



Volume 31, Issue 7
July 2021

In This Issue:

- Stay Out of the Circle
- 5 Myths: Turfgrass Water Management
- Sponsor Spotlight: Landscape Development Inc.
- Heat Warning!
- CLCA Annual Convention Heads to Maui

www.clcaslo.org



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

CLCA Trophy Awards: You Can't Win If You Don't Enter!

The California Landscape Contractors Association is now accepting entries for the 2021 Trophy Awards, a celebration of excellence in landscaping. The California Landscape Contractors Association presents the Trophy Awards to:

- Encourage interest in landscaping
- Recognize the professionals who produce outstanding landscapes
- Bestow public recognition on companies, institutions, municipalities and residents for their contribution to a beautiful California



Hull Residence by K&D Landscaping Inc.

Why Enter?

- Attract and amaze potential clients
- Motivate your crews
- Remind prime contractors of the valuable contributions your firm provides
- Strengthen your relationships with current clients

Judging

CLCA's Events Committee plans to conduct "boots on the ground" in-person judging for the Trophy Awards.



Contra Residence, K&D Landscaping Inc.

Save \$100!

Enter by August 8 and save \$100 off your entry fees. The entry deadline is August 15, 2021. Entries received after August 15, 2021 will not be accepted. Download entry at: www.clca.org/wp-content/uploads/2021/04/trophy-2021-entry-form.pdf

Awards Ceremony

Trophy Award winners will be announced November 5, 2021 at the CLCA Annual Convention in Maui.

2021 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

2021 CLCA Board of Directors

President Paul Hansen..... (714) 545-1084
 President-Elect Megan Rios (661) 835-9259
 Past President..... Regan Barry (831) 438-4747
 Secretary/Treasurer Alex Salazar..... (818) 768-8594
 Executive Director Sandra Giarde..... (916) 830-2780
DIRECTORS
 Education Lindsay Ono (661) 395-4938
 Membership Eric Santos.....(925) 525-3645
 Events Elizabeth Burns.....(310) 831-6132
 Resource Management . Tom Sweeney (925) 372-7973
 Associate Member Chris McNairy..... (707) 933-0488
 Co-Director Chapter Pres. Council North
 Evan Moffitt..... (805) 616-9858
 Co-Director Chapter Pres. Council South
 Ed Wallace (562) 755-9914

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



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



~KURAPIA~

NEW

DROUGHT TOLERANT GROUNDCOVER 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

GREENFIELDS TURF INC



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

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

Stay Out of the Circle

Steven Cesare, Ph.D. The Harvest Group, Landscape Business Consulting | harvestlandscapeconsulting.com

A business owner from Minnesota called me the other day to talk about his leadership approach toward his fledgling management team. As a pretext to our discussion, I asked the business owner to describe the strengths and weaknesses of each direct report. Much like the owner himself, the management staff was routinely characterized as "aggressive," "creative," "collaborative," and "gets stuff done." Beyond those competencies, the owner suggested the managers periodically needed "direction," "have to be reminded of the big picture," and "are learning business acumen."

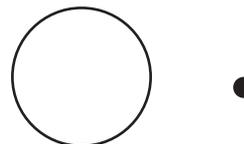
True to form, the "hands-on" business owner continually revealed his unvarnished predisposition that when an issue or problem presented itself, he would instinctively jump into the ordeal, take charge, lay out the plan, assign specific roles and responsibilities, and then exit the management group, thinking that he had solved the problem, which allowed his team to move forward.

Sort of yes. Sort of no.

In response, I simply asked the business owner if every one of his managers could directly recite the overall empirical company goals (e.g., revenue, gross margin, customer retention, employee retention) and the specific empirical goals for his/her division (e.g., maintenance, sales, enhancement, installation) at any given time.

He replied Yes.

At that point I told the owner to get a piece of paper and a pencil. Using the pencil, I asked him to draw a circle in the middle of the paper. Then, I asked him to draw a dot maybe an inch or so outside of the circle and put down the pencil.



I said, "We're done." To which, he said, "What do you mean 'we're done.' What the heck is this?"

I informed the business owner that the circle represented his company's management team, and he was the dot. Prescriptively, I told him to stop being the "answer man" who parachutes into every scenario, provides the solution, and then leaves thinking he did the right thing. Instead, I told him to "Stay out of the circle."

Given the skill set of his managers, their proclivity for collaboration, their innate bias for action, their varied arrays of resourcefulness, underscored by a commitment to a results-based team-oriented culture, the business owner must allow them to generate solutions on their own, develop their own critical thinking collectively, and hypothesize plausible contingencies based on potential contextual variance. "They are managers, not disciples." Let them become a team, not remain a group of followers.

As a business owner, he should only be focused on results, not tactics. He's already coached them; he has already taught them the goals; he has already role modeled the company culture to them. Now it is time for them to perform, to demonstrate resilience, to adopt the mindset of managerial problem solvers. Now is the time for the business owner, to let them do the job that he is paying them to do.

Stay out of the circle.

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



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

Tips and Tricks



5 Myths: Turfgrass Water Management

By Pat Gross, Ewing Irrigation. June 29, 2021

It's no secret that turfgrass needs water to survive. We all do! Although applying water to grass seems simple, here are five of the most common myths about how, when and where to apply water to turf.

Myth #1 – If it's brown, it needs more water.

We often equate brown turf and brown plants to dry conditions and a lack of water in the soil, but that is

not always the case. Before breaking out the hose, it is important to check the soil to see if adequate moisture is present.

Sometimes brown spots can occur despite adequate soil moisture because of insects or fungal diseases. In these cases, adding more water could make the situation worse. It's good to always check the soil before adding more water.

Myth #2 – Watering during the day will burn the grass.

Some people mistakenly believe that drops of water remaining on turfgrass leaves on a hot day will act like a prism to intensify the rays of sunlight and scorch the plant. While this is an entertaining thought, nothing could be further from the truth.

It is important to recognize that water conducts heat. Any water that remains on turfgrass leaves will evaporate, and in the process, draw heat out of the plant much like sweat evaporating from a person's skin.

However, while this is true for turfgrass leaves, too much water in the soil on a hot summer day can heat up the rootzone and damage the roots, a condition known as "wet wilt." Watering on a hot summer day is fine – just don't overdo it.



SCORE 0% FOR 60 MONTHS*

on select new Cat® Equipment + Cat CVA*

Numbers don't lie. You know that better than anyone. So, how do you decide if buying or leasing a new piece of Cat® equipment is worth it? Simple. You do the math. Or better yet, just give us a call, and together we'll nail down exactly what's best for you and your business.

It's what you deserve from Quinn Company.

Flexible payment options + Cat CVA + First-in-class service and support
= *The right time to call Quinn Company.*

*Offer valid from February 1, 2021 through July 31, 2021 on new small and compact Cat® machines sold or leased by Quinn Company to customers in the USA only. Offer may change without prior notice and cannot be combined with any other offers. Additional terms and conditions may apply. Contact Quinn Company for details.

©2021 Caterpillar. All Rights Reserved. CAT, CATERPILLAR, LET'S DO THE WORK, their respective logos, "Caterpillar Corporate Yellow," the "Power Edge" and Cat "Modern Hex" trade dress, as well as corporate and product identity used herein, are trademarks of Caterpillar and may not be used without permission.

Contact David Needelman for complete details.



David Needelman
(805) 310-9296

dneedelman@quinncompany.com

Quinn Company
1655 Carlotti Dr.
Santa Maria, CA 93454

QUINN 

QuinnCompany.com

Myth #3 – If I have an automatic irrigation system, there shouldn't be a need to hand water.

An efficient irrigation system is an indispensable tool to irrigate turf and plants when there is a lack of natural rainfall. But just because you have a state-of-the-art system doesn't mean you won't need to occasionally hand water a few dry spots.

Differences due to soil type, compaction, topography, sun and shade patterns will make it necessary to add a little more water to some areas to avoid over-saturating other areas. For example, a sprinkler with a 60 ft. radius covers 11,300 sq. ft. It doesn't make sense to turn on that sprinkler to address a 10 sq. ft. dry spot. Occasional spot watering is a prudent water conservation practice.

Myth #4 – Ultra-pure water is best for turf.

Although it sounds strange, water that is too pure and devoid of minerals can actually be detrimental to turf and landscape plants. Water that has a salinity level of < 0.3 dS/m is slow to infiltrate and can end up stripping calcium and magnesium from the soil. When this happens, you can see water sitting on the surface of the turf or running off the surface. Water with some salinity (0.3 to 0.5 dS/m) infiltrates into the soil more readily and does not harm plants.

Myth #5 – Turfgrass is a huge water waster.

Like all plants, different turfgrass species vary in the amount of water needed for healthy growth and survival. Water demand is typically measured as a percentage of the water that evaporates from the soil surface and transpires through the plant, also known as evapotranspiration (ET).

Cool season grasses such as tall fescue and perennial ryegrass typically use 80% of ET while warm season grasses such as bermudagrass and zoysiagrass typically use 60% to 70% of ET.

Many turfgrass species can also survive extended periods of drought and then spring back to life when water is supplied. When it comes to water waste, it's not so much the plant as it is the person holding the hose or programming the irrigation system who is to blame.

Pat Gross

After a 28-year career with the USGA, Pat Gross joined the Ewing Golf Inside Sales team. Pat completed more than 2,000 on-site consulting visits for the USGA.

Heat Warning!

Proactively Protect Workers To Avoid Cal/OSHA Citations

As temperatures soar this summer, Cal/OSHA safety inspectors will be blanketing California to ensure that job sites are complying with "high heat" procedures to protect outdoor workers.

Among other measures, it is crucial that workers are actively monitored for early signs of heat illness. This helps ensure sick employees receive treatment immediately and that the symptoms do not develop into serious illness or death.

California's heat regulation requires employers to protect outdoor workers by taking these basic steps:

- Train all employees and supervisors about heat illness prevention.
- Provide enough fresh water so that each employee can drink at least 1 quart, or four 8-ounce glasses, of water per hour, and encourage them to do so.
- Provide access to shade and encourage employees to take a cool-down rest in the shade for at least 5 minutes. They should not wait until they feel sick to cool down.
- Ensure that emergency medical services can and will be summoned when an employee feels sick or exhibits signs of heat illness, such as nausea, exhaustion or mental confusion.
- Develop and implement written procedures for complying with the Cal/OSHA Heat Illness Prevention Standard.

Online information on the heat illness prevention requirements and training materials can be obtained at Cal/OSHA's Heat Illness web page or the Water. Rest. Shade. campaign site. A Heat Illness Prevention e-tool is also available on Cal/OSHA's website.

Free HR Hotline

California's laws, rules and regulations about the employer/employee relationship are complex. CLCA's Human Resources (HR) Hotline can help.

- What forms are required by law when I hire a new employee?
- Can I ask if an applicant has a criminal history?
- Can my employees work through their lunch as long as I provide the pizza?
- Do I have to pay for the tools used by employees?
- What about medical marijuana?

Call CLCA's HR Hotline at (888) 783-4340

Spotlight: Landscape Development, Inc.

Landscape Development, Inc. (LDI) is an industry-leading, integrated site and landscape services company serving all of California with over 40 years experience. The company has a branch office in San Luis Obispo. From site design through construction, protection and maintenance, the company provides personal, capable solutions for site needs.

Members of the Landscape Development team are exceptionally enthusiastic Green Industry professionals who have dedicated their careers to working on your behalf. The company has licensed architects, skilled craftsmen, erosion control technicians, and exacting managers. From design to management to emergency site response, Landscape Development is available, 24/7, 365 days a year.

LDI efficiently constructs expansive parks and slopes, bustling commercial sites and resorts, alluring model sites, and efficient production homes. The LDI staff makes "anything landscape" possible. Every team member possesses the specific skills required to ensure success.

The Enhanced Landscape Management Division changes maintenance results dramatically. They enhance the site, making it grow to become more

valuable, beautiful, and livable.

High density properties pose special challenges to site appearance and longevity. Specially trained crews inspect all aspects of common spaces, proactively managing to the highest standards.

From mitigating shore erosion with engineered wave barrier systems, to slope protection and on-site SWPPP implementation, LDI retains soil and controls dust. The firm mitigates disturbance by water, fire, and development, restores habitat, and provides SWPPP plans, inspections, and emergency response.

California is home to incredible waterfront vistas and to threats from tidal erosion and drought. LDI's Earth Services Division diligently protects and restores shoreline erosion and natural damage.

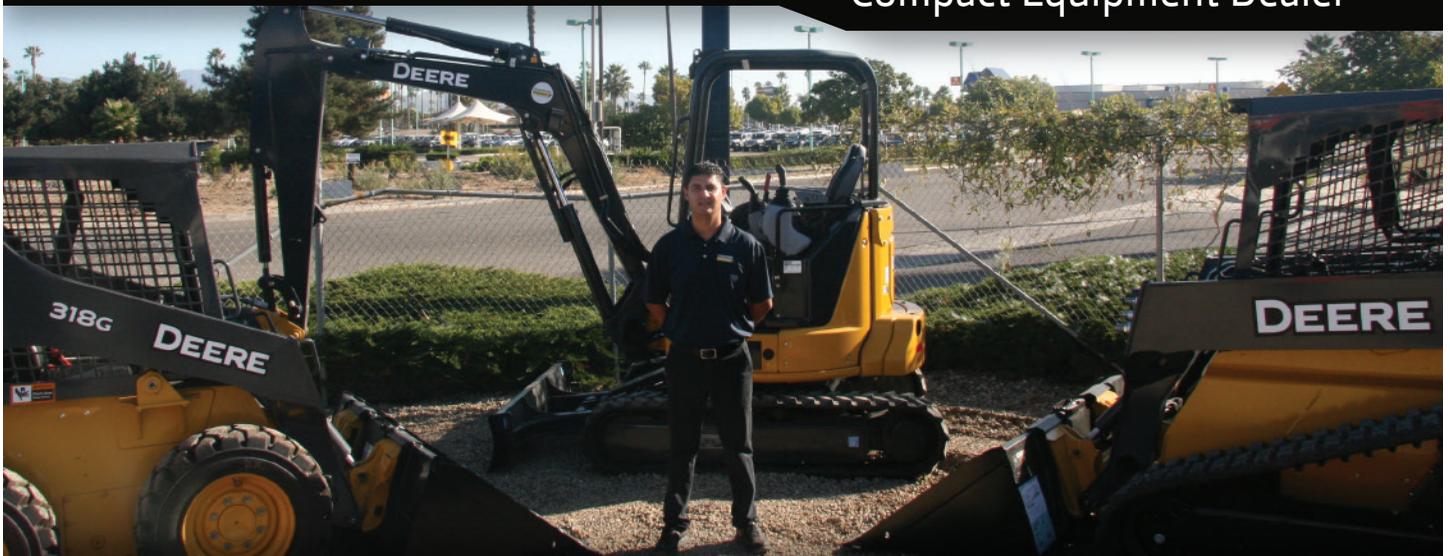
Over the decades, LDI has design-built mid-rise apartments, master planned developments, models, parks, production homes, and resorts.

Some sites are spacious while others can be challengingly tight. LDI's ingenious design and skilled construction proves even small lots can be magically transformed into magnificent getaways.

The Custom Gardens team consists of landscape architects, contractors, and dedicated craftsmen and subcontractors skilled in all aspects of design and construction.

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 2021 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.



805 West LLC

Have questions?
Need info?

CLCA MEMBER
ADVANTAGE

About | News | Store | Join | Renew [Sign In](#)

Search [clca.org](#)

treated wood waste

COVID

drought

how to make money

can dogs be trained to mow?

So many answers.
So many resources. Just for you.



- 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

Join Us!

CLCA CONVENTION

November 3-6



MAUI

2021

The Westin Maui Resort & Spa • Lahaina, HI

SAVE THE DATE! clca.org/convention