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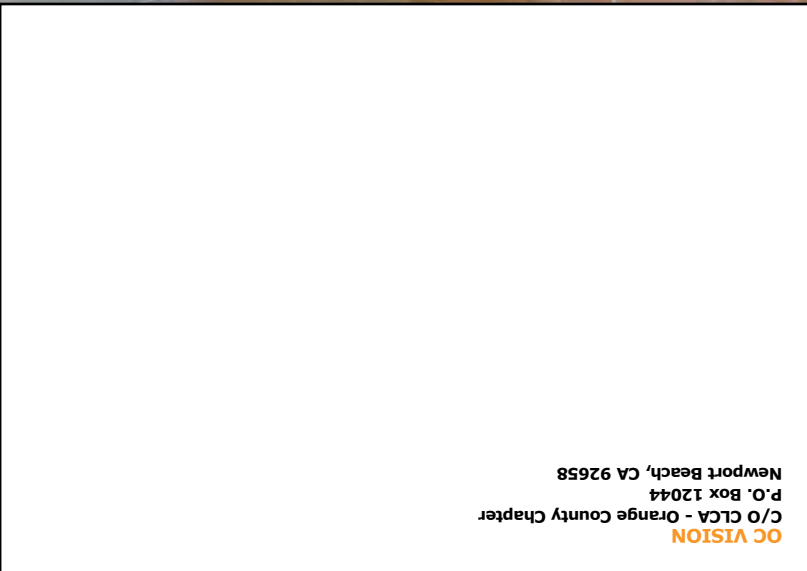


OC Vision

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



Cover Photo: ISC - Carousel Court by 2019 multi award-winning contractor Mission Landscape.



OC VISION
C/O CLCA - Orange County Chapter
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Sal Hernandez
Pacific Breeze Landscape
Chapter President

Change is Coming

Summer is finally over, although the weather didn't seem to get the memo. It sure is pretty hot outside still.

I want to thank those who attended our 2022 planning meeting and elections earlier this month. We got a lot accomplished and I'm very excited for what we've got planned for next year. *Get a sneak peek of our 2022 calendar on page 7 of this OC Vision.*

Please join me in welcoming our 2022 Board of Directors.

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Our Associate Member Rep and VP Membership positions remain unfilled. If you're interested in serving in either of these positions in 2022, please reach out to me.

There are a lot of changes coming our way that will affect our industry. Drastic delays in the supply chain will heavily

impact us and our suppliers. Also, many contracts are up for negotiation at the end of the year, which means prices will be going up on nearly everything! We've already seen this starting to happen. We need to plan now for these supply delays and rising costs.

With our industry's slow season approaching, now is the perfect time to start preparing. For me, things tend to slow down starting the week of Thanksgiving and remain slow through mid-January. Normally I use this time to ramp up my company marketing and catch up on training. This year I will also be re-evaluating my pricing/costs to ensure my company continues to make money.

Looking for something outside-the-box to do during your slow season? Consider participating in a beach cleanup. The recent leak in an oil pipeline that caused a major spill off the coast of our beaches earlier this month wreaked havoc on our coastline. I've reached out to Alexander Kim, District Director – AD 74, and he mentioned that they are working to hold a beach cleanup in December. This is a great opportunity for us to give back through community service.

Lastly, the Orange County Chapter is planning to have a LandPAC fundraising event next year. For those not familiar, LandPAC is CLCA's political action committee (PAC). Through LandPAC, CLCA educates our elected representatives about the landscape industry and issues affecting us. I've invited Senator Dave Min and Assemblymember Cottie Petrie-Norris to attend our event. They've both agreed to, barring any schedule conflicts of course. Legislation is key to the success of our industry. If you really want to make change, do it by getting involved. Meet with your legislators at our event next year, participate on our state legislative committee. Reach out to me and I will help you connect with ways to get involved.

For this month's book, I encourage you to read *Becoming a Strategic Business Owner* by Daniel M. Murphy.

~Sincerely, Sal



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Plan to Ring in the Holidays with Us on Thursday, Dec. 16, at Dave & Buster's Irvine!



Registration Opening Soon.
www.clca-orangecounty.org

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Install Strip Lighting in Three Easy Steps with SRP Strip Lights

Strip lighting can add eye-catching effects to outdoor living spaces, but it's a major pain to install. Completing a strip lighting project using the traditional method requires the separate purchase of numerous accessories, and installation can involve up to 20 complicated steps.

Not anymore! FX Luminaire's new SRP strip lighting makes installation so quick and easy, contractors will have it up and running in three simple steps. Just insert the LED spacer, slide the splice connector into the strip plate, and snap the connector clip in place. That's it!

"Many lighting contractors and designers find installing strip lights difficult and time-consuming," said James Cervantes, Product Manager for FX Luminaire. "Innovative SRP strip lights include all the accessories needed to make splice connections and terminations, so installation is quick and easy."



Everything is Included

Each SRP strip light comes in 10' (3.1 m) or 40' (12.2 m) lengths, with 2" (51 mm) cutmarks for precision customization. A preinstalled 10' (3 m) power feed, splice connectors, end caps, and all necessary accessories are included too. The unique splice connector design also eliminates the need for heatshrink or adhesive.

What's more, the specially designed silicone body delivers soft, even lighting

without hot spots — no diffusers needed! SRP strip lights are ideal for illuminating stair ledges, outdoor patios, hardscape elements, and more, making them the perfect way for growing any lighting business. Here's why:

- Extruded silicone body reduces hot spots, produces soft light distribution, and protects against harsh environments
- Two color temperature options offer a warm (2,700K) or soft (3,000K) look
- Compatibility with Luxor® Low-Voltage CUBE lets contractors add zoning & dimming capabilities
- AC power allows use with any low-voltage lighting transformer
- A high IP67 rating ensures dust-proof and water-resistant performance
- Optional aluminum channel flush mount simplifies installation on hardscape and under ledges

www.fx1.com



Devil Mountain Wholesale Nursery was established in 1995 to broaden the plant and tree palette available to landscape professionals. With over 1,100 acres of nursery stock, ten locations, and a robust plant brokerage service, Devil Mountain provides a single-source solution to landscape professionals. The acquisition of BrightView Tree Company in 2020 further increased plant availability, especially quality grown trees. Customers can expect to find a wide range of plants and trees in sizes ranging from 4" containers to 120" boxes. Orders can be placed online or you can shop the nursery in person, with will call pickup service or delivery available throughout Los Angeles and San Diego.

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Top 10 Culture Tips

By Jonathan Goldhill, Goldhill Group, www.thegoldhillgroup.com

1. There is always room for improvement.

Building a culture in the workplace is like building a city. There are always places to grow and expand for the betterment of the people.

2. You don't just suddenly have a culture, especially not a good one. You must build it.

Start with your purpose, values, and vision. This is your cultural foundation. Without a foundation, you have nothing to build upon.

3. To build your ideal culture, you need employees that fit your ideal culture.

Hire people who fit your core values. When people don't share your values, their presence can destroy a culture over time. Values are like behaviors we operate by; when people operate differently, they destroy the integrity of the organization.

4. Include company culture training as part of the onboarding experience.

It's important to start out on the right foot. Make sure your cultural values are aligned with the workplace behavior from day one. Don't have aspirational values you don't live by. Work with the revealed values already present.

5. Culture trickles down, not up.

If the upper leadership is not exemplifying the ideal culture, the team never will. Leaders should walk their walk and talk their talk. Authentic leaders embrace and live the values.

6. Focus on principles, not practices.

In these times, no organization is exempt from the frequent and sometimes drastic changes that plague the economy, especially in regards to technology. Practices are likely to become obsolete after half a decade while principles hold true. Netflix modified their practice of sending out DVD's to hosting streaming services while retaining their principle of providing thousands of movies and television to the public for a reasonable fee.

7. Pick the right perks to build upon your cultural foundation.

If the mission, values, and vision are the foundation, perks help build the structure. From medical benefits, to vacation time, to in office entertainment options - perks should be chosen to reflect your core principles and emphasize the culture. If your business is a family business and values family values, an employee might expect above average benefits in regards to maternity/paternity leave and vacation time, as well as flexible work hours in order to maximize family time while still getting the job done.

8. Growth requires feedback.

Road bumps and missteps cannot be fixed if they aren't known about. To foster a better company culture, leaders need relevant and timely feedback from their employees and employees need relevant and timely feedback from their leaders. We recommend you have Start-Stop-Continue conversations with your people frequently.

9. Growth requires goals and metrics.

What does it mean to you to have reached your next cultural milestone? 88% employee satisfaction? 99%? Set your goal, gather feedback on how to get there, implement changes, and gather feedback to see if you made it. Without monitoring key cultural metrics, you

won't be able to analyze your progress, potentially stunting growth and masking issues.

10. Remember the team building activities.

To build and sustain a healthy team culture, the team needs to know each other. Find team building activities that create a cohesive work unit. Start with low-risk activities and add moderate and high-risk team building activities as the health of your team improves.

“Hire people who fit your core values. When people don't share your values, their presence can destroy a culture over time.”

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- 4 Sporting Event tickets
- 2 Holiday Dinner tickets
- Recognition in magazine & website
- Link on emails to membership

Preferred – \$1,625 (\$2,025 value)

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- 1 Beautification Awards ticket + General Category Sponsorship
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- 2 Holiday Dinner tickets
- Recognition in magazine & website
- Link on emails to membership

Have questions? Contact Bronwyn Miller at (949) 466-1222 or eyescapec@yahoo.com.

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Contractor – \$700 Contractor Members Only!

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- Recognition in magazine & website
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2022 CLCA-OC Calendar	
<i>Mark Your Calendars & Save the Dates Now!</i>	
Jan. 12	OC Chapter 2022 Kickoff Meeting. Location TBD.
Feb. 9	CLCA University, Class #1. Location TBD. Topic: Irrigation Regulations & MWELO Updates.
Mar. TBD	CLCA LandPAC Fundraiser. Date & Location TBD.
April 13	CLCA University, Class #2. Location TBD. Topic: 2022 New Plant Introductions & Landscape Design Tips.
May TBD	Chapter Golf Tournament.
June 8	CLCA University, Class #3. Location TBD. Topic: HR in 2022 & Employee Retention.
July TBD	CLCA Picnic, Day at the Park. Date & Location TBD.
Aug. TBD	CLCA Outing to a Sporting Event. Details TBD.
Sept. 17	OC Chapter Beautification Awards, Mission Viejo.
Oct. 12	CLCA University, Class #4. Location TBD. Topic: Business 360 – Marketing your Business & Increasing Sales.
Dec. TBD	Chapter Holiday Party.

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<p>For more info. about advertising in the <i>OC Vision</i>, contact Bronwyn Miller at (949) 466-1222/eyescares@yahoo.com.</p>	

Landscape Maintenance: Managing Fall Leaves



The changing of the season is often appreciated for the deciduous trees' leaves showcasing beautiful hues of red, yellow and orange. However, once the leaves have fallen, they become a chore.

While some insist you should just leave the leaves, there is some nuance to that practice. Fallen leaves do decompose and provide valuable nutrients to the soil. They even provide a habitat for important insect species over the winter. Yet leaf litter is most useful in wooded areas.

Leaving a thick layer of leaves on a lawn blocks out sunlight and traps excess moisture against the turfgrass, resulting in a damaged lawn in the spring. They also provide an environment for rodents and diseases to wreak havoc.

Another issue with leaving leaves on the ground is they can be washed away to surface water via storm drains. They release phosphorus and nitrogen as they decompose and if this occurs in

the water, it can create an imbalance in the water ecology, resulting in excess algae growth.

If your clients are calling you in an attempt to avoid raking leaves themselves, there are several different management methods that can be used.

While there are the tried and true options of raking, blowing, or vacuuming leaves, below are some other ways to utilize fall leaves.

Mow Them

Rather than raking or blowing leaves off the property, mow the leaves so they become shredded into smaller pieces on the lawn. Just as grass clippings don't add thatch in the lawn, mowing leaves and leaving them in the lawn will not contribute to thatch.

This is best to do if the customer has a light layer of leaves on the lawn. The shredded leaves will eventually decompose and add nutrients to the yard. Make sure you can see the blades of grass through the leaves.

Mulch Them

If the volume of fallen leaves is far too thick to mow, another option is to utilize them as mulch in the customer's garden beds. They can be used to insulate shrubs and perennials as fallen leaves can serve as a barrier for spring weeds from sprouting among your client's shrubs, and there's no purchase necessary, unlike other organic mulches.

It's best to treat them as any other mulch and not apply more than 3-4 inches and keep them away from stems and trunks. The best leaves for mulch are maple as they break down easily. On the other end of the spectrum, oak and sycamore leaves take a while to break down and add organic matter and nutrients to the soil. Shredded leaves will break down more quickly.

Compost Them

Leaves are rich in carbon and can mix well with nitrogen-rich grass clippings for a balanced compost pile. You can make the most of what autumn brings by turning fall leaves into compost, which can enrich the soil, loosen heavy soils, and help sandy soils retain moisture.

You can collect the leaves and provide them to your customers to compost themselves or you can create your own compost pile at your facility, providing yourself with rich organic matter that can be used for future jobs.

This article, authored by Jill Odom - content manager for the National Association of Landscape Professionals (NALP), was originally posted on NALP's blog at <https://blog.landscapeprofessionals.org/>.

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Toro Company Recognized by EPA with WaterSense® Excellence Award

EPA recognizes Toro for sixth consecutive year for efforts in promoting water efficiency and conservation

The U.S. Environmental Protection Agency (EPA) recently recognized The Toro Company with a 2021 WaterSense Excellence Award for its dedication to helping consumers and businesses save water, even with the challenges presented by the COVID-19 pandemic. Presented during the WaterSmart Innovations (WSI) Conference and Exposition in Las Vegas, The Toro Company was recognized for promoting WaterSense and water efficiency throughout 2020, along with 33 other utilities, manufacturers, builders, retailers, and other organizations that partner with WaterSense to promote water-efficient products, homes and programs.

WaterSense is a voluntary partnership program sponsored by EPA and is both a label for water-efficient products and homes and a resource for helping consumers learn ways to save water. Since the program started in 2006, WaterSense labeled products have helped consumers and businesses save 5.3 trillion gallons of water – enough to supply all households in the United States with water for 200 days. In addition to water savings, WaterSense has helped reduce the amount of energy needed to heat, pump, and treat water by 603 billion kilowatt hours and save \$108 billion in water and energy bills.

“In 2020, our WaterSense partners continued to make saving water possible by educating consumers and businesses about WaterSense and water-efficient behaviors,” said Veronica Blette, WaterSense program manager. “Our award winners’ creative and committed approaches to water conservation



helped consumers save water, energy, and money on their utility bills at a time when they needed it most.”

The Toro Company has been awarded its sixth consecutive WaterSense Excellence Award, this time in Engagement and Outreach. In 2020, Toro launched its Sustainability Endures platform to continue its commitment to making a positive financial, social and environmental impact worldwide. Toro was also recognized for several efforts including its co-authoring of a children’s book on water conservation, designing and installing a water-efficient demonstration garden in a local park, and donating irrigation products for living gardens at several elementary schools. Toro also helped launch a series of resources to better equip contractors with the latest information on WaterSense labeled products, which have benefitted over 3,500 irrigation contractors since the series launched in 2020. To further educate distributors and irrigation contractors on the benefits of water-saving products, Toro also hosted or sponsored over 30 training events.

“Sustainability and outreach are a foundational part of our purpose and culture, so it is an honor to be recognized by the EPA with this important award,” said John McPhee, general manager, Toro Irrigation and Lighting Businesses. “We look forward to our continued partnership with the EPA WaterSense program to provide product and outreach solutions that advance the responsible use of water.”



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

Green Industry Achievers to be Inducted Into the Green Industry Hall of Fame November 13 in Yorba Linda, CA

The seven inductees will also be honored in second annual televised program

The honoring of the newest inductees into the prestigious Green Industry Hall of Fame on November 13 in Yorba Linda will spotlight some of the brightest and most dedicated individuals in the industry. The Green Industry Hall of Fame induction ceremonies will take place on Saturday, November 13, 2021, 6 p.m. at Black Gold Golf Club, One Black Gold Drive, Yorba Linda, CA 92886.



Green Industry Hall of Fame co-founders Richard Daigle and Charles Nunley list the following purposes of the Green Industry Hall of Fame:

- To honor individuals, past and present, for their significant impact on the green industry;
- To preserve green industry equipment from previous eras;
- To educate the public about the profound impact these individuals and pieces of equipment continue to have on the green industry today.

The dinner will be the backdrop for the second annual television extravaganza that will air 9AM, Saturday, November 27, on the award-winning PBS|KLCS television show, Things Green.

Don't miss the yearly event that draws scores of what many would consider the "Who's Who" of the green industry today. Dinner is \$105 per person.

The following green industry achievers will be inducted that evening:

- Chris Austin – Maven's Notebook
- Marty Gottlieb – M. Gottlieb & Assoc., Inc.
- Daryl Green – Green Product Sales
- Donald Hodel – UC Extension, LA Horticulturalist (ret.)
- Marty McPhee – Park West, Inc.
- Baxter Miller – BMLA, Inc.
- Robert Seat – Seatree Nurseries, Inc.

Visit www.greenindustryhalloffame.org and follow the links for registration to make reservations online. While there, peruse the rest of the site to learn more about the organization and past Green Industry Hall of Fame inductees.



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