



Volume 30, Issue 1
January 2020

Board Meetings

Chapter Board Meetings are held on the third Wednesday of the month.

- **February 19**
12 p.m. Board meeting SLO
Brew the Rock
- **March 18**
12 p.m. Board meeting SLO
Botanical Gardens
- **April 15**
12 p.m. Board meeting SLO
Botanical Gardens

In This Issue:

- Leadership Conference Highlights
- Fundamentals of a Tailgate Safety Program
- New Law Redefines Independent Contractor Status
- Sponsor Spotlight: Troesch, Coleman, Pacific

www.clcaslo.org



San Luis Obispo Chapter
California Landscape Contractors Association
Representing the Landscaping & Irrigation Industry

LMN Software Workshop on February 19

8 a.m. to 4 p.m. | Quinn CAT, 1655 Carlotti Dr., Santa Maria

In order to build the foundation of a profitable landscape company with no complications, you will need to work quickly and efficiently, eliminating excess manpower and the dependence of micro-management. The LMN software will help you take control. This software was developed by Mark Bradley, CEO of LMN, who once owned one of the top 50 landscape companies in North America. The LMN software will help you:

- **Price Work for Profit.** Gain the confidence that comes from knowing every estimate covers overhead AND includes a healthy margin.
- **Use One System.** Stop searching through loose papers and endless spreadsheets. Increase efficiency with one source of information.
- **Get Results in 7 Days.** Truly grow in today's competitive market, by committing to REAL change. Achieve measurable results in just 7 days.

Join us for this informative workshop and take control!

Showcase Your Work by entering the SLO Chapter Awards

What better way to show your company provides top of the line, professional service than having "award winning landscape contractor" on your marketing materials. It could happen if you enter your best projects in the 2020 San Luis Obispo Chapter Beautification Awards! Your work is important and deserves to be recognized!

Promote yourself as a CLCA award-winning company to current and prospective clients, on your website and in other promotional materials.

Entering the awards also shows your clients that you are confident of your work and provide a quality product. Share with your clients that you will be entering their project. This may motivate them to embrace enhancements to improve the appearance of the project.

The awards are great for employee morale and provide an incentive for your employees to do their best.

Join us at the Awards Banquet on July 10 at Flying Caballos Ranch in San Luis Obispo. Watch for applications and entry deadlines to be released soon.



Above: The Zigelman Residence by Purlieu Landscapes, winner of the Sustainable Landscape Installation Award in 2017.

2020 San Luis Obispo Chapter Officers

President Matt Hames, Landscape Development.....mhames@landscapedevelopment.com 805.722.1955
 Immediate Past President.... Evan Moffitt, SiteOne Landscape Supply EMoffitt@siteone.com 805-616-9858
 VP Membership Mike Kneeskern, SiteOne Landscape Supply mkneeskern@siteone.com 805-464-1393
 VP Events..... Ian Parker, Madrone Landscapae..... Ian@madronelandscapes.com805-466 – 6263
 VP Legislation..... Paul Wait, Zurn Wilkins Paul.Wait@Zurn.com
 Secretary Brandon West, 805 West Landscape 805west1@gmail.com.....805-975-4761
 Treasurer..... Pat Connelly, St. Francis Landscape..... stlandscape@gmail.com.....805-235-1859
 Associate Member Rep..... Sam Perez, Hunter Industries 559-903-7277
 Editor Jerrie Beard, Beard & Associates info@beardassociates.com..... 530-621-1701

2020 CLCA Board of Directors

PresidentRegan Barry(831) 438-4747
 President-ElectPaul Hansen.....(714) 545-1084
 Past President.....Elizabeth Burns.....(310) 831-6132
 Secretary/TreasurerAndrew Simpson...(916) 721-1635
 Executive DirectorSandra Giarde.....(916) 830-2780

DIRECTORS

LegislationMegan Rios(661) 835-9259
 EducationLindsay Ono(661) 395-4938

MembershipEric Santos.....(925) 525-3645
 EventsDan Dvorak.....(310) 237-5474
 Associate MemberChris McNairy.....(707) 933-0488
 Co-Director Chapter Pres. Council North
 Evan Moffitt.....(805) 616-9858
 Co-Director Chapter Pres. Council South
 Eric Watanabe(818) 993-0200

SLO CLCA Past Presidents

2016-19 Evan Moffitt SiteOne LS Supply	2011 Aaron Huxley Hunter Industries	2005-06 Erik Wolting All Seasons Gardening & Landscaping	1998-2001 Bruce Courter Day Star Enterprises, Inc.	1994 Duane Morris Duane Morris Landscape Designer/Contractor
2014-15 Mike Kneeskern SiteOne LS Supply	2009-10 Erik Wolting All Seasons Gardening & Landscaping	2004 John Doyle J Doyle Landscaping	1996-98 Lloyd Gracey Pacific Coast Landscapes	1993 John Ruggiero Arcadian Gardens
2012-13 David Brown Mari Landscaping	2007-08 Jim Trask California Water Shapes	2002-03 Pat Connelly St. Francis Landscape	1995 Danté D'Alfonso D'Alfonso's Landscape	1991-92 Bruce Courter Day Star Enterprises

Water Management Certification

Water budgeting is now enforced by law by the Model Water Efficient Landscape Ordinance (MWELO). Becoming a Certified Water Manager is essential for your business.

Hiring a Certified Water Manager will enable you to reduce your water waste, reduce your water bills and save money. Through efficient, proven industry methods of water management, our water managers have been able to save their clients significant amounts of water and money.

For more information visit clca.org/water-pro//index.php



WHOLESALE
 REDWOOD • FIR • CEDAR
 BARK • SOIL AMENDMENTS
 ERRO-CONTROL STRAW
 PLAYGROUND FIBER

ROSSI TRANSPORT SERVICE

STEVEN L. ROSSI
 VICE PRESIDENT
 RES. (805) 466-6195

PHONE (805) 434-2884
 (800) 321-3092 • FAX (805) 434-0877
 P.O. BOX 120 • ROSSI ROAD
 TEMPLETON, CA 93465

Soil Analysis Service

- National Independent Certified Lab
- Analysis Recommendations with Graphics
- Reports can be sent via email or U.S. mail*
- Fast Turnaround • Consulting Services

GRO POWER[®] .INC.

www.gropower.com

909-393-3744 • FAX 909-393-2773 • 15065 Telephone Ave., Chino CA 91710



Serving your irrigation needs since 1950

PASO ROBLES ★ SAN LUIS OBISPO ★ ARROYO GRANDE ★ SANTA MARIA ★ BUELLTON

CLCA Chapter Leaders Meet to Hone Leadership Skills for the Upcoming Year

On Tuesday, January 28, chapter leaders gathered at the Holiday Inn Sacramento for CLCA's Annual Leadership Conference. Attendees were greeted by 2020 CLCA President Regan Barry and introduced to the facilitator for the day, Peter Houstle of Mariner Management and Marketing. Mr. Houstle has over three decades of senior-level association management experience and centered his presentation around 21st Century Volunteer Strategies to Maximize Member Engagement and Build Future Leaders.

Mr. Houstle first took a look at the new paradigm that is volunteering in the 21st century. Who is volunteering? What are their reasons for volunteering? How much time are they willing to devote to volunteering? And, what do they hope to get out of the experience?

With answers to these questions, the conversation shifted to 21st century volunteer development strategies which create more flexible options for members to participate -- how to attract more volunteers, build better leaders and maximize mem-

ber engagement by re-thinking volunteer systems. Mr. Houstle further discussed how to leverage the unique passion and skills of members and build volunteer opportunities around individual interests and availability.

The speaker asked participants to consider that not all volunteers are engaged for the same reasons. Once you know why a person is involved, it becomes easier to find a way they can participate that is satisfying for them and beneficial for the association.

Houstle then covered how technology has changed the way associations function. Quoting *Race for Relevance*, he noted, "Technology is to associations what the assembly line was to manufacturing. It has fundamentally changed the way we deliver value."

He noted that today's volunteers are not necessarily interested in sitting on a committee or a board, but are interested in virtual volunteering and short-term assignments. He suggested that volunteer commitments be made convenient, bite-

sized, autonomous and something that makes a difference.

As concepts were introduced, Houstle asked conference participants to share their experiences and discuss alternate solutions. The discussions at each table were lively and much knowledge was shared.

The recognition lunch followed the morning session. Members who have served the association above and beyond were awarded for their service. Receiving the Regular Member of the Year Award was Eric Watanabe of Signature Pools and Landscape. Eric is a board member for CLCA Insurance Solutions and currently sits on the CLCA board as Chapter Presidents Council Co-Chair South.

Lindsay Ono was recognized as the Associate Member of the Year. A member of the Kern County Chapter, Lindsay sits on the board as Director of Education.

Receiving the Allegiance Award was Jerrie Beard for her many years of work on the Public Relations, Website and Communications Committees.

Breakout sessions by board position and the installation dinner in the evening rounded out the conference.



CLCA MEMBER ADVANTAGE

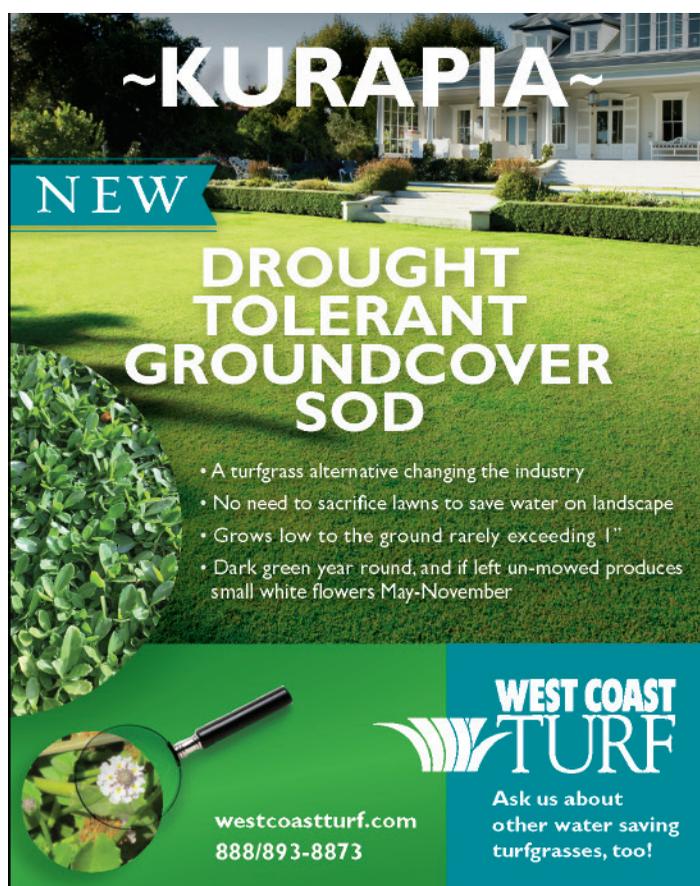
Sharpen your leadership skills

Find opportunities that align with your interests.

Serving on a board or committee at the chapter or state level is a great opportunity to develop your leadership ability. Gain contacts and different skill sets in decision making, governance, group process, financial management and more.

The experience you acquire can be applied in many aspects of your professional life — no matter where you are in your career!

ccla.org/volunteer

~KURAPIA~

NEW

DROUGHT TOLERANT GROUND COVER SOD

- A turfgrass alternative changing the industry
- No need to sacrifice lawns to save water on landscape
- Grows low to the ground rarely exceeding 1"
- Dark green year round, and if left un-mowed produces small white flowers May-November

WEST COAST TURF

Ask us about other water saving turfgrasses, too!

westcoastturf.com
888/893-8873

Fundamentals of a Tailgate Safety Program

by Steve Cesare, The Harvest Group, (760) 685-3800
<https://harvestlandscapeconsulting.com/fundamentals-of-a-tailgate-safety-program/>

Safety is one of the primary concerns for all landscapers. A large part of the commitment to safety is an effective Tailgate Safety Program. While many landscapers devote considerable time to Tailgate Safety, many do not because they think they do not have the time or money to do it the right way. A properly-designed tailgate safety program can go a long way in decreasing workers' compensation costs, helping employees stay safe while at work, and improving team morale by building a safety culture.

Tailgate Safety Program

1) CONTENT

- Select the safety topics that are most relevant for your organization's needs.
- Some companies have 52 different topics; one for each week of the year. More effectively, choose 13 topics that get repeated four times each year.
- Here are some examples of the most

- frequently cited tailgate topics
- PPE
 - Hand Tools
 - Drugs and Alcohol
 - Heat-related Illness
 - Mowers
 - Proper Lifting Techniques
 - Trucks and Trailers
 - String Trimmers
 - Working with Chemicals

2) PROCESS

- Develop an annual Training Calendar.
- Conduct the tailgate sessions on the same day each and every week; usually Tuesday works best.
- Make sure all training content can fit onto a one page handout.
- Training must be in English and Spanish.
- Have the Employee Acknowledgment Form available at each session.
- Distribute the weekly Tailgate Safety Handout to every employee.
- The entire tailgate experience should not

exceed 15 minutes.

- Have the Crew Leaders or Safety Coordinator deliver the training to the crews each week.
- Crew Leaders must verify all employees sign the Acknowledgment Form.
- Managers collect the Acknowledgment Forms and give them to the Office Manager for filing.

3) DOCUMENTATION

- Every Acknowledgment Form must be cross-referenced against a list of current employees.
- Office Manager must verify that every employee received and signed for the training.
- Absent employees must make up the training that same week.
- All Acknowledgment Forms must be scanned onto the computer network for that week.
- This documentation will likely be requested during an OSHA audit.



LANDSCAPE CONTRACTORS INSURANCE SERVICES, INC.
Member owned. Service focused.

1835 N. Fine Ave.
 Fresno, CA 93727

ELLEN MONTALBANO
 ACCOUNT EXECUTIVE

emontalbano@lcisinc.com
 www.lcisinc.com

P (800) 628-8735 Ext. 508
 C (650) 492-1774
 F (800) 440-2378

CA LIC # 0755906

Specialized Insurance & Business Services for Members of the Green Industry



GREENFIELDS TURF INC

Christopher Voelker
 Phone (831) 674-3058
 FAX (831) 674-3163

P.O. Box 248
 Greenfield, CA 93927
Sod Orders 1-800-525-8877
 Web: www.greenfieldsturf.com



- 24 Hour Approval
- Competitive Rates
- 90% Approval Rate
- Up to 5 or 6 Year Loans
- No Pre-payment Penalties
- Flexible Acceptance Policy
- Loan Refinancing Available



FINANCING VEHICLES & NEW & USED EQUIPMENT

Call Janet Schoenfeld at
(800) 959-3701
 or visit
www.birchfinancial.net



Troesh Coleman Pacific

The Troesh name goes back to 1984 when Steve and Rene Troesh moved up to the Santa Maria Valley and decided to start their own company “Troesh Ready Mix” –a ready-mix concrete supply company. The community embraced Troesh Ready Mix and the business experienced rapid growth. By 1995, after opening two locations and employing over 100 individuals, the Troesh family looked at ways to further expand the business. After doing some research they recognized the need for a regulated location to dump concrete and asphalt. In 2001, they started the corporation Troesh Recycling, Inc. and setup a portable recycling plant and started crushing concrete and asphalt.

In 2012, the Troesh’s decided to retire, so on December 31, 2012 they sold the business to their youngest daughter Debralee and son-in-law Elijah Coleman. Debralee has worked in the family business since 2003 when she graduated from the University of South Carolina. She started filing paperwork for accounts payable then moved to sales and human resources. She was able to learn every aspect of the business. In 2008, she became president of Troesh Recycling, Inc (dba RoXsand) and took control of all departments in the company. In June 2010 while Debralee was on maturity leave, Elijah volunteered to help out at the company. He not only learned about the business, he did extensive research on recycling concrete and asphalt and learned about the various products that can be made from the material.

Meanwhile, Steve and Rene Troesh’s son Doug was busy on other projects. In 2005, Doug Troesh opened Troesh Supply Co., which carries the finest landscape prod-

ucts on the Central Coast for landscape professionals and do-it-yourselfers. He was also the first to bring Belgard pavers to the Central Coast! Doug has made a huge impact on landscape products over the past 10 years in San Luis Obispo and Santa Barbara counties. When he hit a cross roads in early 2015 he was faced with one of the hardest decisions of his life. Ultimately he decided to close the doors to Troesh Supply Co.

When Doug came to the Coleman’s in early 2015 and told them what he was going to do, they knew this was what their next adventure was going to be-a landscape business-and that is how Troesh Coleman Pacific, Inc. came to be.

The Coleman’s are keeping the family names alive; Debralee’s parents always told her, “If you start a business, put your name in it, people will remember you!” To have a second generation business here on the central coast is hard. However, they believe if you keep it local, stay honest and have integrity, you’ll succeed!

Troesh Coleman Pacific continues to carry the finest landscape products and offers the benefit of having recycling facilities on site. Troesh Coleman Pacific has one mission: to continually satisfy customer’s highest expectations for quality, service and integrity. This mission has been fulfilled through years of repeat business and a commitment that is proudly renewed each day.

The Coleman’s are keeping the company a family owned and operated business; with 2 employees who have been with the Troesh family for over 25 years, 3 employees that have been there over 10 years and 2 employees going on 5 years, they truly are a family. Visit them in Nipomo along the Santa Maria River.

SLO Chapter Events

February 19 – Board Meeting

12 noon. SLO Brew the Rock, 855 Aerovista Ln., San Luis Obispo

February 19 – LMN Workshop

8AM-4PM. LMN Educational Workshop, Quinn CAT, 1655 Carlotti Dr., Santa Maria

March 18 – Board Meeting

12 noon. SLO Botanical Gardens, 3450 Dairy Creek Rd., San Luis Obispo

March 18 – Landscape Tech Summit

10AM-4PM. Landscape Technology Summit. SLO Botanical Gardens, 3450 Dairy Creek Rd., San Luis Obispo

April 15 – Board Meeting

12 noon. SLO Brew the Rock, 855 Aerovista Ln., San Luis Obispo

April 16 – Happy Hour

4-7PM. Santa Maria Brewery, 7935 San Luis Ave., Atascadero. Sponsored by Zurn Industries

May 3 – CLCA SLO Family Picnic

11AM-2PM. SLO Botanical Gardens, 3450 Dairy Creek Rd., San Luis Obispo

May 20 – Board Meeting

12 noon. SLO Brew the Rock, 855 Aerovista Ln., San Luis Obispo

June 17 – Board Meeting

12 noon. SLO Brew the Rock, 855 Aerovista Ln., San Luis Obispo

July 10 – Beautification Awards

5-9PM. Flying Caballos Ranch, 1150 Farmhouse Ln., San Luis Obispo

July 15 – Board Meeting

12 noon. SLO Brew the Rock, 855 Aerovista Ln., San Luis Obispo

August 19 – Board Meeting

3-4PM. Figeroua Mountain Brewery, 1462 E Grand Ave., Arroyo Grande

August 19 – Happy Hour

4-7PM. Figeroua Mountain Brewery, 1462 E Grand Ave., Arroyo Grande

September 16 – Board Meeting

12 noon. SLO Brew the Rock, 855 Aerovista Ln., San Luis Obispo

October 2 – Golf Tournament

10AM-5PM. Cypress Ridge Golf Course, 780 Cypress Ridge Pkwy, Arroyo Grande

October 21 – Board Meeting

12 noon. SLO Brew the Rock, 855 Aerovista Ln., San Luis Obispo

November 4 – Meeting & Elections

6-8 PM. Milestone Tavern, 972 Foothill Blvd, San Luis Obispo

November (TBA) – CLCA Convention

CLCA Annual Convention in Hawaii.

New Law Redefines Independent Contractor Status

Are your independent contractors now employees? Answer this question wrong, and your company could face significant fines and penalties.

In a change called “one of the most significant disruptions to California employment law in decades,” many workers in California will now be classified as employees instead of independent contractors (also informally known as “1099” workers).

Employers who do not comply with new independent contractor law that takes effect January 1, 2020 face significant fines and penalties. Worse news: The newly created exemptions to the law will apply retroactively to existing claims and actions.

“Unfortunately for California employers,” says Attorney Jennifer Grady of The Grady Firm, P.C. in a blog post, “this new law is far from clear and is likely to result in increased litigation, with potentially devastating consequences for businesses

that have or continue to misclassify their workers.”

To be safe during this time of flux and ongoing court battles, Grady explains, smaller companies that lack the big budgets for extended court battles may decide to reclassify their workers as employees preemptively. While it may cost more in the short-term, it could save substantial time and money by preventing a future claim for misclassification.

Who Is an Independent Contractor?

According to Assembly Bill 5, which Gov. Gavin Newsom signed into law on September 18, 2019, three elements must be met to allow an employer to classify their worker as an independent contractor:

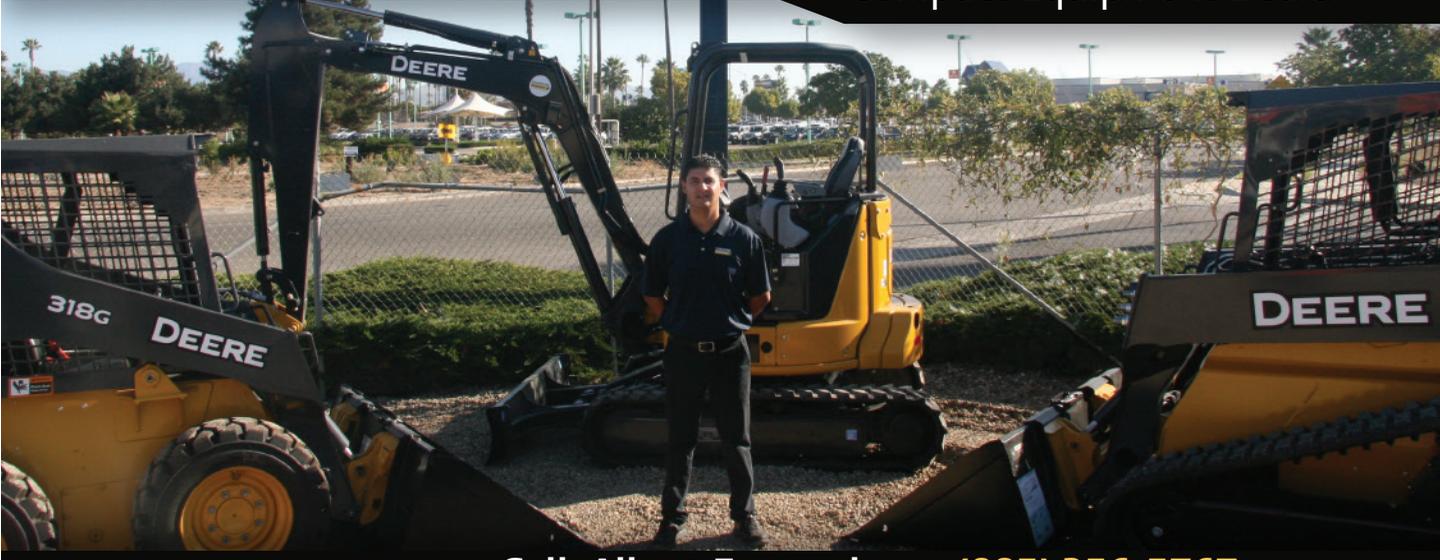
- The business is not able to control or direct what the worker does, either by contract or in actual practice,
- The worker performs tasks outside of the entity’s usual business, and
- The worker is engaged in an independently-established trade, occupation or business.

New Laws That May Affect Your Business

1. Wildfire safety regulations. Cal/OSHA has issued emergency regulations requiring employers of outdoor workers to take protective measures, including providing respiratory equipment, when air quality is affected by wildfires.
2. Federal overtime rules. Employers will be required to pay overtime to certain salaried workers who make less than \$684 per week, or \$35,568 per year.
3. Return of the individual mandate. Starting in 2020, California residents will be required to have health insurance or pay excess taxes. This will have an effect employees who have opted out of your group health plan as it may mean they are going without coverage.
4. New audit, X-Mod thresholds. The threshold for physical workers’ compensation audits for policies incepting on or after Jan. 1, 2020 will be \$10,500 in annual premium, a drop from \$13,000. Any employer with an annual workers’ comp premium of \$10,500 or more will be subject to a physical audit at least once a year.

Sales • Rentals • Parts • Service

Your Southern California Compact Equipment Dealer



Call: Albert Fernandez at (805) 256-5767



COASTLINE
Equipment

www.coastlineequipment.com

OXNARD
1930 E. Lockwood St.
Oxnard, CA 93036
(805) 485-2106

SANTA MARIA
1950 Roemer Place
Santa Maria, CA 93454
(805) 922-8329

SYLMAR
12435 Foothill Blvd.
Sylmar, CA 91342
(818) 890-3353

Thank you to our 2020 sponsors

Thank you to the following companies for their generous support of the CLCA San Luis Obispo Chapter. Please support the firms who support our chapter.



CHOOSE YOUR 0% FINANCING



0% FOR 60 MONTHS
WITH ZERO DOWN

OR

0% FOR 36 MONTHS
WITH ZERO DOWN

ON SELECT NEW CAT® MACHINES*

AND A CAT® CUSTOMER VALUE AGREEMENT**

With 3-year comprehensive coverage, owning and operating new Cat® compact equipment has never been simpler. The Cat Customer Value Agreement™ makes machine ownership hassle-free with genuine Cat parts delivered to you in time for planned maintenance, giving you up to 50% longer component life. Plus, you get peace of mind with a 3-year Equipment Protection Plan for Powertrain, Hydraulics and Technology included.

*Financing offers valid from February 1, 2020 through June 30, 2020. Offer available only at Quinn Company. Offer subject to machine availability. Offer may change without prior notice and additional terms and conditions may apply. Contact Quinn Company for details.

Contact David Needelman for complete details.



David Needelman
(805) 310-9296
dneedelman@quinncompany.com

Quinn Company
1655 Carlotti Dr.
Santa Maria, CA 93454



QuinnCompany.com