, two-and-a-half day selection gathering, we adapted for 2020 and held our meeting virtually in one day. Different, but we got the job done. This year we awarded nine scholarships totaling \$38,100.

As Selection Chair, I now have the privilege of actually speaking with the recipients, fielding questions, confirming addresses, and just conversing with them. We do text and email, but actually speaking to these young people has been a real joy. They are grateful, humbled, and honored to be chosen as a recipient and have not hesitated to express their gratitude.

These students were chosen for various reasons, not only on eventual goals, but for their dedication, their involvement in community and school projects, obstacles they have overcome, and for what their professors expressed in their letters. Many students underplay themselves in the application and many professors say pleasant, generic comments in their letters. But some instructors and employers go deeper into a student's character and involvement with class and school or job performance and have clear reasons why this student will go forward, succeed in their goals, and serve the green industry. Everything is taken into consideration.

Thank you to Candi Fiske and the men and women who had the vision for LEAF and made it a reality. And thank you to all members who have donated to LEAF over the years and helped to grow the assets to over \$1 million. Without your generous donations, LEAF would not be able to support these students in their education.

I am grateful, again this year, for the privilege of serving as Selection Chair and the opportunities I have had to connect with these amazing students and share their stories. Find them listed below. Please look for their names on job applications. We have confidence that they will serve you well!

CHRISTOPHER BURROUGHS

Chris is majoring in Environmental Science and Sustainable Landscape at Mira Costa College. He wants to get his C-27 license and transfer to Cal Poly to get his BS.

HELENE DONDERO

Helene is a unique recipient – she is studying at Cal Poly, SLO to become a high school agriculture teacher with her emphasis on landscaping and horticulture. She is now getting her teaching credential. She has a strong background with FFA. This is the second scholarship we have given her because we feel that she will touch the new generation of landscapers.

EDWARD FORTENBERRY

Edward is majoring in Environmental Horticulture and Plant Science at Butte College. His family lost their home in the 2018 Paradise fire and is currently involved with the rebuilding of his city. His goal is to become a C-27 contractor and continue his work there.

DANIEL HURT

Daniel is majoring in Plant Science and Pest Management at Cal Poly, Pomona. He is a veteran with a young family. He received a LEAF scholarship last year.

DANI LIMA

Dani is majoring in Environmental Science, Plant Science and with a focus on drought-tolerant, California natives at Mt San Antonio College. She has worked at Disney for a few years in their gardens and currently is doing an internship with the City of Long Beach. She will transfer to Cal Poly next year.

JING YAN

Jing is attending Foothill College with the goal of becoming a Landscape Designer and Horticulturist. This is her second scholarship.

**To learn more about LEAF
and how you can support,
visit www.clca.org/leaf**

GREG THAYER

This is the fourth scholarship that Greg has received. He is now at Cal Poly, Pomona, majoring in Landscape Architecture with a minor in Regenerative Studies. He has an AA in Arboriculture. He wants to specialize in ecological landscape design, focusing on water conserving landscapes.

IGNACIO MORENO

Ignacio is a third-year recipient. He started at The College of the Desert and is now attending Cal Poly, Pomona. He has worked for his uncle's landscape company for years and already has a C-27 license. He is majoring in Plant Science and Landscape Architecture and has just become a Certified Arborist. He is a dedicated student and a delightful young man.

SHANA SELIGMAN

Shana is attending Cabrillo College majoring in Horticulture with a focus toward Nursery.

Five Reasons You Need to Be Talking About Drainage

Drainage, or stormwater management, consists of detaining, retaining, or providing a discharge point for stormwater to be reused or infiltrated into the ground water. There are many drainage product applications to help this process, including: French Drain systems, basins, filters, grates, downspout adapters, pop-up emitters, channel drains, and permeable pavers.

Outdoor living continues to grow as an essential part of home life. Part of enjoying this outdoor space is keeping it free from standing water. A typical property has many areas needing drainage applications. This creates a market opportunity for irrigation professionals.

Here are the five reasons to promote drainage to your customers:

1. Market trends.

Becoming familiar with local stormwater regulations is a great way to differentiate from the competition. For example:

- **Macro trends** in stormwater regulations are steadily moving towards managing rain where it falls to prevent runoff.
- **Tax incentives** are in place for on-site detention and infiltration, and for limiting impervious surfaces by adding or replacing them with permeable pavement.
- **Stormwater utility fees** are assessed in many markets based on the amount of impervious surfaces and runoff. And these fees are steadily increasing.
- **Credits** can often be obtained for managing stormwater runoff through detention and infiltration, and by using permeable surfaces.

- More intense **rain events**, such as the 2015 TX and SC storms, 2016 Louisiana storms and recent CA events, expose existing drainage problems and create new ones.

2. Liability protection.

- If the homeowner accepts the drainage recommendation, you increase profitability while adding value to your client's property.
- If the homeowner rejects the drainage recommendation, you still limit your liability by offering this service.



3. Homeowners rely on a contractor's expertise.

- People want to protect their homes.
- Property owners are more motivated to repair drainage problems closer to structures.
- Research shows that 95% of homeowners will take a contractor recommendation on repairs.



Continued on Next Page...

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Five Reasons You Need to Be Talking About Drainage

... Continued from Previous Page

4. You already have the tools and crew.

- Your guys are, or can quickly become, the expert that understands landscape and drainage requirements.
- Your crew and equipment is already on site – this is an add-on sale.
- You may be able to share the same landscaping/irrigation trenches – creating labor efficiencies.

5. Drainage is profitable.

- Drainage installations represent incremental sales revenue and can help you expand your services.
- Adding drainage to your scope of work on current hardscape, landscape, or irrigation jobs is one of the easiest ways to add incremental sales to a project while providing additional value to your customers.



Quick Math:

Consider the sales increase if you reached out to your existing customer base and was able to tie in one of the many downspouts most homes have on their property? Let's say just 50 customers... **50 x \$600 = \$30,000** in new top-line revenue!

Next steps: NDS offers some great online training for you and your team to help you get in to this profitable business (www.ndspro.com). Plus, the pros at your local Horizon store are available to answer any questions you might have.

This article was excerpted from Horizon's blog at www.horizononline.com/blog/



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Season of Gratitude

By *Pete Dufau, CLT, CWM, Dufau Landscape*

With the elections behind us and the votes still being counted, we can all be grateful to move to a place of more unity. There was no landslide in ANY of the voting results, which should remind us that we are essentially “equally” of different opinion. We also voted in great numbers and that is an inspiring note that so many have engaged the process.

Votes in California put a check on runaway taxation and supported independent contractors, despite the large 2 to 1 Democratic vote for the executive office and most down ballot offices. A friend to CLCA, State Senator Scott Wilk, looks to be ahead in his race. He has been a great advocate

for issues the association has brought to Sacramento. Suzette Martinez Valladores won her Assembly race, and we have a relationship with this new representative.

With the colder weather I hope most of you are feeling a sense of relaxation and seasonal relief from the stress of a hot summer. It is however a time to increase our guard to COVID-19. If anything this virus has proven, it is its ability to hang around and spread. Using best practices will be key to mitigating the impact on your businesses and families going into winter. With Pfizer’s announcement of an effective vaccine, there is a light at the end of this tunnel, but the tunnel will be all the entirety of this coming winter and spring.

Lastly, with the long nights and stress of social distancing, I encourage all of us to reach out to friends and family personally to talk and catch up. It’s been a long time since we have all shared collective interaction. A simple call will make a difference, and all those who receive it will be grateful.

Pete Dufau, CLT, CWM is President of the CLCA Channel Islands Chapter, Chairman Birch Financial, Chairman Landscape Water Conservation Foundation, and President Ventura County Lincoln Club.

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