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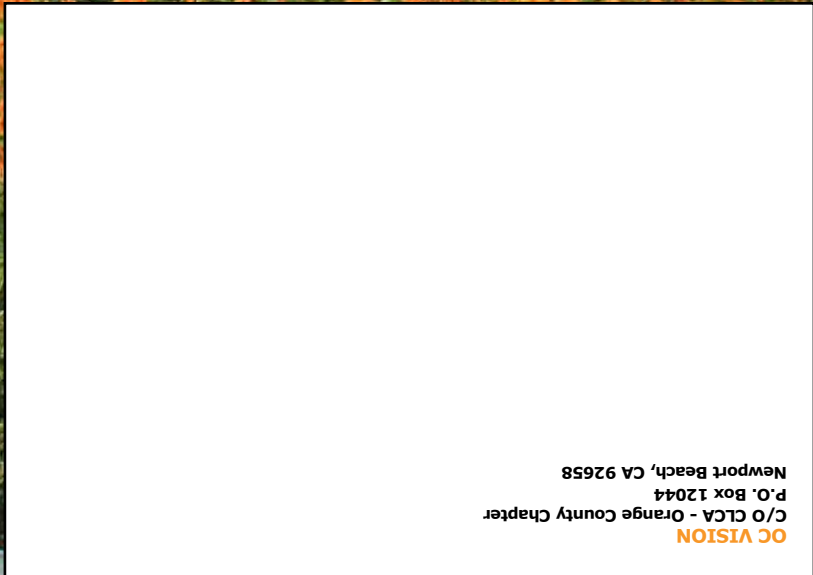


# OC Vision

Official Publication of the Orange County Chapter of California Landscape Contractors Association • [www.clca-orangecounty.org](http://www.clca-orangecounty.org)



**COMPLETE 2023 BEAUTIFICATION AWARDS COVERAGE INSIDE!**



Cover Photo: 2023 Allen Chariton Memorial Judges' Award winning Azulon at Mesa Verde by multi award-winning contractor Mission Landscape.



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



## 2023 Orange County Chapter CLCA Coaching Staff



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*For information about what we're doing in 2023, contact Dave.*



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



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California Landscape Contractors Association - Orange County Chapter



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## Giving Back

After this year's awards banquet, I was approached by several people thanking me for donating my time to the CLCA. It caught me a little off guard. I had never really thought of it as a donation of time. Yes, it adds to my workload but, for the most part, giving back has just become part of my normal professional routine.

After further reflection, it reminded me of my dad. He was a full-time teacher, part-time police officer, and volunteer coach. Amidst these commitments, he still found time to be a great dad, raising my brother and me. I remember asking him why he wanted to be a police officer when he already had a job as a teacher. He answered that it was a great way to stay involved and give back to the community. Upon his retirement, he had taught for 35 years, served over 20 years in the police department, and volunteered for many years of coaching.

Not surprisingly, I feel the same way as my father when it comes to giving back. Donating time to the CLCA is my way of giving back to my community... my green industry community.



**Dave Horton**  
So Cal Concepts  
Chapter President

Being a member of CLCA has helped my business exponentially over the years. Insurance, HR help, and contracts have all been invaluable resources. But CLCA has helped me most in offering me the opportunity to give back. Giving back and being involved positioned me to build relationships and expand my network, receive advice from CEOs of the largest companies in the industry, and get the support I needed to raise the bar in my craftsmanship. It has also increased my professional development and taught me how to manage people better.

I am so grateful to my mentor Richard Cohen for exposing me to CLCA and in return, I am exposing my employees. I have no doubt that they will benefit from it too.

My advice to you... get involved and give back to your professional community. I think you will find it will do more for you than you think. ~Sincerely, Dave

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# 2023 OC BEAUTIFICATION AWARD WINNERS

## **SMALL RESIDENTIAL A LANDSCAPE INSTALLATION**

Sponsor: Arborjet-Ecologel

### **WINNER**

**Midwest Landscaping**  
Catron Project

### **ACHIEVEMENT**

**So Cal Concepts**  
Asner Residence

## **SMALL RESIDENTIAL B LANDSCAPE INSTALLATION**

Sponsor: Imperial  
Sprinkler Supply

### **WINNER**

**So Cal Concepts**  
Grover Residence

## **MEDIUM RESIDENTIAL LANDSCAPE INSTALLATION**

Sponsor: Brightview  
Landscape Development

### **WINNER**

**Pacific Breeze Landscape**  
Constantino's Residence

### **ACHIEVEMENT**

**Pacific Breeze Landscape**  
Lipton's Residence

## **COMM./IND./MULTI-UNIT LANDSCAPE INSTALLATION**

Sponsor: ORCO Block  
& Hardscape

### **WINNER**

**Mission Landscape**  
Hoag Leadership Center

## **DESIGN/BUILD LANDSCAPE INSTALLATION**

Sponsor: TOP Lights

### **WINNER**

**Pacific Breeze Landscape**  
Constantino's Residence

### **ACHIEVEMENT**

**Pacific Breeze Landscape**  
Lipton's Residence

## **SMALL RESIDENTIAL LANDSCAPE RENOVATION**

Sponsor: ORCO Block  
& Hardscape

### **ACHIEVEMENT**

**Tropical Plaza**  
Tina Tran Residence

## **COMM./IND./MULTI-UNIT LANDSCAPE RENOVATION**

Sponsor: Southwest  
Boulder & Stone

### **WINNER**

**Mission Landscape**  
Calty Landscape

### **ACHIEVEMENT**

**Park West**  
Settlers Entry

## **SPECIAL EFFECTS: SPECIALTY PLANTINGS, POTS, OR MONUMENTS IN LANDSCAPE**

Sponsor: OC Chapter of CLCA

### **ACHIEVEMENT**

**Pacific Breeze Landscape**  
Lipton's Residence

## **ORANGE COUNTY GREEN SINGLE-FAMILY RESIDENTIAL**

Sponsor: Municipal Water  
District of Orange County

### **WINNER**

**Midwest Landscaping**  
Smith Project

### **ACHIEVEMENT**

**Tropical Plaza**  
Olsen Residence

## **ORANGE COUNTY GREEN COMM./IND./MULTI-UNIT**

Sponsor: Site One  
Landscape Supply

### **WINNER**

**Tropical Plaza**  
St. Paul Sanctuary

## **RESIDENTIAL MAINTENANCE \$501-\$1,000/MO.**

Sponsor: Site One  
Landscape Supply

### **WINNER**

**So Cal Concepts**  
Grover Residence

## **MULTI-UNIT MAINTENANCE UP TO \$4,000/MO.**

Sponsor: CLCA Insurance  
Solutions

### **WINNER**

**Mariposa Landscapes**  
Bolsa Row Condo HOA

## **MULTI-UNIT MAINTENANCE \$4,001-\$8,000/MO.**

Sponsor: OC Chapter of CLCA

### **WINNER**

**Mission Landscape**  
Carmel at Terra Vista

### **ACHIEVEMENT**

**Mission Landscape**  
Skyloft Apartments

## **MULTI-UNIT MAINTENANCE OVER \$8,000/MO.**

Sponsor: Devil Mountain  
Wholesale Nursery

### **WINNER**

**Park West**  
The Groves

### **ACHIEVEMENT**

**Mission Landscape**  
The Enclave

## **PUBLIC WORKS MAINTENANCE**

Sponsor: Imperial  
Sprinkler Supply

### **WINNER**

**Mission Landscape**  
Key Ranch Historical Park

## **RETAIL/OFFICE/INDUSTRIAL LANDSCAPE MAINTENANCE**

Sponsor: SPJ Lighting

### **WINNER**

**Mission Landscape**  
Innovation Office Park (1, 2, 2B)

## **LANDSCAPE MAINTENANCE 30+ YEARS OLD**

Sponsor: Everde Growers

### **WINNER**

**Mission Landscape**  
Green Valley Apartments

### **ACHIEVEMENT**

**Stay Green**  
Huntington Creek



# SPECIAL AWARD WINNERS

## ALLEN CHARITON MEMORIAL JUDGES' AWARD

Best overall maintenance.  
Sponsor: Milwaukee Tool

**Mission Landscape**  
Azulon at Mesa Verde

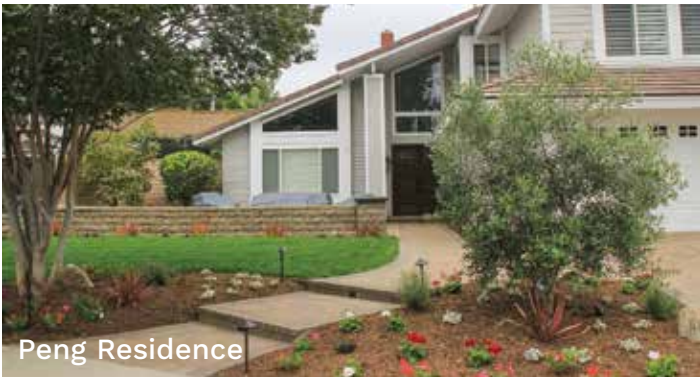


Azulon at Mesa Verde

## ROBERT WADE MEMORIAL PRESIDENT'S AWARD

Best overall installation.  
Sponsor: SPJ Lighting

**Tropical Plaza**  
Peng Residence



Peng Residence

## SWEEPSTAKES AWARD

Best overall entry in any category.  
Sponsor: CLCA Insurance Solutions

**Las Flores Landscape**  
Woodbury Apartments



Woodbury Apartments



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**SWEEPSTAKES AWARD** – *Winning the award for being the “best in all categories” is Las Flores Landscape, Joe Hamby; presented by Dave Horton for sponsor CLCA Insurance Solutions.*



**ALLEN CHARITON MEMORIAL JUDGES’ AWARD** – *Winning the award for best maintenance is Mission Landscape, Antonio Rodriguez (right); presented by Bradley Herzog for sponsor Milwaukee Tool.*



**ROBERT WADE MEMORIAL PRESIDENT’S AWARD** – *Winning the award for best landscape installation project is Tropical Plaza, Lucas Fields and Joe Martinez (right); presented by Carlos Arresola (center) for sponsor SPJ Lighting.*



**SMALL RES INSTALLATION A** – *Winning the Award is Midwest Landscaping, Ed Wallace; presented by Wister Dorta for sponsor Arborjet - Ecologel.*



**PUBLIC WORKS MAINTENANCE** – *Winning the Award is Mission Landscape, Jon Cernok (right); presented by Kevin Treft for sponsor Imperial Sprinkler Supply.*



**MULTI-UNIT RES MAINT UP TO \$4K/MO** – *Winning the Award is Mariposa Landscapes, Ricardo Chaidez (right); presented by Dave Horton for sponsor CLCA Insurance Solutions.*



**MULTI-UNIT RES MAINT OVER \$8K/MO** – *Outstanding Achievement to Mission Landscape, Rigoberto Mejia (center) and Rafael Barajas (right); presented by Dave Horton for sponsor Devil Mountain Wholesale Nursery.*



**MAINT OVER 30 YRS OLD/OVER \$3K/MO** – *Outstanding Achievement to Stay Green, Miguel Magana (right); presented by Brad Sanders for sponsor Everde Growers.*



**RESIDENTIAL MAINT \$500-\$1K/MO** – *Winning the Award is So Cal Concepts, Hector Nava; presented by Luis De Simas for sponsor Site One Landscape Supply.*



**RESIDENTIAL OC GREEN** – *Outstanding Achievement to Tropical Plaza, Les Fields; presented by Tina Fann for sponsor Municipal Water District of Orange County.*



**RETAIL/OFFICE/IND MAINTENANCE** – *Winning the Award is Mission Landscape, Bardo Serrano (second from left), Jon Cernok, and Jose Soto (right); presented by Carlos Arresola (left) for sponsor SPJ Lighting.*



**COMM/IND/MULTI-UNIT RENOVATION** – *Winning the Award is Mission Landscape, Antonio Rodriguez (right); presented by Dave Horton for sponsor Southwest Boulder & Stone.*



**MEDIUM RES INSTALLATION**  
 Winning both the Award and Outstanding Achievement in this category is Pacific Breeze Landscape, Thomas Medina (right); presented by Dave Horton for sponsor Brightview Landscape Development.



**MAINT OVER 30 YRS OLD/OVER \$3K/MO**  
 Winning the Award is Mission Landscape, Daniel Barajas (center) and Rafael Barajas (right); presented by Brad Sanders for sponsor Everde Growers.



**RESIDENTIAL OC GREEN** – Winning the Award is Midwest Landscaping, Ed Wallace; presented by Tina Fann for sponsor Municipal Water District of Orange County.



**SMALL RES INSTALLATION B**  
 Winning the Award is So Cal Concepts, Hector Nava; presented by Kevin Trefl for sponsor Imperial Sprinkler Supply.



**COMMERCIAL OC GREEN** – Winning the Award is Tropical Plaza, Joe Martinez, Lucas Fields, and Anthony Katsivallis; presented by Evan Moffitt for sponsor Site One Landscape Supply.



**MULTI-UNIT RES MAINT OVER \$8K/MO**  
 Winning the Award is Park West, Quentin Vermilyea (center), and Brad Keil (right); presented by Dave Horton for sponsor Devil Mountain Wholesale Nursery.

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**STATE PRESIDENT** *Evan Moffitt (right) receives a warm welcome from OC board member Richard Cohen at the September 23 Beautification Awards gala held at the Black Gold Golf Club. Evan served as this year's awards emcee.*



**WELCOMING** *attendees at the registration table are the So Cal Concepts' team of Hector Nava and Angela Horton.*



**LONG-TIME FRIENDS** *Mike Altshuler, Steve Jacobs, and Dan Conger catch up during the reception. Steve is a past State President and served as a judge for this year's competition.*



**VP EVENTS** *Margot Boyer attends the banquet with her husband John. Margot worked tirelessly to make sure the event was fantastic. Great job!*



**TROPICAL PLAZA** *reps look forward to seeing the quality landscaping performed in the OC during the multi-media awards presentation.*



**EVERE GROWERS** *rep Brad Sanders is joined at the gala by his wife Kim.*



**STAY GREEN** *reps Rosario and Miguel Magana are eager to learn if their company won an award in this year's competition.*



**PREMIUM SPONSOR** *SPJ Lighting rep Carlos Arresola attends the event with his friend Juan Tovar. Thank you for your support as a top-tier OC Champion, SPJ Lighting!*



**PARK WEST** *reps Lisa Kohlenberger, Brad Keil, and Quentin Vermilyea enjoy making new friends at functions like this.*



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**NEW CLCA MEMBER** Harrell's rep Donette Lamson is joined at her first CLCA Beautification Awards by friend and Assured Partners rep Melissa Tetzlaff.



**PACIFIC BREEZE LANDSCAPE** reps celebrate their multiple wins with their clients, the Constantinos (right). The Constantino's Residence won first place in both the Medium Installation and Design/Build categories.



**VP RESOURCE MANAGEMENT** Dylan Pack attends the awards event with his fiancée, Madison Jones.



**MISSION LANDSCAPE** reps Rigoberto Mejia, Aracely Mejia, Anayely Morales, and Daniel Barajas can hardly contain their excitement.



**MARIPOSA LANDSCAPES** reps Irving Gallegos, Michael Williams, and Ricardo Chaidez are anxious to learn if they won an award.



**BIG WINNER** of the night is Mission Landscape with nine awards. Company reps Jose Soto, Bardo Serrano, Leo Chamu, and Antonio Rodriguez are ready to celebrate!



**CHAPTER PRESIDENT** Dave Horton thanks Steve Jacobs for serving as a judge in this year's competition. Steve and Rene Emeterio (not pictured) spent two full days traveling all over the county assessing projects for award.



**MIDWEST LANDSCAPING** reps Chely Garcia, Ed Wallace, and Rama Nayeri are stoked their water-saving project won first place.



**LAS FLORES LANDSCAPE** reps Debbie and Joe Hamby can't wait to share the news of their Sweepstakes Award win with their client. Congrats to them on being awarded the best overall project in the entire competition!

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**DON'T MISS THE NEXT EVENT**

**OC Chapter Holiday Party is Thursday, December 14, at Orange County Mining Co.**

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# Pay Philosophy

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

A business owner from Oregon called me the other day to talk about his company's compensation system. The fundamentals were keenly in place: the company goals were well established, each company position had a tandem job description and performance appraisal form, the wage and salary scales were current, and the company culture manifested a results-based, team-oriented ambience. So far so good. Nice job!

Sensing increased financial pressure from the external economy, coupled with local competitor intrusion, the owner sought me out as a viable sounding board on additional elements to extend the utility of his company's compensation system to attract, motivate, and retain highly-talented employees. Our provocative discussion touched on several noteworthy components including non-discretionary bonus plans, a performance-based career ladder, and sincere rewards and recognition events intended to commemorate productivity, while reinforcing the entrepreneurial mindset within the company culture.


With the passage of time, I paused our insightful discussion and suggested the owner decide on his company's overall pay philosophy. Unaware of this concept, I informed the owner that a company should have an overarching theme that drives its compensation decisions relative to the local environment.

**1: Match.** This compensation philosophy sets pay levels that are equivalent to those of other companies in the local employment marketplace. In this case, the company targets


its compensation plans at the market median (i.e., 50% of companies pay above this level, 50% of companies pay below this level). This *safe* option neither stimulates nor disenfranchises new talent from joining the team. This lack of capitalist flair, is often complemented by additional perquisites intended to attract qualified applicants (e.g., aggressive bonus potential, a well-matched 401(k) plan, and sundry paid time off options like vacation, sick leave, holidays, company closure between Christmas and New Year's Day).

**2: Lag.** This compensation philosophy sets general pay levels below those commonly found in the prevailing labor market. Here, the company normally desires a pay system at approximately the 25<sup>th</sup> percentile (i.e., 75% of companies pay higher than this level). While certainly not ideal, especially in the current economic conditions defined by rapacious inflationary pressures and interest rates, this stance can work if the intangible aspects of employment with the company over-ride the penurious pay philosophy. For example, perhaps a company's brand image is sparkling, its culture is fraternal and engaging, the training and development programs enable employees to feel fulfilled and invested, and the uniforms, trucks, equipment, yard space, and charismatic leadership incite pride, all of which may entice employees to work for this company. While seemingly a tall order to fill, this compensation philosophy can succeed if said intangibles are indeed axiomatic. Lamentably, due to inveterate focus on cost containment, many landscape companies with a lag


*Continued on Next Page...*




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## Pay Philosophy

*...continued from previous page*

philosophy do not adequately supplement their low wages as described above, and consequently are simply viewed as being cheap.

**3: Lead.** This compensation philosophy establishes a compensation structure noticeably above that found in the local community. In practice, this means taking the 75<sup>th</sup> percentile of the market value as the salary scale mid-point and building around it aggressively (i.e., +20%). Predictably, this approach should increase the supply of high-caliber candidates, improve selection rates of qualified applicants, heighten morale and productivity, decrease employee turnover, and discourage unionization efforts. Naturally, this compensation philosophy adds significantly to overall labor costs and as such, the adjoining company budget, production rates, and gross margin goals must be closely monitored. A lead strategy is often most appropriate for organizations located in highly-competitive labor markets.

As a capitalist, I firmly agree with the timeless adage that “you get what you pay for,” whether it is for goods, services, or labor. For the lead pay philosophy to be successful, all requisite drivers must be optimally aligned: ambitious revenue goals, aggressive hourly billable rates, challenging production standards, unquestioned job quality, and a performance management system fixated on employee accountability.

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