



OC Vision

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

CLCA-OC Calendar & Other Upcoming CLCA Events

Mark Your Calendars & Save the Dates Now!

- Oct. 7** 2022 Chapter Planning Meeting & Board Elections, 9 a.m., Irvine.
North Park Community Clubhouse: 10 Meadow Valley.
Interested in serving on the 2022 OC Chapter Board of Directors? Call Chapter President Sal Hernandez at (714) 909-3784 to submit your nomination.
- Oct. 13-14** Landscape Expo, Long Beach Convention Ctr.
Learn more & register at www.thelandscapeexpo.com.
- Nov. 3-6** CLCA Convention in Ka'anapali, Maui, Hawaii.
Learn more at www.clca.org/convention.
- Dec. 16** Chapter Holiday Party, 7 p.m., Irvine.
Dave & Busters: 661 Spectrum Center Dr., Irvine.

2022 Chapter Planning Meeting & Board Elections Set for Thursday, October 7, in Irvine

All CLCA members welcome!

Are you looking for ways to get involved with the Orange County Chapter of CLCA? Looking to make a difference? Want to be a part of the decision-making process for chapter events and programs now that things are opening back up? Now's your chance!

Join us for our 2022 planning meeting on Thursday, October 7, at the North Park Community Clubhouse in Irvine from 9 a.m.-3 p.m. **Chapter elections will be held at 11 a.m.**

At this planning meeting, we will brainstorm ideas for our 2022 events and educational programs, assess past events (what worked, and what didn't), detail a 2022 budget, and more!

Attending this meeting will give you the opportunity to voice any ideas you have, volunteer for a committee you're interested in helping on, or simply get a first-hand look at how we come up with the fun and educational programs we offer throughout the year. Interested in serving on the 2022 board? Call Chapter President Sal Hernandez at (714) 909-3784 to submit your nomination.

This meeting is FREE to attend and includes lunch. RSVP's are required to ensure we have enough food. Reach out to Bronwyn Miller and let her know you plan to attend. She can be reached by calling (949) 466-1222 or emailing eyescares@yahoo.com.

Can't stay for the entire time? No worries! Join us for as little or as long as you can. All members are welcome and encouraged to attend. We hope to see you there!

The North Park Community Clubhouse is located at 10 Meadow Valley, Irvine, CA 92602.

..... Save the Date

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



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2021 Orange County Chapter CLCA Coaching Staff



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SAL HERNANDEZ
 Pacific Breeze Landscape, Inc.
 (714) 909-3784

For information about what we're doing in 2021, contact Sal.



Immediate Past President
ED WALLACE
 Midwest Landscaping
 (562) 755-9914

For answers to general inquiries, contact Ed.



Treasurer
STEVE BECKSTROM
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 (949) 463-3284

For anything chapter finance related, contact Steve.



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



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



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



V.P. Legislation
DAVE NORRED
 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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 CLCA Insurance Solutions
 (562) 243-5330

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



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



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 So Cal Concepts, Inc.
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For answers to general inquiries, contact Dave.

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

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Adapting for Success

I'd like to start by thanking everyone who joined us at our baseball event earlier this month. We enjoyed a really great time networking, dining on some tasty tacos, and watching the Angels play the Rangers. *Check out the pics from this event on page 11 inside this OC Vision.*

For those who don't know, I love to surf. I typically go out in Bolsa Chica or by Huntington Beach pier. When surfing, I have to watch the tides and the wind closely. A slight change in either can make for a good *or* bad session. Adapting to the change is critical.

COVID has created A LOT of change for everyone. As business owners, we find ourselves constantly trying to adapt. The labor shortage has been a struggle for everyone, as well as inflation. At Pacific Breeze Landscape, our staff has been asking for raises – which is understandable – but is proving challenging as we also juggle the increase in material prices.

While reconciling our numbers last month, we noticed that July was almost a break-even month. This was caused by a couple of things. The first was that we did not have a clause in our contracts for escalation of prices. The second was

because we have outgrown our existing business software.

Thankfully one of CLCA's many benefits is legal contracts. Did you know that CLCA offers 13 different landscape construction and maintenance contracts and legal forms? Their forms are reviewed by a construction law attorney and include terms and conditions specific to our industry. They have also created an addendum that addresses pandemic-related issues. That's just what I needed! To remedy my software issue, we are transitioning onto a new program to help us achieve our goals.

All that being said, make sure you stay on top of what is going on. It is important to recognize change and learn to adapt so that your bottom line is not affected. At the end of the day, we are in business for profit!!!

For this month's book, though I am still reading it myself, I encourage you to read, *Simple Numbers, Straight Talk, Big Profits!*, by Greg Crabtree.

~Sincerely, Sal



Sal Hernandez
Pacific Breeze Landscape
Chapter President

◆◆◆◆ CLCA Wine Tasting Fundraiser Raises \$1,740 for LandPAC ◆◆◆◆



LANDPAC FUNDRAISER – *The San Fernando Valley and Channel Islands Chapters of CLCA hosted a Wine Tasting Fundraiser for LandPAC on August 19, 2021. Among the more than 45 in attendance were OC Chapter President Sal Hernandez, Rick Neugebauer of De Partola Estate Winery, and past OC Chapter President Ed Wallace.*



CPC DIRECTOR SOUTH *Ed Wallace chats with CLCA Ambassador Charles Nunley and one of the evening's speakers, Assembly-member Suzette Valladares. State Senator Scott Wilk (not pictured) was also in attendance and spoke to the group. LandPAC is an important adjunct to CLCA's governmental affairs program. Learn more by visiting www.clca.org/landpac.*

Wine donations for this event came from David DuBois of Cholame Vineyard, Rick Neugebauer of De Partola Estate Winery, and Robert and Jill Crudup of Cooper's Ridge Vineyards.

The OC Chapter is working to organize a fundraiser to benefit LandPAC in 2022! Stay tuned.

Join the 2022 Chapter Board of Directors!

The OC Chapter is accepting nominations for the 2022 year. If you're interested in joining the board and making a difference, please reach out to Chapter President Sal Hernandez at (714) 909-3784. Elections will be held at the Oct. 7 planning meeting.

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CLCA Legislative Update

Submitted by CLCA President-Elect, Megan Rios, Rios Design Studio LLC

CLCA PRIORITY BILLS AS OF SEPT. 7, 2021

SB 410 (Leyva-D): Occupational safety and health: regulations

Exempts any occupational safety and health standard and order (CalOSHA regulations) from the standardized regulatory impact analysis (SRIA) required for major regulations by the Administrative Procedure Act (APA). The SRIA process was created by the Legislature and was passed by vast majorities in both houses with the goal of ensuring that new regulations of a sufficiently large size (economic impact exceeding \$50 million) should be thoroughly analyzed. It requires that the Department of Finance (DOF) should review the estimated economic impact to confirm the methodology used in these estimates were suitable. As a result of the SRIA process, improved economic analysis has been available to members of the public and policy makers over the past decade.

This bill is a huge step backward for transparency and common fiscal sense.

Recommendation: Oppose 2

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AB 223 (Ward – D): Wildlife: dudleya: taking & possession

This legislation was recommended to be considered for support by CLCA Legislative Committee member Peter Dufau. The bill currently sits in the Senate Appropriations “suspense” file.

The purpose of this AB 223 is to make it a misdemeanor to uproot, harvest or cut dudleya from state or local government property or from private property without permission and to sell, export, purchase dudleya that was taken illegally. Dudleya is a perennial California native succulent that has about 68 subspecies. As the popularity of succulents grow internationally, cases of illegal poaching of the state’s native dudleya have risen alarmingly, necessitating action and enforcement that will disincentivize it. These succulents can be grown in nurseries, but a fixation from buyers on larger, more mature dudleya that have been shaped by growing conditions in their natural habitat and have visible signs of weathering, has driven up the price of dudleya taken from natural areas of the state to as much as \$1,000 per plant making them an attractive target of poachers.

Under existing law, a person can already be prosecuted for the taking of dudleya. Depending on the circumstances and the specific species taken, the defendant could be prosecuted under the federal Endangered Species Act., California Endangered Species Act., the Native Plant Protection Act., the California Desert Native Plants Act., or simply under the Penal Code provision making it a crime to take plant material from public land or land that belongs to another person. Given the status of current law, it is unclear whether it will be any easier to catch and prosecute poachers under AB 223 if enacted.

Recommendation: CLCA Legislative Committee have a discussion on the pros and cons of weighing in on this measure.

LABOR COALITION LETTER – Cal-OSHA COVID-19 Paid Sick Leave Extension

On March 19, 2021, Governor Newsom signed SB 95, granting two weeks of emergency paid sick leave for COVID-19 to workers with employers who have 26 or more employees through September 30, 2021. A broad coalition of labor groups have recently written the Governor and legislative leadership asking for immediate action to extend this paid sick leave. The letter did not say specifically, but the assumption is that the extension ask is through the end of 2021. The labor coalition is asking for this to be accomplished through a budget trailer bill.

- There is a Cal-Chamber led coalition letter being prepared responding to this. Does CLCA want to weigh in?

Continued on Next Page...

CLCA’s legislative program includes professional lobbying in Sacramento, grass roots action, and involvement in political coalitions. CLCA also has a political action committee, LandPAC, that raises funds from the landscape industry and uses that money to support qualified candidates for political office.
Learn more at www.clca.org/clca-legislation-center/

CLCA Legislative Update

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DROUGHT LEGISLATIVE UPDATE

California has a total of 50 counties out of 58 that are under emergency drought declaration by the Governor. This represents the majority of California's nearly 40 million people. Consequently, we are starting to see both voluntary and mandatory water conservation measures put into place.

The Governor and Legislature agreed on billions in new spending on drought related initiatives in the 2021-22 budget. In July, right before going on summer recess, the Legislature sent the Governor a supplemental appropriations bill, SB 129 (budget bill junior), that included over \$3.2 billion in new General Fund spending on drought.

The most significant allocations in SB 129 for the "Water and Drought Resilience Package" include:

- a) \$1.3 billion one-time to the State Water Resources Control Board (SWRCB), \$650 million of which will be available for drinking water projects, \$650 million for wastewater projects, \$85 million for groundwater cleanup and water recycling projects.
- b) \$500 million to Department of Water Resources (DWR) for small community drought relief (\$200 million), urban community drought relief (\$100 million), multi benefit projects (\$200 million).
- c) \$100 million to DWR for water conveyance projects.
- d) \$85 million to SWRCB for groundwater cleanup/water recycling projects.
- e) \$65 million to the Wildlife Conservation Board for local assistance for drought-related purposes.
- f) \$60 million to the Department of Water Resources (DWR) for the Sustainable Groundwater Management Act.
- g) \$33 million to the Department of Fish and Wildlife for fisheries and wildlife support projects.
- h) \$33 million to SWRCB for water rights modernization.
- i) \$10 million to DWR for salinity barrier projects.

SB 129 also sets aside over \$730 million that is still being negotiated between the Governor and Legislature for remaining proposals. We anticipate seeing more legislation before the end of session.

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

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CLCA OC Chapter President, Sal Hernandez, Presenting at The Landscape Expo in Long Beach on October 13

Topic: Labor Pain of Small Business Growth: Navigating Through Change
CEUs/PDHs: LA CES/HSW 1.5, APLD 1.5, NALP 1.5

The Landscape Expo, a regional trade show and educational conference for landscape professionals, features a variety of educational seminars and hundreds of exhibitors. This year's "COVID safe" expo will be held October 13-14, 2021 at the Long Beach Convention Center.

CLCA OC Chapter President, Sal Hernandez, is one of the great new speakers TLE has brought in for 2021. His seminar on the topic of *Labor Pain of Small Business Growth: Navigating Through Change* is scheduled for October 13, 2021 from 10 - 11:30 a.m.

This course is suitable for new contractors/entrepreneurs or contractors/entrepreneurs who are producing under one million in revenue. The purpose of this course is to explore and identify the issues that arise as the business is growing, identify solutions, and execute results.

Learning Objectives:

1. How to work on the business and not in the business
2. Adapting and overcoming to changes
3. Creating systems leveraging technology

This seminar will earn you 1.5* Credits - NALP; 1.5 Credits - APLD, LA CES/HSW.

Register before September 30, 2021 and save on your registration fee. Register at www.thelandscapeexpo.com.

Other Agencies and Organizations at TLE

- This year they will have Dan Mabe from the Green Zone Alliance and a speaker from CARB. (You do know about the new laws relating to gas powered equipment and trucks, right?)
- The USDA will be exhibiting with their rain demo and a soil scientist will be discussing soil and drought. They are also working to have a panel discussion on Carbon in the Landscape.
- The California Native Plant Society, CISEC, and the Greywater Action group will be speaking.
- Kathy Kellogg and Dan Noble, on behalf of the ACP, will be talking on compost and Senate Bill 1383 which will impact the landscape industry dramatically, effective January 2022.

You don't want to miss it! Plan to attend and learn about the new and exciting products available while perusing exhibitor booths, earn CEU's by attending seminars, and catch up with green industry friends!

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Giving Your Company Website a Digital Facelift

While most customers come from referrals and word of mouth, people who are looking for a lawn care or a landscape company without a suggestion from a friend or family member are going to be searching online. Even if a potential client has received a referral, some still like to check out the business's website.

If you're like most landscape companies, you probably have a website for this specific purpose, but does it just check the box of having a business website or does it truly represent your brand well and answer visitors' questions about what you do and where you do it?

Why Up-To-Date Websites Matter

First impressions are important, and websites are often a gateway on how your company presents itself to potential customers and job applicants.

You might be under the impression that if your website isn't 'broke' there's no need to fix it.

"This is a very commonly misinterpreted phrase in the industry, as determining whether a website is broken can't happen without knowing exactly what your landscape

website is supposed to do," says Adam Strimaitis, vice president of channel sales and partnerships for Webware.io. "Loosely translated, if your website is not getting your phone ringing, keeping it ringing, generating leads & referrals and ultimately revenue, then it is 'broke' and needs to be fixed."

"First impressions are important, and websites are often a gateway on how your company presents itself to potential customers and job applicants."

If you already have enough business, having an up-to-date website can help attract larger, more professional clients that like to look through a website and see how modern the business is. Also, it's hard to predict the future and while you might have enough clients today you might not have enough tomorrow.

Having a website that helps build your presence gives you something to fall back on when you do need to attract more clients. You can also showcase your services and avoid getting calls about services you don't do in areas you don't serve.

"Much like a professionally landscaped property, aesthetic, modern, eye-catching presentation is the big draw that leaves people wanting to know more," Strimaitis says. "Unfortunately, landscape companies who have outdated websites never truly know how many customers they have lost – simply because they look...and don't call."

Continued on Next Page...



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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Giving Your Company Website a Digital Facelift

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How Often Should You Update?

So, you might be wondering how often you should be updating your website so it stays looking current. Here the advice varies among the pros but a good rule of thumb is *at least monthly*.

Updates to your site can include adding new project photos, recent customer reviews, and promotions for seasonal services. Making these small changes can help Google know that your site is active.

“When it comes to your company website, change is essentially synonymous with progress,” Strimaitis says. “Content changes are the key. Keeping information up to date, highlighting services and promotions, and even having a “Spotlight” segment each month to show your audience the great work you have done, all go a long, long way.”

Investing in a Revamp

After evaluating your website and realizing it needs more than a few tweaks, you might be hesitant to update or upgrade your company website out of concern your existing site will be stuck with the dreaded “website under construction” text for weeks or months. However, this isn’t an issue as you can keep your existing site up and running while the updates are being made or while the new site is being built.

You also might be reluctant to go through with a revamp due to the time and money that needs to be invested. However, the spectrum of how much it could cost depends on the route you go.

On the cheaper end, you can go with build-it-yourself sites like Wix or Squarespace costing \$20 to \$30 a month. ProPhone charges \$30 a month, including website design and monthly updates. Landscape professionals can access the site to make changes themselves or ProPhone can make tweaks for them.

Hiring a freelancer can cost more than \$100 an hour to get a modern website. Dowell advises when working with a freelance designer that they make your site accessible enough that you can make small changes on the backend.

On the high-end, there are agencies and marketing companies that can cost hundreds of dollars a month. If you can afford a “do-it-all-for-you” option, this could range anywhere from \$5,000 to \$20,000. Webware.io can take care of everything from \$997 to \$1,997.

“You shouldn’t have to invest any time except for providing content, images, and for approving the work,” Strimaitis says. “Anything more than that is taking time away from you doing what you do best.”

This article was excerpted from an article by Jill Odom, content manager for the National Association of Landscape Professionals (NALP). The full article was originally published in the September/October issue of their magazine and posted on their blog at <https://blog.landscapeprofessionals.org/>.

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Tree Removal is Serious Business

By Luis Casas, ISA Board Certified Master Arborist, Legacy Tree Care, www.legacytrecare.net

Having your trees removed is not as simple a task as one might think. Before removing trees, it is important to know whether it is your best option. There are several factors that go into determining whether tree removal is necessary or if the tree can be saved. Furthermore, California is filled with protected trees that, if removing, require certain standards be met and permits acquired.

Is removing the tree your best option?

Trees are very robust organisms that usually require multiple stresses to bring them down. Sometimes it is hard to know when removing the tree is your best option. To help make that determination, consider these things:

- Is more than 50 percent of the tree dead or damaged where leaving it may create a safety risk for people or property?
- Is the tree trunk or large branches compromised, showing cracks, splits, dead branches, and internal decay?
- Is the tree too close to a structure and posing a hazard?
- Is your tree not growing well? Does it have an extreme lean with poor or abnormal trunk taper.
- Does the tree have fungal bodies growing along the main trunk? Is the tree hollow or rotting in more than 30% of the main trunk?

If you answered yes to any of these questions, your best option might be to remove the tree. Before you do...it's best to get a professional consultation. Have an arborist see if they can save your trees and save you some costly removal expenses. They should also be able to tell you if it's a protected tree. If the tree is protected, there are specific steps that need to be taken.



Who can remove your protected tree?

Did you know that La Canada Flintridge – and many more cities all over California – has implemented standards regarding who can remove protected trees? These standards require that a tree removal permit be acquired, and that the contractor:

- have a D49 Tree Service License,
- be an arborist or commercial tree service on the Official City Approved List,
- and have a city business license.

Furthermore, before the tree is removed, as a condition to granting a tree removal permit, the property owner or applicant is required to plant replacement trees on the subject property or pay a designated amount into the city's tree replacement fund. Rules vary by city so be sure to visit your city's official website to learn theirs.

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OC Members Enjoy a Fun Day at the Ballpark on September 4!



OC Chapter Angels' fans and friends of all ages gathered at the Angels Stadium in Anaheim on Saturday, September 4, to enjoy the chapter baseball event that proved to be a great time for all! The fun began with a tailgate in the parking lot of the Big A where

attendees enjoyed tasty tacos (prepared by our very own Roland Zamora and his wife Jessica), cold drinks, and lively conversation. Following dinner, ticket holders went into the stadium to watch the Angels play the Rangers. It was so great to attend a live event again. Go Halos!

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