

Issue #10 • Volume 23 • October 2020



# 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: The Marke by  
2019 award-winning contractor  
Cornerstone Landscape Care.



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

## Building Succession

The success of our association depends on the success of our leadership team. After all, when you have a team of committed, focused, and open-minded chapter leaders, you can be confident that your company, your interests, and your desire to succeed (both as a contractor and as an associate member) will be respected.

Our chapter and board of directors reads like a professional sports team. We have contractors that specialize in dealing with public works projects, contractors that are social media experts, contractors that have years of state trophy awards from their incredible teamwork, associate members who go the extra mile to make every event they help put together a success, and our marketing guru that works so hard to get our message out to all our chapter members and potential regular and associate members.

We have board members that give of themselves each month to help keep our finances straight and our monthly meeting agendas and minutes in order. We have board members who have served our country honorably and now serve our chapter and state membership with pride and

commitment. We have current and past board members that, if called upon, will be there to help give encouragement or consultation on any issues that we may have to deal with.

By having such a diversified team of professionals, I feel really confident in our OC chapter future and our future in the green industry.

That said, building a succession of strong leadership is also important. This means encouraging our new members and old-schoolers alike to step up to the plate to take their turn at bat – which can in many cases eventually lead to a home run, or can at least keep us in the game, which is the goal of every team leader.

Needless to say, I am very proud of our team and look forward to the new members that will choose to step up and commit to our group of successful, positive-minded individuals.

See you on the trails. ~Ed

My PMA tip of the month is: **BE SURE TO VOTE BOTH LOCALLY AND NATIONALLY. EVERY VOTE COUNTS!**

**CLCA-OC Calendar & Other Upcoming Events**  
*Mark Your Calendars & Save the Dates Now!*

<b>Oct. 28</b>	2021 OC Chapter Planning Meeting, Long Beach. <i>Digital Installers: 1530 E Wardlow Road.</i>
<b>Nov. 12</b>	CLCA General Membership Meeting, Virtual. <i>All CLCA members are invited to attend. State President Regan Barry will update attendees on the state of the association, and then open the floor to questions and input from members of the audience. Elections will follow.</i> <i>Register at <a href="http://www.clca.org">www.clca.org</a></i>

CDI # 0B64616

**Text for a Quote!**  
**562.682.0606**  
**JOSE LARIS**

Endorsed broker of the HAA

**LANDSCAPERS ADVANTAGE**  
 COMMERCIAL INSURANCE PROGRAM

**TOR**  
 INSURANCE SERVICES

**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)**

## 2020 Orange County Chapter CLCA Coaching Staff



**President**  
**ED WALLACE**  
Midwest Landscaping  
(562) 755-9914

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



**Secretary**  
**JUDY ROSE**  
Custom Writing & Writing Repair  
(714) 654-0963

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



**Treasurer**  
**STEVEN BECKSTROM**  
Angeffects  
(949) 463-3284

*For anything chapter finance related, contact Steve.*



**V.P. Education**  
**ROLAND ZAMORA**  
Veterans Landscaping, Inc.  
(714) 393-2726

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



**V.P. Membership**  
**SAL HERNANDEZ**  
Pacific Breeze Landscape, Inc.  
(714) 909-3784

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



**V.P. Events**  
**DENNIS VO**  
DV Construction & Landscaping, Inc.  
(714) 271-1442

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



**V.P. Legislation**  
**DAVE NORRED**  
Nor-Land Landscaping Co.  
(949) 495-6469

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



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

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



**Chapter Editor/Webmaster**  
**BRONWYN MILLER**  
Eyescapes  
(949) 466-1222

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

### Connect with Us...



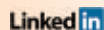
CLCA Orange County Chapter



Follow us on Instagram  
CLCAOC



CLCAOCChapter



California Landscape Contractors Association  
- Orange County Chapter



**Director**  
**RICHARD COHEN**  
Richard Cohen Landscape & Const.  
(949) 768-0599

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

# Sales • Rentals • Parts • Service

# Your Southern California Compact Equipment Dealer



## INVESTING IN IMPROVED CUSTOMER SUPPORT

www.coastlineequipment.com



**LONG BEACH**  
6188 Paramount Blvd.  
Long Beach, CA 90801  
(562) 272-7400

**SANTA ANA**  
3216 Westminster Ave.  
Santa Ana, CA 92703  
(714) 265-5500



**KICKING OFF** the OC Golf event on October 6 at Oak Creek Golf Course with the first tee time of 7:40 a.m. is Nature Care Services rep Tim Weber, CLCA Insurance Solutions rep Bill Deeble, and Head Harvester Bill Arman.



**STATE PRESIDENT-ELECT** and past Chapter President Paul Hansen (center) is ready to warm up his swing with fellow Southwest Landscape reps Marty Bailen and Blake Boyd (right).



**VILLA PARK LANDSCAPE** reps Javier Reyes and Greg Almaya (second from right) attend the event as guests of CLCA Insurance Solutions reps Pam Kinne and Dan Dvorak (right).



**SITE ONE LANDSCAPE SUPPLY** rep Issac Haupu (center), So Cal Custom Pools and Spas rep Ben Willis, and Pacific Coast Pavers rep Chuck Navarro (right) are eager to get out on the links.



**METZ BROTHERS** Karl and Tyler (second from right) with DM Color Express are ready to enjoy a fun-filled day on the course with Chris Mancuso (second from left) and Kelly Curran (right).



**MAKING NEW FRIENDS** at their first OC Chapter event are the father-son duo of Steve and Trevor Hedges. Steve (right) works with MWDOC and Trevor is planning for a career in the green industry.



**CHAPTER PRESIDENT** Ed Wallace (center) chats it up with Ewing Irrigation reps Garrett Hume and Reiner Van Dinten (right).



**T&R COMPANY** rep Nova Cook welcomes Mike Gill, Jim Galen, and Jon Louis to the CLCA OC golf event.



**JAIN IRRIGATION** rep Mike Palumbo (second from left) enjoys a safe and fun day with friends Dean Perez, Andy Belingheri, and Joe Candias.

**CLCA Insurance Solutions**

**Bill Deeble**  
Program Agent

11 West Court St., Suite D | Woodland, CA 95695  
855.662.2522 (CLCA) Toll Free | 530.662.1710 Fax

bill.deeble@arm-i.com  
Direct: 562.243.5330  
www.arm-i.com  
License CA# 0172721

Endorsed by: California Landscape Contractors Association

**WHERE QUALITY GROWS . . .**

**A-G Sod Farms Inc.**

**PAUL GAUDET**  
(951) 906-5746 • (800) 233-5254  
www.AGSOD.com

**Growers of Quality Fescue & Bermuda Sod**



**LIVELY CONVERSATION** is enjoyed on the links between VP Events Dennis Vo and OC Vision editor Bronwyn Miller.



**SAN DIEGO CHAPTER PRESIDENT** Willie Valdez (second from left) plays in the OC event as a guest of LCIS reps Melissa Tetzlaff, Janice Vasquez, and Todd Richards.



**TEAM HIGH JINKS** would be the name of this group if the event were a tournament. Members include TreeTown USA/Village Nurseries rep James Onstott (right) and Pacific Breeze Landscape reps Jose Acevedo, Sal Hernandez, and David Basnett.



**AM REP** and Golf Chair Scott Moan is ready to dig into the tasty Jersey Mike's sandwich that Site One Landscape Supply sponsored for hungry golfers at our annual event.



**ORCO BLOCK & HARDSCAPE** rep Ray Romero (center), Husqvarna rep Mike Riddle, and Fantasclapes Unlimited rep Jerry Colella (right) enjoy a fun, yet challenging, game of golf on the Tom Fazio designed course.



**SAVORING** a sandwich and a cold one following a successful day on the links is Chapter President Ed Wallace. This is the first in-person event that the chapter has been able to host since March.



**THANK YOU to Site One Landscape Supply and These Other Event Sponsors Too...**



**DM COLOR EXPRESS**  
Breakfast burritos to start the day.



**CLCA INSURANCE SOLUTIONS**  
Drink ticket for thirsty golfers.



**TREETOWN USA VILLAGE NURSERIES**  
Snacks to enjoy on the course.



**MUNICIPAL WATER DISTRICT OF ORANGE COUNTY**  
Big and delicious cookies for dessert!

**MISSION LANDSCAPE 360**

14025 Magnolia Ave  
Chino, CA 91710

T: (800)545.9963  
F: (949)224.0044

Info@missionlandscape.com  
www.missionlandscape.com

- Nature Cover Mulch Products
- Firewood
- Mulch Delivery
- Green Waste Disposal

Delivering Unsurpassed Quality, Selection and Service

**TREE TOWN USA**  
village nurseries | Hines Growers

SUSAN POWERS (714) 715-0896 cell  
spowers@villagenurseries.com (714) 279-3165 office  
www.villagenurseries.com

# Why We're Essential During COVID - This Almost Didn't Happen!

By Bruce Dennis, President at Lightcraft Outdoor Environments

The COVID-19 pandemic presented profound challenges to the building trade industry in relation to shelter in place orders. This had a tremendous impact on the landscape and other trade service sectors, effectively grounding the industry for landscape contractors and other trades where they could not work or could work only under emergency circumstances. This article is to acknowledge the "herculean" effort put forth by the California Landscape Contractors Association (CLCA). As a member of the CLCA, Los Angeles/San Gabriel chapter, I was especially thankful that I was part of a group that supported my industry.

In early March of 2020, the CLCA worked with Governor Newsom and his team to demonstrate the necessity of designating the landscape and related building trades "essential" to our economy. The impact was not only felt in the landscape industry, but also throughout the general building and construction services. Due to the CLCA, many trades people in our industry were deemed "essential workers" and because of this, our teams have benefited in ways we could not imagine. The "round the clock" effort to mobilize lobbying efforts led the way for other states and countries (i.e. Canada) to also benefit from the many changes coming out of California.

## Overview: How this happened

The CLCA's advocacy team featuring their legal counsel, legislative advocate, and executive director argued that the landscape industry is critical to our infrastructure. Putting the industry together with Agriculture, Vegetation, Water and Waste Water Management, Crops, Fruit Trees, Edible Gardens, Service and Maintenance, as well as the housing crisis and food chain supply issues; were persuasive enough to convince the Governor to allow this mandate to come to fruition so quickly.

## Going Forward: How to manage the new normal

As we continue to move forward, COVID appears to be staying around for a while. We are continuing to learn how to manage the new normal.

More than ever, communication will be extremely critical in managing changes to our businesses, health, and customer and vendor relationships. All of these things will determine our future success. We will need access to legal assistance, HR help, insurance specialties, as well as networking with our peers. I urge you to join and participate in trade organizations such as the CLCA. For my company, the cost benefit analysis of membership was obvious.

## Who We Are:

In 1952, the California Landscape Contractors Association was initially formed to protect the scope of work allowed under the C-27 license. Since then, it has expanded to include: Education and Certification, Business Insurance, Legal Assistance, Human Resources, Legislative and Political Action, Water Management, Peer Group Collaboration and Networking. In addition, the CLCA works closely with other national groups such as the Nursery and Landscape Association Executives (NLAE) which is included in a national platform.

Our members are as diverse as the landscape industry. They include landscape contractors, vendors to the trade, educators, government personnel, consultants, landscape architects, landscape designers, teachers and students.

This network was critical in March of 2020 when the pandemic hit close to home. During these unprecedented times, the CLCA not only protected its members, but also provided guidance to other construction and home improvement businesses, which gave them the opportunity to continue their operations. After a few months, it was clear that, shelter in place orders began an unforeseen remodeling, repair, and construction boom. The landscape and construction industry will be one of the many factors that help bring back the economy in a post COVID world. Sometimes, "In the midst of every crisis, lies a great opportunity" (Albert Einstein).

**Bottom line: CLCA was essential in helping us continue to work as the country began shutting down in March. With a record number of COVID-19 cases being reported, it raises more questions and doubts about our future. It is clear, now more than ever, that being a member of CLCA can be crucial to our success.**

For a deeper dive please refer to:

<https://covid19.ca.gov/essential-workforce>

<https://covid19.ca.gov/img/Executive-Order-N-33-20>

<https://www.clca.org/news/clca-responds-to-coronavirus>

<https://www.clca.org/tag/covid>

<https://www.clca.org/wp-content/uploads/2020/03/coronavirus2.pdf>

<https://www.clca.org/member-resources/clca-online-information-webinars-and-more>

<https://www.clca.org/join>

***"In early March 2020, the CLCA worked with Governor Newsom and his team to demonstrate the necessity of designating the landscape and related building trades 'essential' to our economy."***



Shrubs ▪ Trees ▪ Annuals ▪ Succulents

With 5 locations to serve you!

Will Call Locations

31461 Avenida de La Vista San Juan Cap., CA 92675 (949) 496-9356	1511 North Main St Orange, CA 92867 (714) 921-1004
--	--

Deliveries & Will Call  
5708 North River Rd  
Oceanside, CA 92057  
(760) 732-3501

4343 Carmel Valley Rd San Diego, CA 92130 (858) 794-1858	545 Smilax Rd. Vista, CA 92081 (760) 305-0427
--	---

[sales@dmcolorexpress.net](mailto:sales@dmcolorexpress.net)

LandscapeProPac is a National Green Industry Specialty Program designed exclusively for the Green Industry by Landscape Contractors Insurance Services.

## Coverages Included in Package

- General Liability • Business Auto
- Inland Marine-Contractors Equipment • Property • Crime

## Residential and Commercial Coverages

- Landscape Maintenance
- Landscape Construction
- Synthetic Turf Installers
- Irrigation System Installation & Repair
- Arborists/Tree Trimming
- Hydro Seeding
- Nurseries and Nursery product sales
- Greenhouses
- Pond Installation & Repair
- Weed Control
- Landscape concrete curbing/paving
- Habitat Restoration Services
- Excavation with limited ornamental planting/tree and fencing work
- Landscapers with incidental snow plowing and/or street cleaning
- Landscapers with ancillary pool work such as decorative tile, rock, decking and limited plumbing work
- Landscape Consultants & Architects (except Errors & Omissions)

## Program Highlights

- Tract home or multi-unit developments - Not Excluded
- Cranes, boom trucks and bucket trucks eligible
- New ventures OK with 3 years experience in the industry
- Multiple premium finance plans
- Flexible deposits and installment plans

## Services Included

- Dedicated Certificate Unit - 24 hour turnaround
- Customized claims oversight
- Claims handled by a leading National Claims Administrator
- Loss Control
- MVRs run for new hires
- LCIS Business Services (legal, HR, safety and more)

Brought to You by



Landscape Contractors Insurance Services, Inc.  
1835 N. Fine Ave, Fresno CA 93727  
Tel (800) 628-8735 Fax (800) 440-2378  
www.lcisinc.com CA LIC # 0755906



## Leveraging Social Media for Human Resources

By Steve Cesare Ph.D., The Harvest Group

A business owner from Illinois called me the other day to discuss her company's under-performing recruitment efforts. During that discussion, social media naturally came up, at which time I informed her that in today's competitive, information-rich environment, every company must have a disciplined social media strategy spanning multiple business goals.

It is all too clear to successful business owners that social media has moved quickly from being a mere cosmetic aspect of the company into a vital determinant of capitalistic advantage. Today's social media is far more aggressive than its passive predecessors in that unique resources and ongoing attention must be devoted to it, just as resources and attention are allocated to horticulture quality, customer service, gross margin, and revenue growth. With that premise in mind, here are some of the fundamentals I shared with the Illinois business owner.

To remain current, visible, and sustainable, astute companies frequently have a presence on at least the following four platforms: Facebook, Twitter, LinkedIn, and Instagram. Extending that thought, social media postings should occur bi-weekly on each of the platforms, with appropriate costs, results, and tracking metrics being monitored accordingly for effectiveness.

Beyond social media platforms, there are four common information topics routinely included within a well-



developed, targeted, and successful social media strategy:

**Recruitment:** In conjunction with its own website, the company should consistently populate, refresh, and publicize all vacant positions. Job descriptions, salary ranges, training opportunities, career path information, available benefits, and the like represent standard social media content.

**Employees:** This topic fuels the company's Rewards and Recognition Program by highlighting new employees, tenured employee work anniversaries, recent achievements, successful performance, employee commendations and promotions, as well as biographical sketches that personalize each employee's distinct contributions to the company.

**Educational:** Supporting customer service, these social media postings frequently include useful information to improve viewers' awareness, initiative, and competence through topics like how to trim a rose bush, plant health care, fertilization tips, proper application of bark or mulch, irrigation improvements, and installing new plants or trees, etc.

**Job Quality:** It's always beneficial to highlight successes, by sharing before and after photos or videos of new installation, enhancements, or tree service work, especially when accompanied by the Manager's and Foreman's names to document their accountability. People's memories may lapse with time; photos and videos permanently improve those memories.

Building upon social media platforms and content categories, it is important to note the current mode of presentation is far more elaborate than it was just a few short years ago. Long-winded, drab, static PDF postings are from a bygone era; dynamic information transfer is the new standard.

There is an increased emphasis on 30-60 second video presentations rather than 2-3 still photographs. Aerial captures of drones flying over new construction projects, documenting yard departure routines, or detecting invasive tree hazards, actively engage the viewer across topography, sense, and imagination. Likewise, the migration from placid to progressive information can also be seen in company websites that contain an embedded audio-visual thumbnail of the company President verbally escorting the viewer across and through the various sections of the company website (e.g., who we are, project gallery, careers, customer testimonials).

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.*

**In our pursuit of  
Quality  
we never cut corners.**

*Genuine*  
**MARATHON SOD**



**When you want the Best**  
**1-800-532-3489**  
**www.sod.com**



# CLCA Offers Webinars To Help You Master New Opportunities In Water Efficiency

**Earn CEUs for Your Current Certifications!**



Attend this newest MWELO workshop where we'll take a closer look at different Water Efficient Landscape Ordinance compliance and enforcement roles.

Keep informed and add to your MWELO expertise — gain new information and explore a new approach to understanding the ordinance! Workshop attendees will learn about recent updates and changes to MWELO and have the opportunity to participate in question and answer sessions with subject experts.

Presented virtually in four two-hour classes, these workshops will offer CEUs for your current certifications and provide you with a participation certificate. Register at [www.clca.org/mwel](http://www.clca.org/mwel).

**Session 1: November 5, 10, 11, 17, 2020; 10 a.m.- Noon**

**Session 2: January 12, 14, 19, 21, 2021; 10 a.m.- Noon**

These workshops are free to all those in Southern California thanks to a generous sponsorship by the Metropolitan Water District.

To take advantage of this offer, you must:

- Register with CLCA and place a \$50 deposit\* on the workshop you wish to attend.
- Attend all four of the two-hour workshops.
- Upon full attendance at the workshop, you will receive your \$50 deposit back.

\* Your \$50 deposit becomes non-refundable if you do not attend the workshops or attend less than 90 percent of the workshops or if you cancel your attendance within 10 days before the workshop session date.



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

**Judy Rose**  
Custom Writing & Writing Repair Services

3631-C Aspen Village Way, Santa Ana, CA 92704  
714-654-0963 E-mail: [rose@jlrc.com](mailto:rose@jlrc.com) [www.jlrc.com](http://www.jlrc.com)

## Our 2020 OC Champions...

### Premium Member

CLCA Insurance Solutions

DM Color Express  
Site One Landscape Supply

### Preferred Member

Municipal Water District of Orange County

Orco Block & Hardscapes

### Partner Member

Marina Landscape

Tree Town USA

### Contractor Member

Glen's Landscape  
Pacific Breeze Ldscp.

Richard Cohen Ldscp.  
SouthWest Landscape

## Thinking About Selling Your Maintenance Business?



We would love to talk to you.

**Call us at (714) 865-5764!**



## Raking it in?

Heartland payroll and credit card processing can help streamline your accounting. With hassle-free payroll and credit card processing solutions, Heartland Payment Systems offers competitive, customized pricing for CLCA members.

Members: Get a free, no obligation analysis.

**Heartland**

(916) 220-3347

entrepreneurs  
respectfully  
serving  
entrepreneurs





[clca.org/heartland](http://clca.org/heartland)



**FREE SERVICE**  
until January 2021!  
No Contract Required.  
\*standard hardware cost applies.

**Find out how GPS Tracking can help your business!**

## Fleet and Asset Management Solutions

### Improve:

- Profitability
- Vehicle Life
- Productivity
- Route Efficiency
- Employee Satisfaction
- Customer Satisfaction

### Reduce:

- Fuel Costs
- Maintenance Costs
- Insurance Costs
- Accidents & Tickets
  - Vehicle Wear
  - Overtime/Payroll



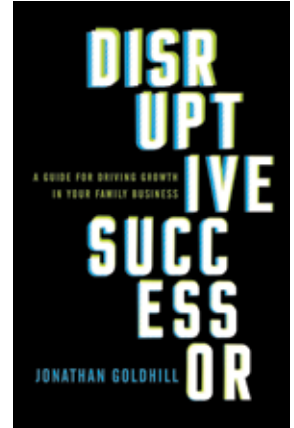
**949.390.4837**

info@easyfleetgps.com  
www.easyfleetgps.com

**SAFETY • SECURITY • PROFITABILITY • PRODUCTIVITY**

## Disruptive Successor: A Guide to Driving Growth in Your Family Business

Houndstooth Press is proud to announce that Jonathan Goldhill has published his latest book, *Disruptive Successor: A Guide to Driving Growth in Your Family Business* written for next-generation leaders of family businesses. Jonathan has been guiding leaders to scale-up their landscape industry businesses since 2007. His latest book features the same strategies and tools he used to coach a successful landscape entrepreneur whose family business has experienced a 46% compound annual growth rate.



Jonathan explains, “The statistics on intergenerational transfer are staggering. With so many family business owners expecting to retire and many in the next 5-10 years, having a coach and a playbook to guide you through the transition is vital. *Disruptive Successor* gives you a scaling-up playbook and the coach together.”

According to Deloitte, the next generation of family business leaders intend to make changes when they take over:

- 80% say their leadership style will be different compared to the previous generation
- 76% say innovation will be one of their top priorities
- 56% will change the family company’s strategy and corporate governance
- 51% intend to take more risks than their predecessors, but in a more controlled way

Yet, despite the fact that 70% of family business owners want to pass their business on to the next generation, very few will make a successful transition. The research suggests only 30% last through second generation, 12% remain viable through the third generation, and 3% operate through the fourth generation and beyond.

The dwindling chances of success are due in large part to the issues unique to family businesses that are often wrapped up in a tightly woven knot of unspoken plans.

In *Disruptive Successor*, available for purchase on Amazon October 27, 2020, business coach Jonathan Goldhill offers a proven framework and playbook for unwinding this knot, scaling-up your business, or planning your exit. Grab a free chapter at [www.DisruptiveSuccessor.com](http://www.DisruptiveSuccessor.com)

Jonathan Goldhill is a scaling-up business coach and strategist with 30 years’ experience guiding family businesses owners and disruptive entrepreneurs in creating more value in their businesses. Reach Jonathan at [Jon@TheGoldhillGroup.com](mailto:Jon@TheGoldhillGroup.com).

# Green Industry Hall of Fame Announces 2020 Inductees

*CLCA Life Member Lebo Newman Among Those Being Inducted*

The Green Industry Hall of Fame (GIHOF) is proud to announce their 2020 inductees to be honored at the first-ever televised ceremony from the Sherman Library & Gardens in Corona del Mar. Since 2003 industry professionals have been honored for their lifetime commitment to the green industry. This year the following inductees are acknowledged:



- Chris Davey, The Toro Company**
- John Greenlee, Greenlee & Associates**
- Walt Hagen\*, Hagen Enterprises**
- Don & Dave Hendrickson, Hendrickson Bros.**
- John Hourian, Hourian Associates**
- Kathy Kellogg Johnson, Kellogg Garden Products**
- Lebo Newman, Signature Coast Holdings**  
*\*posthumous induction*

“There are so many people in the green industry who have contributed amazing things that get nominated that it takes us a whole year to select the inductees,” says GIHOF co-founder, Charles Nunley. “By far this was the toughest year selecting inductees,” exclaims co-founder, Richard Daigle.

Traditionally the GIHOF Awards Ceremony has been a sit-down gala of family, friends, and colleagues held at banquet facilities. The pandemic has forced venues to close for an uncertain amount of time. However, in the spirit of healthy

living, the Sherman Library & Gardens in Corona del Mar has been open for visitors and welcomes this event with open arms. The inductions will be filmed for television to air 9 a.m. Saturday, November 7, 2020 on the award-winning program Things Green via PBS|KLCS TV. In all other areas, the simulcast can be watched via any device by clicking through to <http://klcs.org/klcs-at-home-learning-live/>.

“I’ve been involved in a lot of ‘firsts’ in my 34+ years as a radio and television host, but this ‘first’ is special to me because it’s the industry I know the best,” says Things Green host, Nick Federoff. “As an inductee myself, it’s a badge I proudly carry and am honored to be part of such an esteemed group being inducted this year in spite of the troubling times we have experienced – let’s celebrate!”

The Green Industry Hall of Fame is a non-profit organization with the mission to honor and preserve the contributions of those exceptional individuals who have served the green industry. Since 2005 the GIHOF has been acknowledging worthy people who have spent their lifetime in service and giving back to our industry.

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

#HorizonStrong

You need 62 fixtures & lamps + wire for a lighting install... tomorrow.

YEAH,  
WE GOT THAT.

IRRIGATION  
OUTDOOR LIVING  
LANDSCAPE  
EQUIPMENT

MORE THAN A STORE.

Visit us online, or stop in to your local store to experience the Horizon difference today.

@horizondistributors | HorizonDistributors

Horizon

800.PVC.TURF | [HorizonOnline.com](http://HorizonOnline.com)



**JOHN DEERE**

**COASTLINE**  
*Equipment*

# See Coastline Equipment for Your Compact Equipment Needs

**0%** APR for up to  
**60 MONTHS\***

**TAKE DELIVERY OF ANY OF THESE MACHINES BY OCTOBER 31, 2020  
AND RECEIVE UP TO 0% FINANCING FOR UP TO 60 MONTHS!**

\*Offer ends October 31, 2020. Prices and models availability may vary by dealer. Some restrictions apply; other special rates and terms may be available, so see your dealer for details and other financing options. Available at participating dealers.

### **California**

Long Beach, CA (562) 242-7400 · Bakersfield, CA (661) 399-3600 · Oxnard, CA (805) 485-2106 ·  
Santa Ana, CA (714) 265-5500 · Santa Maria, CA (805) 922-8329 · Sylmar, CA (818) 890-3353

### **Idaho**

Jerome, ID (208) 324-2900 · McCall, ID (208) 634-3903 · Meridian, ID (208) 888-3337

### **Nevada**

Elko, NV (775) 777-7070 · Las Vegas, NV (702) 399-2700

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