CLCA

Offshoot

FEBRUARY 2012

CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION San Diego Chapter

Sandra Grow talks with Pete Dufau, state Legislative Chair, at the Leadership Conference. See page 2.

Upcoming Events:

February 10: Chapter Kickoff Event
North County Tavern and Bowl, Escondido
See page 4

February 24: Deadline to Register for Landscape Industry Certified Technician Test

March 2-4: San Diego Home and Garden Show, Del Mar Fairgrounds. See page 4

March 6: Educational Meeting with Bill Arman
See page 4

March 30-31: Landscape Industry Certified Technician Test, Cuyamaca College See page 5

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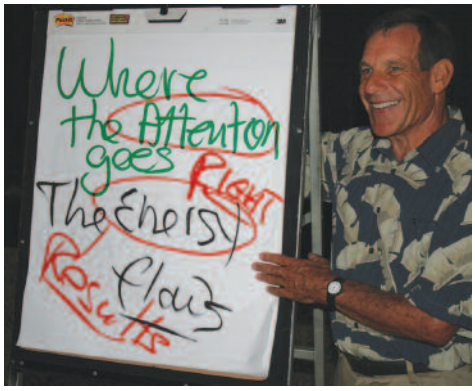
San Diego Board members at the leadership conference. Sandra Grow, Steve Jacobs, Jerrie Beard, Tom Heaviland, Sharon May, Janet Pozzuoli-Vallin, Lawrence O'Leary, Patrick Crais, Tim Splinter and Joy Fronte.

Attendess Learn Keys of Leadership

By Jerrie Beard, Beard & Associates, Offshoot Editor

On January 10, chapter board members from all over the state convened in San Jose for the annual Leadership Conference and Installation Luncheon. The event was held at the impressive Corinthian Grand Ballroom, a 1924 landmark located in the heart of historic downtown San Jose.

Loren Lasher (below), who was also the the keynote speaker at the Annual Convention, addressed the group on the Keys to Leadership. According to Lasher, a key concept in becoming a more effective leader is "Where the attention goes, the energy flows." In other words, if you focus on the positive, you will realize positive results. Focusing on the positive not only helps you achieve better results, it helps others do their job more efficiently. When we praise individuals instead of criticizing them, we create positive energy which makes them feel good and produces better results.



While positive energy produces positive results, putting in half the energy creates half the results. Mr. Lasher encouraged participants to set goals, or at least make lists, to increase productivity. He noted that list makers are usually 40-60% more productive than people who don't make lists.

Also key to good leadership is the concept of involvement = ownership = commitment. Getting employees or committee members more involved in the outcome of a project will increase their commitment to the project. One way to do this is to ask questions -- instead of telling someone how to do it, ask them how they would do it.

2012 Executive Board Installed

Following this informative session, CLCA hosted the Installation Luncheon where the 2012 state board of directors were introduced and sworn in and a regular and associate member were recognized for their outstanding contributions to the association.

This year, CLCA's Director of Communications Chuck Carr of Valley Crest received the Regular Member of the Year award. Chuck has been heading up the PR committee which is working on the association's branding campaign. The Associate Member of the Year was Tom Noonan of Ewing Irrigation, chosen for his work on water issues.

In addition, Robert Crudup of Valley Crest received the Allegiance Award. And, finally, Nelson Colvin and Golden Oak were recognized for their many years of service to the association.

Peter Estournes presents Regular Member of the Year Award to Chuck Carr.

Heath Bedal presents Associate Member of the Year Award to Tom Noonan.

Following lunch and a delightful networking over dessert hour, attendees went to their respective breakout sessions to learn the intricacies of their new positions on the chapter boards.

Once again state pulled off an excellent event with a great speaker and much helpful information. This is always a good event to get to know the staff, state board members, and members from around the state.

Thank You to Our 2011 Sponsors!

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Recognition in The Offshoot and at all chapter events during 2011. Foursome at the Golf Tournament; two complimentary tickets to: Kick-Off Dinner, Beautification Awards Ceremony, four tickets to the Holiday Dinner; and a plaque sponsorship for the Beautification Awards.

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ON THE COVER:
Soledad by Benchmark Landscape Inc., winner of the California Friendly Construction and California Friendly Maintenenace awards at the 2011 CLCA San Diego Chapter Beautification Awards held on June 24 at the Water Conservation Garden. Also recipient of the Landscape Renovation awards at the state Trophy Awards held in Hawaii.

The CLCA San Diego Chapter newsletter is published monthly. Copy and advertising deadlines are the 10th of the month preceding publication. Please send all typewritten copy, black and white photos, line art and ad materials to: Jerrie Beard & Associates, PO Box 7, Pollock Pines, CA 95726. Emailed submissions also welcome at jsb@beardassociates.com. For information on advertising and rates, contact Jerrie Beard at (800) 605-1701.

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Past chapter presidents of the San Diego chapter.

2011	Diane Downey/Sharon May
2010	Diane Downey
2009	Sandra Grow
2008	Craig Mohns
2007	Loren Godes
2006	Harry Funk
2005	Mark Sterk
2004	Ken O'Haver
2003	Jerry Sebby
2002	Steve Jacobs
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1993	Steven Smith
1992	Lynda Wightman
1991	Ciro Delgadillo
1990	John Binkele
1989	Glenn Wilhite
1988	Jon Ewing
1987	Tom Ewing
1986	Thom Maxwell-Miller
1982	Gary Weems
1979	Gary Weems
1978	Joseph Kono
1970	Keith Wilhite

CALENDAR OF EVENTS

ATTENTION: The CLCA San Diego Chapter has instituted a new policy regarding RSVPs for events: If you RSVP for an event and are unable to attend and do not cancel your reservation at least 24 hours prior to the event, you will be invoiced for the number of reservations made.

FEBRUARY 10

CLCA San Diego Chapter Kick-off Dinner. North County Tavern & Bowl, 200 E. Via Rancho Parkway, Escondido, CA (part of the North County Fair Mall) from 6:00 p.m. to 10:00 p.m. Whether you're a seasoned pro or haven't set foot in a bowling alley in years, we invite you to join us to enjoy a nice dinner, meet the 2012 chapter board of directors, do some bowling, play some billiards, and enjoy the company of fellow CLCA members! To RSVP, contact Joy Fronte at 951.634.4860 or jfronte@agsod.com.

FEBRUARY 14

San Diego General Chapter Meeting*. Coco's, 16759 Bernardo Center Dr., Rancho Bernardo. 8:45 a.m. networking, 9:15 a.m. meeting. No host breakfast. Presentation by CLCA's new endorsed Insurance Carrier: Networked Insurance Agents. All welcome.

MARCH 2-4

San Diego Home and Garden Show. Del Mar Fairgrounds. Volunteers needed to man the chapter booth at the show. Contact Jerrie Beard at (800) 605-1701 or info@beardassociates.com.

MARCH 6

Training with Bill Arman of The Harvest Group Landscape Business Consulting. Watch for details.

MARCH 13

San Diego General Chapter Meeting*. Coco's, 16759 Bernardo Center Dr., Rancho Bernardo. 8:45 a.m. networking, 9:15 a.m. meeting. No host breakfast. All welcome.

MARCH 30

Landscape Industry Certified Written Test, Cuyamaca College, 2-5 pm. Info Stephanie King, 916.830.2780 x26. stephanieking@clca.org or visit www.clca.org/clca/education/certification.php.

MARCH 31

Landscape Industry Certified Field Test, Cuyamaca College, all day. Contact Stephanie King, 916.830.2780 x26. stephanieking@clca.org or visit www.clca.org/clca/education/certification.php.

APRIL 10

San Diego General Chapter Meeting*. Coco's, 16759 Bernardo Center Dr., Rancho Bernardo. 8:45 a.m. networking, 9:15 a.m. meeting. No host breakfast. All welcome.

JUNE 2

Landscape Industry Certified Written Test, Cuyamaca College, 2-5 pm. Info Stephanie King, 916.830.2780 x26. stephanieking@clca.org or visit www.clca.org/clca/education/certification.php.

Visit www.clcasandiego.org for up to date calendar listings.

**San Diego General Chapter Meeting - Formerly the monthly board*

Legislative Conference May 22nd & 23rd

By Pete Dufau, CLCA Legislative Committee Chairperson

CLCA's Legislation Committee has made some important changes to CLCA's annual Legislative Conference held in the spring.

In order to facilitate this great event for as many members as possible, the Legislation Committee asked the Board of Directors to disassociate with CILC and create a CLCA Legislative Day in Sacramento. This year's event will begin on the afternoon of Tuesday, May 22 and include a grassroots lobbying training session, followed by dinner and a guest speaker. On the morning of May 23, we will focus on bills CLCA supports which typically promote water conservation, strengthening our trade, licensing, and legislation related to construction. During lunch, we will invite the author of a piece of legislation we support to provide information on how to promote that bill to our representatives during afternoon meetings.

The cost for the conference is $150.00. You will need to book your own flights. These costs will be reimbursed once you have participated in the event and sent a copy of your follow up letter to your legislator to CLCA. We are also seeking industry sponsors.

Please contact Larry Rohlfes at CLCA for details. Registration and sponsor forms will be available at www.clca.org. Please save May 22 and 23, and watch for information.

Landscape Industry Certified Technician Test Comes to San Diego March 30-31

By Stephanie King, CLCA Staff

While the Landscape Industry Certified Technician (formerly CLT) program used to alternate between 2 Southern California test sites (Pierce College and Cuyamaca College), we are so appreciative of the support of the CLCA San Diego Chapter as we return to the Cuyamaca College test site on March 31, 2012, marking the 4th consecutive year in a row. We realize that this is no small matter, and we don't take the decision lightly.

What goes into hosting a test? A group of dedicated volunteers and a lot of support from individuals and local companies. The San Diego chapter has treated us very well. Specifically, Benchmark Landscape of Poway has been crucial in tests, always jumping in to help wherever needed.

Each test has a local committee chair to oversee the preparations of the test site, solicit donations of materials and equipment, and bring everyone together for the ultimate goal of getting people certified. Ron Zaccaro, CLT served as local chair in 2009 and 2010, and then trained Tim Saunders, CLT for a seamless transition in 2011. We're grateful and lucky that Tim is back as chair for 2012. Ron has moved up the ranks and is now State Certification Test Manager.

The goal is a great experience for applicants and judges on test day. We put in all the hours ahead of time so it looks easy. But to everyone behind the scenes and all the judges that give of their time, we value your contribution. Please know that it wouldn't be possible without your support.

Sincerely,
The CLCA State Certification Committee

Learn About LICT Testing First Hand on March 31

If you're not sure what the program entails, or what "test day" means, you're welcome to come check it out! Tours are available throughout the day, Saturday, March 31, where you can see the test site in action. Email certification@clca.org for details.

- Watch a short video about the program at www.clca.us/certification
- Questions? Call Ron at (619) 871-0339, or Stephanie at CLCA (916) 830-2780.
- Applicants: Don't Forget! Deadline to register for the San Diego test is February 24.

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Relationships Key to Success

Sharon May, Agri-Service Inc., CLCA San Diego Chapter President

Upon my return from the recent CLCA Leadership Conference in San Jose, I found myself uplifted and enthusiastic for two reasons:

1. I look forward to working with the kind and keen minded people elected to our Chapter Board of Directors, and
2. CLCA State provided a worthwhile and inspiring day with a good mix of optimistic theory and pragmatism.

Loren Lasher, the keynote speaker at the event, focused on key aspects of leadership. One of his central themes dealt with the concept that relationships and problems are inversely proportional. "When relationships are strong and healthy, based upon integrity, care, and mutual respect, many problems decrease in their 'importance' and are easily resolved. When relationships are weak, with hidden agendas, dishonesty, and little respect, problems increase in occurrence and are difficult to resolve."

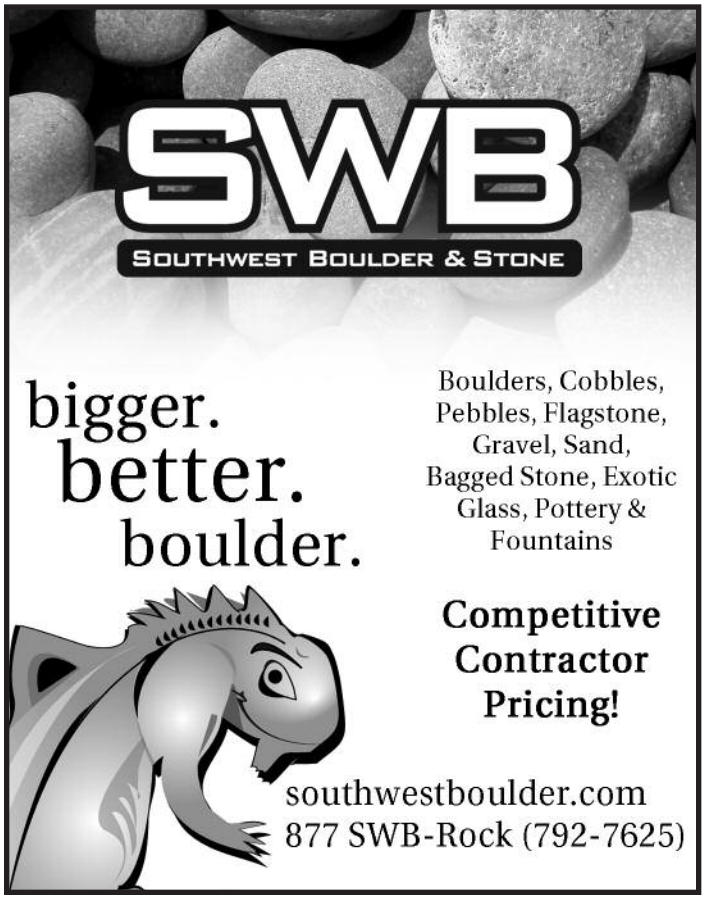
In these times of change, the importance of this equation can be easy to overlook. Too often we miss the forest for the trees and focus on the mechanics of problem resolution and taking the steam out of a situation rather than on creating an environment that never heats up to begin with. This is as much a Best Management Practice in our homes as it is in our workplaces. Healthy relationships are central to well being.

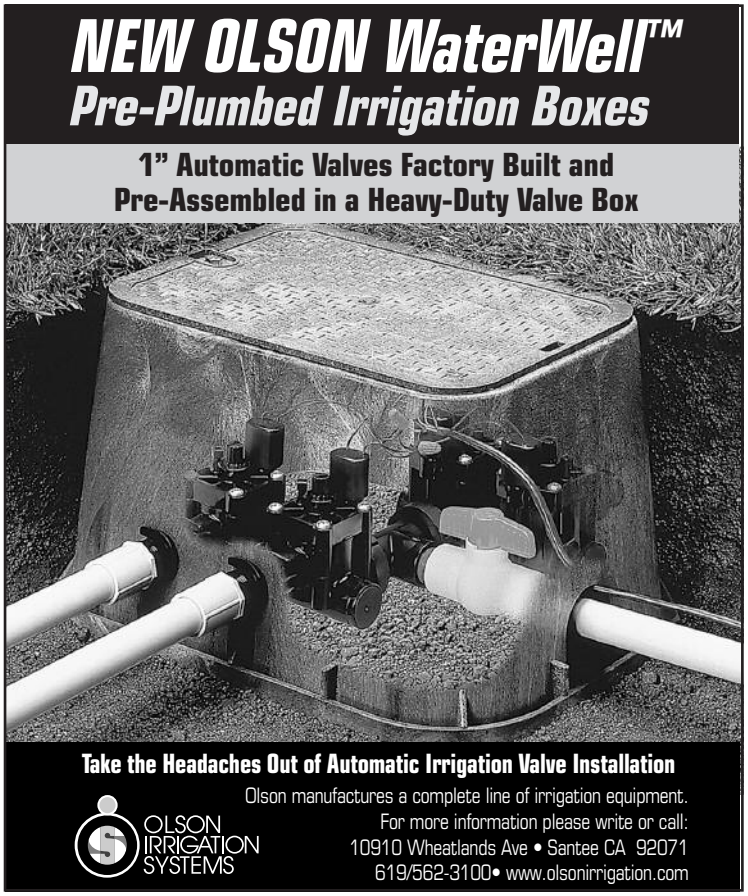
My enthusiasm was also sparked as I recognized the solid relationships that have been built through CLCA. I am myself amazed and in awe of the help and support offered by our involved members. One of the simpliest and yet least recognized benefits of membership are the conversations with other members sharing challenges and solutions, and providing support and fellowship.

CLCA, at the state and chapter levels, is a good place to start forging strong relationships within the industry. This month our chapter will be offering several opportunities to do just that:

- Our annual bus trip to LA for the Landscape Industry Show (LIS) is on Wednesday, February 1st. For $25, you can miss the traffic, make new friends and see the latest industry trends.
- Please join us on Friday, February 10th for our annual Kick Off event at the North County Tavern and Bowl. When even the non-bowlers raved about our event last year, we knew we had to go back. With good food, lots of laughs and no one taking themselves too seriously, it is a great way to meet new people and build relationships.
- Feel the love by joining us for breakfast on Valentine's Day, Tuesday, February 14th, at our monthly General Member Meeting. We will also have a presentation from CLCA's new endorsed Insurance Carrier, Networked Insurance Agents.

Details for any of these meetings can be found on the Chapter website, or please contact me. I look forward to seeing you!





CLCA San Diego

Congratulations and Thank You to the following CLCA San Diego Members for their continued support for over 20 years. Special thanks to our Life Members for at least 25 Years of Continuous Membership (bolded)

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CLCA San Diego Chapter Member Standings

Congratulations to these members who reached membership milestones this month.

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Eric Leslie, Eric Leslie's Landscape

18 Year Members
Ken O'Haver, Natural Environmental Inc.

16 Year Members
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3 Year Members
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Matt Malone, Sunstate Equipment Co.

2 Year Members
Justin Cummings, Backyard Vacations

1 Year Members
Eryk Smith, Modern Builders Supply
Clint Estremo, Student

CLCA Endorses Networked Insurance Agents

California Landscape Contractors Association recently signed an agreement to endorse Networked Insurance Agents as the official provider of insurance services to its members, according to immediate past president Bob Wade. "The board is eager to begin working with Networked," says Wade. "We're impressed with the breadth of services they provide in addition to offering the insurance coverage our membership requires."

Networked has been in business since 1991, serving more than 60,000 policy holders in 11 western states. "Our 1200 affiliated insurance agents have access to 65 A rated carriers and a complete line of insurance products," explains Networked chief operating officer Melissa Masles. "Our team places millions of dollars in premiums every month. I'm pleased to report that our sales have grown in 2011. Our association with CLCA allows us to demonstrate to your members our strong financial foundation."

Nationally-known carriers that Networked can access include Hartford, Wesco/AmTrust, Golden Eagle, Travelers, Liberty, Chubb, Ace, Safeco, Chartis and Fireman's Fund, among others. "CLCA members can also access a strong California regional carrier, Sequoia Insurance Company," says Masles. "Their insurance products are top-notch, as are their Risk Management services." CLCA's agreement includes access to Sequoia's loss control online service SmarTrac. In addition, policy holders may use their carrier's safety tools.

"We're confident members will see a decrease in their insurance costs with Networked," says Wade. "Plus, they can use the educational tools to avoid accidents—and keep down costs."

Networked specializes in business owner's policies, workers' compensation, contractor's liability, property, auto, umbrella, employment practices liability and surety bonds. In addition, the company offers insurance from six Excess and Surplus carriers including Capitol, Century Surety. Northfield and Lloyd's of London.

Our membership may find it increasingly difficult to find adequate and affordable insurance coverage in 2012 because of all the weather-related losses nationwide. Aligning our association with Networked means members can take clear advantage of their experience with finding the best rates.

Networked will design services that pertain directly to landscape contractors' challenges and offer them alongside services that address business ownership issues.

Among the other services included in the CLCA agreement with Networked are claims support, online access to applications and certificates, education and marketing.

"I encourage our members to watch our newsletters and visit our website for new insurance contact information," said Wade. "Remember, check your policy expiration date and start thinking about getting a new quote about two months in advance."

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Anchored by Mia Lehrer + Associates

Other seminar presenters include:

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Paul Saito, FASLA
Urban Planning: Transportation Systems and the Landscape

Ashley Calabria, Associate Professor U. of Georgia
AutoCAD to Photoshop Rendering

Judith Guido
Monopolize Your Market

Yvonne English, ASLA
Lighting the Landscape

Daniel Wilson
Rainwater Harvesting: Passive and Active Systems

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Members Learn the Importance of Soil

CLCA San Diego chapter president Sharon May of Agri-Service recently shared her extensive knowledge on soils and mulches and their importance in maintaining a healthy landscape with landscape contractors and designers at Waterwise Botanicals' "Principles of Soils, Mulch and Fertilizing seminar on January 12.

Above: Sharon May of Agri-Service, Tom Jesch owner of Waterwise Botanicals, and Mimi Cortez of Tierra Verde Landcape.

At right: Sharon May shares information on the soil food web. She also spoke on how mulch can help support plant growth becoming more than a decorative element in the landscape.

Get Ready for CLCA San Diego Beautification Awards Program

It's time to start thinking about which of your fabulous projects you would like to enter in the CLCA San Diego Chapter Beautification Awards Program. This prestigious progam recognizes the best of the best in landscape construction and maintenance and can be a great marketing and PR tool. Entry forms will be mailed at the beginning of March with an April 13, entry deadline. Judging will take place May 7-11, with the Beautification Awards program on June 29. For information, contact Harry Funk, (760) 738-8301. Information and entry forms will also be available online at www.clcasandiego.org.

Rain Bird New CLCA Water Management Certification Partner

The California Landscape Contractors Association (CLCA) is pleased to welcome the Rain Bird Corporation as a new Water Management Certification Program Partner. CLCA's Water Management Certification Program helps green industry professionals meet the need to reduce landscape water usage by meeting a water budget. This certification program stresses performance. Participants not only take a written test, they are also required to manage at least one property to a water budget for one year to achieve certification and to submit an irrigation system audit. Participants are then required to continue to maintain a property to a water budget to continue their certification. CLCA's Water Management Certification carries the WaterSense Label from the U.S. Environmental Protection Agency and is also approved for continuing education units by PLANET.

Jon R. Alsdorf Remembered

Jon Robert Alsdorf passed away Saturday, November 26, 2011 at the age of 64 from injuries sustained from a tragic accident on July 8, 2011.

Jon was a native of Fresno, California, attended Fresno City College and Fresno State College majoring in Ornamental Horticulture. He served in the United States Army during the Vietnam conflict, and after his service retuned to Fresno to resume his busines, Jon's Lawn Service, which he had started as a young boy. His business grew, eventually becaming JRA Landscpe Inc. Jon was State President of the CLCA and served two terms as the Director of Education. He received the prestigious Allegiance Award and over 50 state, regional and humanitarian awards. Jon was one of the driving forces behind the Landscape Industry Show. He was San Joaquin Valley Chapter President for a number of years and served his fellow contractors by contributing his time and muscle to projects big and small.

4th Annual Sustainable Urban Landscape Conference

The 4th Annual Sustainable Urban Landscape Conference, the premier event in Southern California for learning about our landscape future and how successful business models are leading the way, will take place on Thursday, March 8, from 7 a.m. to 5 p.m. at the Cuyamaca College Performing Arts Theater, 900 Rancho San Diego Pkwy., in El Cajon.

Registration is only $90 ($50 for students) and includes the trade show, continental breakfast, lunch and network reception.

For more information, please contact the conference coordinator, OH Instructor Don Schultz, at 619-660-4023, or email Don at donald.schultz@gcccd.edu.

Residential Rainwater Harvesting (Rain Barrel) Rebate Pilot Program

City of San Diego (City) Public Utilities residential customers that are served by an individual water meter can receive a cash-back rebate when purchasing and installing a rain barrel and connecting it to the home's rain gutter downspout.

For more information, visit www.sandiego.gov/water/conservation/resrainwaterharvesting.shtml

USDA Releases 2012 Hardiness Zone Map

The U.S. Department of Agriculture (USDA) recently released an updated version of its Plant Hardiness Zone Map. This tool, jointly developed by USDA's Agricultural Research Services and Oregon State University's PRISM Climate Group, provides greater accuracy and detail than the 1990 version. Visit: www.planthardiness.ars.usda.gov.

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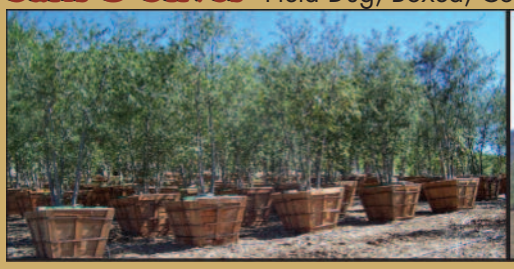

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