Wow, July has caught us all off-guard with this heat and humidity. With the lack of rain this year and the extreme heat this early in the summer, we all have to be on guard for diseases, insect problems, and related landscaping issues.

Our chapter recently held an informative educational event at the Leichtag Foundation in Encinitas, California. This Foundation is a blessing for us to have in our community. I want to thank both Warren Gorowitz and Judy Guido. These two are well-known in our industry – especially when it comes to sustainability and thinking outside the box to make our companies stand out from the norm. They’ve been involved in the industry for many years. Their presentations kept us all engaged and excited about our industry and where we are going in the future. Attendees received an excellent education at this event. As a chapter, we look forward to offering more events like this to help further educate and inspire our members.

In August, our general meeting will be held in North County at Target Specialty Products in San Marcos. Each month thereafter, the meeting will be moved to a different location in San Diego. Along with hosting a meeting, vendors will have an opportunity to showcase their facilities to members. Please let me know if you would like to host a future meeting.

We are also looking for a community project to work on in San Diego. If you have any ideas and would like to submit them for this opportunity, please send me an email at rmandel@ewingirrigation.com so that we can consider all possibilities.

Hope to see you all in August! ~Rick
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August 14
San Diego Chapter General Meeting. 9:15 a.m.
Target Specialty Products, 431 Daisy Lane, San Marcos.
Join us for a continental breakfast and an educational presentation at Target Specialty Products in San Marcos. Get updates on organic options for pesticides and herbicides as well as chapter happenings. This meeting is free to attend. A chapter board meeting will precede this general meeting at 8 a.m. All are welcome.

August 23
RCP Educational Event: MWELO. Details on pg 7.
RCP Block & Brick, 577 N. Vulcan Avenue, Encinitas.

September 11
San Diego Chapter General Meeting. 9:15 a.m.
Location to be confirmed.

September 29
San Diego Chapter Beautification Awards.
Bernardo Winery, 13330 Paseo Del Verano Norte, San Diego.

October 9
San Diego Chapter General Meeting. 9:15 a.m.
Location to be confirmed.

November 7-10
CLCA Annual Convention, San Diego.
Trophy Awards will be presented November 9.

ATTENTION: If you RSVP for an event and are unable to attend, you must cancel your reservation at least 24 hours prior to the event, or you will be invoiced for the reservation. All registrations are prepaid; there are no refunds if you don't attend.

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The 2015 drought experienced in the Western U.S. is already beginning to feel like a distant memory. Watering restrictions have been lifted in many regions and reserves are at capacity. Even popular ski regions, like Mammoth Mountain, had enough snow pack to keep ski season open into summer. With a seeming abundance of water it can be easy to take for granted how precious water is and how quickly circumstances change when it is not readily available.

As the first show of its kind to deal with the topic of water, The Water Zone has gained a lot of attention and accolades. They recently received the 2018 KCAA Broadcast Media Award for exemplary news coverage of water legislation, promotion of water conservation, and water use efficiency technologies.

Rob Starr (pictured above, right) and Chris Davey (pictured above, left), hosts of this groundbreaking radio show, take to the airwaves each week with the mission to remind us of the importance of water and steps we can take to protect it. “It’s not a matter of if there will be another major drought but when,” says Starr. “Taking steps now to conserve and protect our water resources will serve to ensure that we are better prepared for the next major event.”

With sponsorship and support from The Toro Company, The Water Zone began in 2015 in response to the water crisis that impacted much of the Western U.S. Its purpose was to keep listeners in the Southern California region informed and updated about the drought and ways to conserve in business and at home. Since then, the show has grown to become a forum for industry experts, government leaders, authors, environmentalists and others to discuss issues and opportunities for water conservation across the country. It touches on everything from government regulations, do-it-yourself water saving tips, and new technologies for water efficient crop watering.

“Since their first show, we have seen an ever increasing interest about water issues, water regulation and water conservation from both our listening and internet audience. The Water Zone and their impressive on-air guests provide great insight and knowledge on these important topics. The show has been a great addition to our program lineup,” says Mark Westwood, KCAA’s Radio General Manager.

The radio show has also grown to include contributions and collaboration with several industry groups including the Irrigation Association and California-Nevada Section of the American Water Works Association. The inclusion of industry organizations points to a natural synergy and the importance of The Water Zone as a means of exploring important issues affecting water throughout the nation and across diverse industries.

“Drought is often seen as an issue that only affects us here in the West, but it can happen anywhere in the nation and when it happens it impacts nearly every part of our daily lives,” says Starr. “Expanding our reach to include water industry organizations, like AWWA, enables us to make an even greater impact and influence water savings nation-wide.”

The Water Zone is broadcast on iHeart radio and throughout Southern California on NBC News Radio KCAA radio 1050 AM, 102.3 FM, and 106.5 FM. Podcasts are available at www.kcaaradio.com.
MWELO Educational Event set for Aug. 23 at RCP Block & Brick

All CLCA members are invited to learn more about the state Model Water Conservation Landscape Ordinance (MWELO) and the Audit Component of MWELO at RCP Block & Brick in Encinitas on Thurs., August 23.

Steven Sherman, ASLA, CLIA, QWEL, Landscape Architect, and owner of California Landscape Technologies, will update members on the latest changes in the MWELO and anticipated changes by 2020 as part of the California Green Building Codes. He will provide a general overview of the MWELO document, give examples of different cities’ requirements, define the auditor component, and talk about the CLIA & QWEL certification programs.

Networking begins at 5:30 p.m., followed by dinner. The educational program will begin at 6:30 p.m. This event is FREE to attend. RSVP’s requested by August 21. Call Gina Adams at (619) 247-6594 with questions or to RSVP. RCP is located at 577 N. Vulcan Ave., Encinitas.

San Diego Chapter Member Milestones

Congratulations to the following companies for reaching membership milestones this month.

21 Year Member
Vaughn Irrigation Services, Inc.

18 Year Member
Keith Willhite

17 Year Member
Merino Landscape, Inc.

16 Year Member
Juniper Landscape Company

6 Year Member
Landcare Logic

Smart Irrigation just got smarter.
Get connected with Smart Controllers and accessories at Horizon.

Now your Smart Irrigation system can save more than water!
Reduce labor with fewer callbacks, control irrigation systems from anywhere in the world, and give your clients only the control they want them to have. Home automation is advancing, why shouldn’t irrigation? Learn more at your local Horizon, or visit our blog at www.HorizonOnline.com/blog.
If your quoting process is just about the numbers, that could be a costly mistake. Some friends recently told me they requested an estimate from a landscaper for the home they had just bought and the $500 a month quote they received surprised them. It may have been a fair price for the job, but they weren’t given any reason why it was that high—a mistake that probably lost that contractor the job.

Whether you’re quoting someone $50 a month or $500, it’s always important to start off on the right foot. Here are a few ideas to help prospective clients feel comfortable in choosing your services.

1. Don’t assume the client knows what’s included.
Include a list of services that will be provided, when and how often.

Are mowing, fertilizing, pruning, and pest control included? What about planting, pool care, or overseeding? Or maybe lighting and irrigation maintenance?

2. Make sure your qualifications stand out.
Are you certified by any local or national associations? Are you trained, or do you specialize in the services they need?

Most people feel more secure contracting with someone who is knowledgeable and certified, so make sure to emphasize your qualifications. This can also help people understand why your services may be worth more than a competitor.

3. Highlight how you’re different.
Are there other aspects that make your business unique? Are you a family-owned business or local business? Does your company give back to the community? Do you offer organic lawn care, flexible scheduling, remote irrigation monitoring or convenient payment options?

By emphasizing the things that make your company or services special, you can set yourself apart from the competition. And rather than compete against everyone else on price, you can appeal to customers by offering something different.

4. Package it all together.
When you’re ready to give the client your estimate, packaging it into an easy to read proposal can help you stand out.

In a well-written proposal, you can emphasize your differentiation, your qualifications and all the services you provide, so they’ll be aware of other jobs they can use or recommend you for.

And by making this kind of effort in your estimating process, you can show potential clients the care and commitment you’ll also have on the job.

5. Make it easy.
If you’re looking for more ways to make estimating easier and faster, you may want to consider services like Hindsite Software and Go iLawn:

•Hindsite offers estimating, CRM tracking, scheduling, and invoicing software all in one package.

•Go iLawn offers a property measurement tools and a proposal builder, without the need for an on-site visit.

This article originally ran on Ewing Irrigation & Landscape Supply's blog at www.ewingirrigation.com/news. Find more green industry tips and solutions on Ewing's blog!
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<td>EQUITY SHARE</td>
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Visit www.lcisinc.com/member-benefits to see all of the Membership Benefits.

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KEYNOTE SPEAKER Warren Gorowitz, VP of Sustainability for Ewing Irrigation, chats with BrightView Landscape Services rep Brian Maynard about why it’s important to understand sustainability and ways to promote it in business.

EVENT PARTNER BOOTHS, including Ewing Irrigation’s pictured here, are visited by attendees looking to learn more about sustainable products.

BUILDING FRIENDSHIPS are Target Specialty Products rep Lee Wozniak, Stotz Equipment reps Brad Bogers and Cody Stewart, and Ewing Irrigation rep Rick Mandel.

THOUGHT LEADER, and the other event keynote speaker, Judy Guido talks to Nature Designs owner Steve Jacobs about the key drivers behind sustainability’s significant growth and how to use those drivers to differentiate and grow a profitable company.

JAIN IRRIGATION rep and Chapter Education Chair, Michael Derewenko, is thanked for organizing this fantastic event by Gothic Landscape rep Stacey Sturnot.
FARMLAND TOUR is enjoyed by attendees interested in learning more about the Coastal Roots Farm that makes up part of the 68-acre Leichtag complex.

ENGAGED IN LEARNING – Attendees listen intently as Judy Guido (not pictured) shares details on who the core sustainable customers are and what they want.

LEICHTAG FOUNDATION rep Jenny Camhi talks to the group about the facility, its rich history, and Jewish affiliation.

VICE PRESIDENT EVENTS Janet Pozzoli-Valin and President-Elect Willie Valdez work together to spread the word about the upcoming Chapter Beautification Awards gala at the Bernardo Winery on Sept. 29.

NETAFIM rep Bill Millward (right) talks to Stotz Equipment rep Brad Bogey about his micro irrigation products.

WEST COAST TURF rep Dani Booth (right) chats with Heaviland Landscape rep Bryal Hilton about Kurapia, their drought tolerant and low maintenance turf alternative natural ground cover sod.
25+ Year CLCA San Diego Chapter Members

Congratulations and thanks to the following Chapter Members for their continued support for over 25 years.

- American Sod Farms
- Aristocrat Landscape Maint.
- Benchmark Landscape
- Brightview Landscape Services
- Cuyamaca College
- Daniels Landscape
- Ewing Irrigation
- Futaba Landscape
- Gothic Landscape
- Green Horizons Ldscp. & Maint.
- Heaviland Enterprises
- Holmes Landscape Co.
- Horizon
- Hunter Industries/FX Luminaire
- HydroPlant Hydroseeding
- Hydrosprout
- Irritrol/Rain Master
- J.M.D. Landscape
- Jerrie Beard & Associates
- Kellogg Garden Products
- KRC Rock
- Labahn’s Landscaping
- Landscape Contractors Ins. Serv.
- Lanskers Landscape Design
- Mark Schroeder & Co.
- Milfeld’s Nursery
- Nature Designs Landscaping
- New Way Ldscp & Tree Srvcs
- Olson Irrigation Systems
- Parsons Designscapes
- Schnetz Landscape
- SiteOne Landscape Supply
- Southland Sod Farms
- Stephen George
- Steven Smith Landscape
- Sunlite Landscape
- Takendo Arii
- Terracare Associates
- Van Slyke Landscape
- Village Nurseries
- Western Tree Service
- Glenn Wilhite