Thank You to Our 2019 Sponsors!

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August 13
San Diego Chapter General Meeting. All welcome.
8:45 a.m. breakfast/networking, 9:15 a.m. meeting.
Mimi’s Cafe, 10788 Westview Pkwy, San Diego.

September 10
San Diego Chapter General Meeting. All welcome.
8:45 a.m. breakfast/networking, 9:15 a.m. meeting.
Mimi’s Cafe, 10788 Westview Pkwy, San Diego.

September 28
Chapter Beautification Awards.
Farmer & the Seaborse, 10996 Torreyana Road, San Diego.

October 8
San Diego Chapter General Meeting. All welcome.
8:45 a.m. breakfast/networking, 9:15 a.m. meeting.
Mimi’s Cafe, 10788 Westview Pkwy, San Diego.

November 12
San Diego Chapter General Meeting. All welcome.
8:45 a.m. breakfast/networking, 9:15 a.m. meeting.
Mimi’s Cafe, 10788 Westview Pkwy, San Diego.

November 13-16
CLCA Convention, Lake Tahoe.
More info. can be found at www.clca.org/convention.

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.

Connect, Learn, & Grow with CLCA!
Not a Member? Join at clca.org/join
• Free Delivery to anywhere in Southern California
• All paperwork completed at your Home, Office, or Jobsite

Over 400 Units In Stock!

Call Us Today For Your Member Special Pricing 888-22-CHEVY
Pictures are the most powerful part of a landscaper’s website. People want to see your work. But prospective clients also look for another kind of picture – a vision of the company itself. Your experience, your business philosophy, important customer policies – you can’t get all that from the photographs. You need text for that.

I can’t tell you how many websites I’ve seen that do more harm than good for the businesses they’re supposed to be promoting. The damage is caused by poor writing. It can sabotage even the most beautiful website. You’ve probably heard it said that the Internet is a window to the world. That’s true, but remember that your company website is the world’s window to you. First impressions count.

Here are a few tips on website text:

Organize it: Websites typically have several pages such as Home, About Us, Services, Photo Gallery, etc. Organize what you want to say on each page so that people can easily find what they’re looking for.

Keep it short: There’s probably a great deal of information you could share about your business, but the value of a website is in getting new customers to contact you. Say enough to accomplish that – not so much that readers lose interest. The longer the text, the shorter the odds that people will read it.

Make the content meaningful: What people see and read on your website should inspire confidence. Leave them with a positive idea about your experience, expertise and qualifications, the quality of your workforce, satisfaction of past and current clients (testimonials) – all those things contribute to an increase in your business.

Keep it simple: Use plain talk – not trendy buzz words or long run-on sentences. It’s not Shakespeare and it’s not your doctoral dissertation. Fancy writing doesn’t impress readers, it makes reading tedious. Simplicity helps readers save time when they’re trying to find information.

Keep it friendly: Write like you’d talk to somebody you’re showing around your business. Actually, that’s exactly what you’re doing. Websites may reach hundreds, maybe thousands of people, but it’s always one at a time.

Make it excellent: Display the same excellence in your writing that you apply to your company’s work. That means no mistakes! People spot grammatical errors, typos, and misspellings. Besides implying carelessness, mistakes call attention to themselves like speed bumps in a smooth road. One minute you’re reading about plants that thrive in shady areas and the next minute you’re focused on the incorrect use of the word there – or is it their? or they’re?

What does your website say? More than you might think. If you’re not satisfied with the copy on your website, take the trouble to improve it. You may decide to go back to square one, although sometimes all you need is a bit of touch-up.

Let’s say that I’ve given you something to think about, but you don’t have the time or writing just isn’t your thing. You may decide to work with a copy writer. If you do, plan to participate because your input is key. It’s your company, your message, and your image.

Whichever way you choose, do-it-yourself or hiring a professional writer, the ultimate goal is to present your business in a way that inspires confidence and brings in customers. Interesting, high-quality, error-free, writing is an essential element of your company’s success.
Dogs, cats, turtles and more, homeowners can have any number or types of pets. According to a variety of sources, around half of U.S. households have pets. What does that mean for your landscaping business? Around half of the households in the U.S. could be looking for pet-friendly landscape products that you can offer.

Incorporate these products into your business service repertoire for additional revenue opportunities.

**Pet-Safe Pest Control**

If your clients are looking to manage pests, but want an alternative to traditional pesticides, Mirimichi Green Pest Control is an option. This organic pesticide combats a variety of pests including mosquitoes, ticks, fleas, spiders, ants, roaches, and has more than an 80% kill rate within a 24-hour period. It’s safe for backyards, parks, campgrounds, sports fields and golf courses, universities, and more.

**Messinas Dog & Cat Stopper**

While it might not sound like it from the name, Messinas’ Dog & Cat Stopper is a harmless dog and cat repellent product that stops animals from going near designated areas such as planter beds, specific areas of lawns, and even furniture. It creates a sensory barrier that works by smell, taste, and feel. This odor-free repellant can be used inside or outside and can be applied every 30 days.

**Synthetic Turf for Pets**

If your customers love that lush lawn look, but are worried their beloved pets could damage or ruin it, try EPS Turf’s Pet Turf. It’s made specifically for pets, is easy to clean and maintain, drains quickly, and comes in a variety of sizes to fit any landscape need.

EPS Turf also makes a pet-friendly infill called ZeoFill Synthetic Turf Pet Infill. It’s made of all natural materials that help absorb urine and prevent ammonia odors from forming on your turf.

**Kellogg’s Garden Organics Topper**

For clients who do want natural turf, Kellogg’s Garden Organics Topper can help keep pets safe and give new and existing lawns a boost. This lawn and sod topper is 100% natural, made from aged recycled forest products, composted manure, and broken down feather meal making it safe for animals and people.

You can achieve that green, lush lawn look while also providing your customers with the peace of mind that their pets will be safe while running and playing on their lawn.

Offering and highlighting your pet-safe services will help set you apart from your competitors by emphasizing your business’ dedication to your clients’ needs.

*This article originally ran on Ewing Irrigation & Landscape Supply’s blog at www.ewingirrigation.com/news.*
FREE MWEL Certificate Workshop
Wednesday, August 21, in Downey

- Earn CEUs for your APLD, IA, ISA and NALP certifications!

Attention landscape contractors, landscape architects & designers, city planning & code enforcement, and water agency conservation personnel! CLCA’s Mastering Water Efficient Landscapes (MWEL) is holding a FREE workshop on Wednesday, August 21, at So Cal Gas - Energy Resource Center in Downey from 8 a.m.-4 p.m., to help you master new opportunities in water efficiency. Continental breakfast and lunch are included thanks to MWD and the host agency.

This is landscape training that focuses on mastering the basic elements of water efficient landscaping for new California landscapes. As more outdoor California building ordinances are imposed on new landscapes and the landscape industry, this training focuses on creating and maintaining water efficient landscapes. All the essential elements to help you comply with the MWEL, design, build and maintain healthy, water efficient landscapes for California’s “new normal” will be covered.

This workshop will offer CEUs for your current certifications, provide you with a participation certificate, and attendees will:
• Review a relevant case study of California’s Model Water Efficient Landscape Ordinance (MWELO)
• Receive knowledge of MWELO’s most important elements
• Have an understanding of soil, irrigation, water budgeting and plant relationships
• Have an understanding of overall water efficient landscape best management practices (BMPs)
• Participate in an interactive landscape water budgeting exercise
• Participate in a question and answer session with proven industry experts

This workshop is free to all those in Southern California thanks to a generous sponsorship by the Metropolitan Water District.

To take advantage of this offer, you must:
• Register with CLCA and place a $50 deposit* on the workshop.
• Upon full attendance at the workshop, you will receive your $50 deposit back.

* Your deposit of $50 becomes non-refundable if you do not attend the workshop or attend less than 90% of the workshop or if you cancel your attendance within 10 days of the workshop.
Ways to Manage Staff Conflict
By Brad Sugars, ActionCOACH

Conflict is inevitable when a team works closely together; however, if a leader does not confront conflict and allows it to fester, the work environment can become toxic. A manager who avoids conflict and puts up a façade of harmony unknowingly creates disruption between the employees. It is the responsibility of the manager to act before healthy tension turns into chaos. To help you manage staff conflict and keep your workplace healthy, here are few ways to manage staff conflict.

Respect Differences
Respect the differences in people rather than exerting your authority and imposing your will every time, and try to see things from different perspectives so that you can avoid conflict in the future. As the workplace becomes increasingly diverse, conflict resolution is no more black or white, it is shades of grey. By respecting unique differences in individuals, you comprehend how to manage conflict with people in general.

Right Timing
Let’s admit it, at times, conflict cannot be avoided; therefore, leaders who invest their time and energy in avoiding conflict regret it later, they need to focus on managing it. Timing is key when it comes to effectively managing conflicts. The right time to take action is when you have proof that the performance of others is negatively being impacted by the wrongdoing of an employee, for instance. Waiting too long will put your reputation at risk.

Confront the Tension
Doing things that others do not like is what leadership is all about, conflict resolution being one. However, conflict should be confronted head-on. Take charge and address the conflict before things go haywire. Allowing conflict to fester is a no-no. Waiting for others to do your work because you were hesitant is failure on part of the manager.

San Diego Chapter Member Milestones
Congratulations to the following companies for reaching membership milestones this month.

24 Year Members
Bradley Landscape Development
Sowell Landscaping

23 Year Member
One Tripp Tree Service

21 Year Member
Ciro’s Landscaping

16 Year Member
Abundant Life Ldscp. Maint.

13 Year Member
Mariposa Ldscp. & Tree Srvc.

10 Year Member
Evergreen Distributors

7 Year Member
San Diego County Water Auth.

6 Year Member
Genesis Landcare & Irrigation

5 Year Members
MSE Landscape Professionals
Free Flow Products

4 Year Member
Nick Martin Ldscp. Architect

1 Year Member
Permagreen Lawncare
Coverages Included in Package

- General Liability • Business Auto
- Inland Marine-Contractors Equipment • Property • Crime

Residential and Commercial Coverages

- Landscape Maintenance
- Landscape Construction
- Synthetic Turf Installers
- Irrigation System Installation & Repair
- Arborists/Tree Trimming
- Hydro Seeding
- Nurseries and Nursery product sales
- Greenhouses
- Pond Installation & Repair
- Weed Control
- Landscape concrete curbing/paving
- Habitat Restoration Services
- Excavation with limited ornamental planting/tree and fencing work
- Landscapers with incidental snow plowing and/or street cleaning
- Landscapers with ancillary pool work such as decorative tile, rock, decking and limited plumbing work
- Landscape Consultants & Architects (except Errors & Omissions)

Program Highlights

- Tract home or multi-unit developments • Not Excluded
- Cranes, boom trucks and bucket truckselligible
- New ventures OK with 3 years experience in the industry
- Multiple premium finance plans
- Flexible deposits and installment plans

Services Included

- Dedicated Certificate Unit • 24 hour turnaround
- Customized claims oversight
- Claims handled by a leading National Claims Administrator
- Loss Control
- MVRs run for new hires
- LCIS Business Services (legal, HR, safety and more)
Landscape Contractors Insurance Services (LCIS) recently announced that they are celebrating their 30th year serving the landscape industry. Formed in 1989 by a group of landscape contractors in order that their peers could access competitive insurance services, today, LCIS is the leading provider of insurance and business related services to the landscape community in the Western U.S.

According to Kim Ayala, President/CEO, a good part of LCIS’ success has been their deep understanding of the needs of the industry, and their continued commitment to giving rebates back to their members.

“Last year, we paid back rebates amounting to $960,000 to LCIS members,” said Ayala. “That represents a +7% increase that our current members enjoyed versus the prior year.”

In addition to giving back industry leading rebates, LCIS also provides their members with added value in the form of FREE legal and HR consultation, Equipment & Vehicle Financing, Work Injury Triage, and more, through the LCIS Member Benefits Program. Not only that, LCIS remains a multi-year Elite Sponsor, supporting the California Landscape Contractors Association (CLCA).

“Our investment of $50,000 in 2018 into CLCA programs was contributed both at the state level as well as chapter levels,” said Ayala. “The hands-on involvement of LCIS staff who work on various chapter boards and attend meetings, tradeshows and other state and local events is another way we give generously to the CLCA organization,” added Ayala.

“Our biggest news for 2019 is a new, exclusive insurance program we are introducing over the next couple of months,” said Ayala. “During our thirty-years we’ve always provided unequaled access to multiple insurance programs, but in addition, now we are unwrapping a brand new, exclusive insurance program, competitively priced for and designed especially for landscape contractors.”

About LCIS: Since 1989, LCIS and its family of companies have dedicated themselves to helping the green industry grow and prosper, by playing a substantial role in supporting and giving back to the industry and its members. In fact, since its inception, LCIS has paid over $43 million in rebates to its members, and Golden Oak, a green industry co-op, has distributed over $488,000 in equity shares to retired industry members.
FX Luminaire’s SL Wall Light Offers High Lumen Output for Near-Grade Installations

With four stylish faceplate designs, a compact profile, and minimal glare, the contemporary FX Luminaire’s SL wall light is a fantastic addition for new and retrofit applications that require the fixture to be mounted near or at grade.

The SL offers high lumen output and zoning, dimming, and color generation capabilities when used with Luxor® technology. Built with die-cast aluminum, the tamper-resistant SL is simple to install and is engineered with no visible hardware. It fits easily in standard electrical boxes. For maximum design flexibility, the fixture is available with beveled, curved, round, and flat faceplates.

Discover Your Path to Success at Hunter University

Hunter University, Hunter’s free online training platform, has been updated to make it easier to find irrigation and lighting professional development programs that are right for you. Simply identify your profession to see applicable training paths and start learning!

You’ll also find all-new certificates and badges on your Hunter Account. As you earn more certificates, the corresponding badges will light up on your Grades page. From there, you can download each badge as well as a customized certificate with your name on it. That way, you can easily identify yourself as a product specialist to your customers.

Connect, Learn, and Grow with CLCA!
25+ Year CLCA San Diego Chapter Members
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
California Backflow Specialist
Cuyamaca College
Daniels Landscape
Ewing Irrigation
Futaba Landscape
Gothic Landscaping
Heaviland Enterprises
Holmes Landscape Co.
Horizon
Hunter Industries/FX Luminaire
HydroPlant Hydroseeding
Hydrosprout
Imperial Sprinkler Supply
J.M.D. Landscape
Kellogg Garden Products
KRC Rock
LaBahn’s Landscaping
Landscape Contractors Ins. Serv.
Mark Schroeder & Co.
Nature Designs Landscaping
New Way Landscape & Tree Srvcs.
Pacific Green Landscape
Parsons Designscapes
SiteOne Landscape Supply
Southland Sod Farms
Southwest Boulder & Stone
Steven Smith Landscape
Sunlite Landscape
Van Slyke Landscape
Village Nurseries
Western Tree Service

CLCA San Diego Chapter Life Members
Thank you to the following Life Members for their continued support of the association.

Jerrie Beard
Steve George
Stephen Jacobs
Alfred Lehmann
John Mohns
Randy Newhard
Kim Rusing
Steven Smith
William Schnetz
Mark Schroeder
Gary Weems
Keith Wilhite
Glenn Wilhite