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OC Vision

Official Publication of the Orange County Chapter of California Landscape Contractors Association • www.clca-orangecounty.org

COMPLETE 2025 BEAUTIFICATION AWARDS COVERAGE INSIDE!



OC VISION
C/O CLCA - Orange County Chapter
P.O. Box 12044
Newport Beach, CA 92658



Cover Photo:
2025 Robert Wade Memorial President's Award
winning Hawthorne Project by multi award-winning
contractor Urban Customs Landscape.

2025 Orange County Chapter CLCA Coaching Staff



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So Cal Concepts, Inc.
(949) 653-1101

For information about what we're doing in 2024, contact Dave.



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Midwest Landscaping
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For inquiries relating to educational programs and their development, contact Ed.



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For information about becoming a CLCA-OC Chapter member, contact Patrick.



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For questions relating to our annual programs and events, contact Bill.



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For legislation information, on both the state and local level, contact Richard.



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For answers to general inquiries, contact Dave.

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For inquiries relating to chapter communications or finances, contact Bronwyn.



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Celebrating the Strength of Our Chapter

Another year of Beautification Awards has come and gone, and I want to thank everyone who helped make it such a great event – Bronwyn Miller, Bill Deeble, Richard Cohen, our landscape judges Mike Garcia and Jim Rios, and our lighting judges Carlos Arresola and Garrett Hume. Thank you all for your hard work and dedication to the CLCA Orange County Chapter.

As I sit here reflecting, a few key things come to mind. First, how diverse our chapter has become. In attendance, we had both young and seasoned contractors, individuals from all backgrounds, family-owned businesses, and large corporate companies. It was a great showcase of how diversified our chapter is.

When I joined the CLCA in 2004, the chapter felt very corporate, with many large and well-established companies.

I thought it would take years to fit in, but I quickly discovered how welcoming and supportive everyone was. Members were eager to help in any way they could, and I was honored to win my first award in just my second year of entering.

Today, I believe our chapter is even more open and supportive than ever. We are ready to guide, mentor, and encourage the next generation of contractors.

To the companies that entered this year's awards, "Way to go." And to those who took home a win, "Congratulations!" My advice: stay consistent and enter every year. Continue building your level of quality and make your mark in CLCA.~David



David Horton
So Cal Concepts
Chapter President

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2025 CLCA-OC Calendar

Mark Your Calendars & Plan to Attend!

Nov. 5-8	CLCA State Convention & Trophy Awards, Hyatt Regency Sonoma Wine Country. Cornhole Tournament too! More information can be found at www.clca.org/convention .
Nov. 12-13	The Landscape Expo, Anaheim Convention Center. Find more information at www.thelandscapeexpo.com .
Dec. 5	OC Holiday Party, Location TBD.

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SWEEPSTAKES AWARD – Winning the award for being the “best in all categories” is So Cal Concepts, David Horton (right); presented by Bill Deeble for sponsor CLCA Insurance Solutions.



ROBERT WADE MEMORIAL PRESIDENT'S AWARD – Winning the award for best landscape installation project is Urban Customs Landscape, Edgar Godinez (right); presented by Richard Cohen for sponsor Southwest Boulder & Stone.



ALLEN CHARITON MEMORIAL JUDGES' AWARD – Winning the award for best landscape maintenance project is So Cal Concepts, Hector Nava (right); presented by Richard Cohen for sponsor Moon Valley Nurseries.



SMALL RES INSTALLATION A Winning the Award is Nor-Land Landscaping, Dave Norred; presented by Kathy Sakioka for sponsor Sakioka Wholesale Nursery.



PUBLIC WORKS MAINTENANCE A Outstanding Achievement to Mariposa Landscapes, Juan Carlos Solis (right); presented by Vicente Ruiz (left) and Laura Orozco for sponsor Devil Mountain Wholesale Nursery.



COMM/IND/MULTI-UNIT INSTALL Outstanding Achievement to Marina Landscape, Marco Mendoza (right); presented by Omar Gonzales for sponsor Boething Treeland Farms.

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NOVEMBER 12TH & 13TH

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RESIDENTIAL ORANGE COUNTY GREEN

Winning the Award is Midwest Landscaping (accepted by Bill Deeble); presented by Wister Dorta (right) for sponsor Arborjet.



PUBLIC WORKS MAINTENANCE B

Outstanding Achievement to Mission Landscape, Virgilio Morales and Dionicio Vazquez (right); presented by Richard Cohen (center) for sponsor Southland Sod.



SMALL RES INSTALLATION B

Winning the Award is Tropical Plaza, Lucas Fields; presented by Kathy Sakioka for sponsor Sakioka Wholesale Nursery.



RETAIL/OFFICE/IND MAINTENANCE

Outstanding Achievement to Stay Green, Miguel Magana (right); presented by Richard Cohen for sponsor CLCA Orange County Chapter.



MULTI-UNIT RES MAINT OVER \$8K/MO

Winning the Award is Stay Green, Casey Black (right); presented by Juan Mendoza for sponsor Milwaukee Tool.



MEDIUM RES INSTALLATION

Winning the Award is Eureka Landscape Services, Michael Jelenky (right); presented by Richard Cohen for sponsor Everde Growers.



PUBLIC WORKS MAINTENANCE B

Outstanding Achievement to Mariposa Landscapes, Ricardo Chaidez (right); presented by Richard Cohen for sponsor Southland Sod.



COMM/IND/MULTI-UNIT INSTALL

Winning the Award is Marina Landscape, Susy Orozco; presented by Omar Gonzales for sponsor Boething Treeland Farms.



PUBLIC WORKS MAINTENANCE A

Winning the Award is Mariposa Landscapes, Jesus Ramirez (center); presented by Laura Orozco and Vicente Ruiz (right) for sponsor Devil Mountain Wholesale Nursery.



COMMERCIAL ORANGE COUNTY GREEN

Winning the Award is Marina Landscape, Ali Tavakoli; presented by Richard Cohen for sponsor Municipal Water District of Orange County.



MULTI-UNIT RES MAINT \$4K-\$8K/MO

Winning the Award is Las Flores Landscape, Joe Hamby; presented by Keziah Olsen for sponsor The Landscape Expo.



PUBLIC WORKS MAINTENANCE B

Winning the Award is Mariposa Landscapes, Roberto Perez (right); presented by Richard Cohen for sponsor Southland Sod.



2025 BEAUTIFICATION AWARD WINNERS

SMALL RESIDENTIAL LANDSCAPE INSTALLATION A

Sponsor: Sakioka
Wholesale Nursery

WINNER

Nor-Land Landscaping
Sahgal Residence

SMALL RESIDENTIAL LANDSCAPE INSTALLATION B

Sponsor: Sakioka
Wholesale Nursery

WINNER

Tropical Plaza, Inc.
Yeandle Residence

ACHIEVEMENT

Nor-Land Landscaping
Rosol Residence

MEDIUM RESIDENTIAL LANDSCAPE INSTALLATION

Sponsor: Everde Growers

WINNER

Eureka Landscape Services, Inc.
Chung Residence

COMM./IND./MULTI-UNIT LANDSCAPE INSTALLATION

Sponsor: Boething Treeland Farms

WINNER

Marina Landscape, Inc.
*Newport Blvd Median & West
Coast Hwy Landscape Improvement*

ACHIEVEMENT

Marina Landscape, Inc.
Crenshaw - LAX Transit Corridor

DESIGN/BUILD LANDSCAPE INSTALLATION

Sponsor: Husqvarna Group

WINNER

Tropical Plaza, Inc.
Patrick Residence

ORANGE COUNTY GREEN RESIDENTIAL INSTALLATION

Sponsor: Arborjet

WINNER

Midwest Landscaping
Mori Project

ORANGE COUNTY GREEN COMMERCIAL INSTALLATION

Sponsor: Municipal Water District
of Orange County

WINNER

Marina Landscape, Inc.
*UCSD Pepper Canyon
West Housing Redesign*

SMALL RESIDENTIAL LANDSCAPE RENOVATION

Sponsor: SPJ Lighting

WINNER

Urban Customs Landscape
Hawthorne Project

ACHIEVEMENT

So Cal Concepts, Inc.
Hardy

LANDSCAPE LIGHTING BETWEEN 36-80 FIXTURES

Sponsor: TOP Lights

WINNER

Tropical Plaza, Inc.
Patrick Residence

ACHIEVEMENT

So Cal Concepts, Inc.
Simrell

RESIDENTIAL MAINTENANCE OVER \$1,000/MO.

Sponsor: West Coast Turf

WINNER

So Cal Concepts, Inc.
Shady Estate

MULTI-UNIT MAINTENANCE \$4,001-\$8,000/MO.

Sponsor: The Landscape Expo

WINNER

Las Flores Landscape
Esperanza Apartment Homes

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all the award-
winning projects
at our website!**

MULTI-UNIT MAINTENANCE OVER \$8,000/MO.

Sponsor: Milwaukee Tool

WINNER

Stay Green
La Habra West Hills HOA

ACHIEVEMENT

Stay Green
Viewpointe North HOA

PUBLIC WORKS MAINT A UP TO \$8,000/MO.

Sponsor: Devil Mountain
Wholesale Nursery

WINNER

Mariposa Landscapes, Inc.
Chino Hills North Community Ctr

ACHIEVEMENT

Mariposa Landscapes, Inc.
The Annex at Tustin Legacy

PUBLIC WORKS MAINT B OVER \$8,000/MO.

Sponsor: Southland Sod

WINNER

Mariposa Landscapes, Inc.
South Fontana Park

ACHIEVEMENT

Mission Landscape Co.
Heritage Hill Historical Park

ACHIEVEMENT

Mariposa Landscapes, Inc.
Ralph B Clark Regional Park

RETAIL/OFFICE/IND LANDSCAPE MAINTENANCE

Sponsor: CLCA OC Chapter

ACHIEVEMENT

Stay Green
City Place

LANDSCAPE MAINTENANCE 30+ YEARS OLD

OVER \$3,000/MO.

Sponsor: EGO Commercial

WINNER

Mariposa Landscapes, Inc.
Mary Vagle Nature Center

SPECIAL BEAUTIFICATION AWARD WINNERS



Corona Del Mar Bungalow

ALLEN CHARITON MEMORIAL JUDGES' AWARD

Awarded for best overall entry in landscape maintenance.

Sponsor: Moon Valley Nurseries

So Cal Concepts, Inc. for *Corona Del Mar Bungalow*



Hawthorne Project

ROBERT WADE MEMORIAL PRESIDENT'S AWARD

Awarded for best overall entry in landscape installation, renovation, or water conservation.

Sponsor: Southwest Boulder & Stone

Urban Customs Landscape for *Hawthorne Project*



Simrell

SWEEPSTAKES AWARD

Awarded for best overall entry in any category.

Sponsor: CLCA Insurance Solutions

So Cal Concepts, Inc. for *Simrell*

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CLCA ORANGE COUNTY CHAPTER MEMBERS AND FRIENDS enjoy a lively evening celebrating excellence in landscaping at the Beautification Awards Gala at Tijeras Creek Golf Club in Rancho Santa Margarita on October 4.



GREETING attendees with bright smiles at registration are the always-friendly Jenny Dinoso and Norah Miller.



SAKIOKA WHOLESALE NURSERY reps Kathy, Nancy, and Hiro Sakioka are excited to be attending this year's Beautification Awards where they sponsored two award categories.



LANDSCAPE JUDGE Mike Garcia with Enviroscope attends the banquet with his wife Patti. Alongside Jim Rios, Mike dedicated two days traveling throughout the county to evaluate award-worthy projects.



TROPICAL PLAZA reps Lucas and Paige Fields savor a night out together after recently welcoming their newborn.



AWARDS EMCEE Ryan Moore with Border Concepts shares a laugh with Chapter President David Horton before taking the stage to announce this year's winners.



MARIPOSA LANDSCAPES reps Jesus Ramirez, Roberto Perez, Juan Carlos Solis, Michael Williams, and Ricardo Chaidez trade stories with Ryan Johnson (right, standing) of Imperial Sprinkler Supply.



URBAN CUSTOMS LANDSCAPE reps Benito Godinez, Reina Godinez, and Edgar Godinez are stoked their project took home top honors as the best landscape installation in the entire competition!



LONG-TIME FRIENDS and OC Chapter board members Bill Deeble and Richard Cohen chat during the reception.



MISSION LANDSCAPE reps Dionicio Vazquez, Virgilio Morales, and Lightning are eager to learn if their company won an award in this year's competition.



CHAPTER PRESIDENT David Horton thanks Jim Rios for serving as a judge in this year's competition. Jim and Mike Garcia served as this year's landscape judges.



EUREKA LANDSCAPE SERVICES reps Michael and Victoria Jelensky enjoy making new connections at this annual function.



LANDSCAPE EXPO reps Keziah Olsen and Erin McCarthy chat with Milwaukee Tool rep Juan Mendoza about the upcoming expo, November 12-13 in Anaheim.



LAS FLORES LANDSCAPE reps Joe and Debbie Hamby celebrate with their CLCA friends.



STAYGREEN reps Casey Black and his wife Tracey look forward to seeing the quality landscaping performed in the OC during the multi-media awards presentation.



SO CAL CONCEPTS rep Hector Nava is joined at the gala by his girlfriend Julie Hernandez.

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Efficiency Strategies to Improve Your Bottom Line



Review Labor Inefficiencies
Labor is your single highest cost, so the last thing you need is unproductive work hours. Reviewing how your team goes about executing jobs could reveal certain processes or tasks that eat up time. In other cases, you may find your team is completing the jobs as quickly and efficiently as they can, but you are not bidding the jobs to the proper number of manhours.

Another possible labor inefficiency is overstaffing or understaffing. While being understaffed can sometimes feel like something out of your control, constantly recruiting and

When you aren't seeing a profitable bottom line in your landscape business, your first thought might be to raise prices again. However, as customers continue to deal with increasing costs on every side, it might be a good idea to look at other saving methods first.

This isn't to say you should never raise prices, and for some properties, it may even be overdue.

However, there is more than one way you can improve your profit margins, and it's important to explore a variety of cost-saving methods.

creating a work environment where people want to be long-term can help with this issue.

On the other hand, you may find yourself on the rare occasion of being overstaffed out of fear of being understaffed. While preferable out of the two options, you need to make sure you have enough work to justify each staff member on your team.

Overtime is an additional labor challenge that can eat into your bottom line if it is unplanned. You also want to be careful that your usage of overtime doesn't incentivize employees to work more slowly.

Optimize Equipment Management
An overlooked area that can experience a number of efficiency boosts is your fleet and equipment. One common mistake is not prioritizing regular maintenance, leading to frequent breakdowns and downtime for your team.

It's also a good idea to organize your crews' tools clearly so they don't have to hunt for their equipment during the morning rollout. One option is to keep each crew's necessary tools on their assigned trailer at the end of the day.

Another unseen cost is underutilized equipment. Don't fall for the trap of buying a machine with all of its bells and

continued on next page...

~KURAPIA~

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Improve Your Bottom Line

...continued from previous page

whistles if it's something that only gets used one month out of the season. In these situations, it's better to rent a specific machine until there is enough work to support its purchase.

If you have fleet tracking technology, make sure you're monitoring the idling of trucks and equipment. Running these unnecessarily results in wasted fuel and those costs can quickly add up. This software can also help you develop better routing so your team isn't constantly backtracking and burning more gas than needed.

Reduce Material Waste

When you're looking for ways to save on costs, material waste may not be top of mind. However, over-ordering or improperly storing products just for them to spoil is a miscalculation you can't afford to make on a regular basis. While early ordering can result in savings, if you have a large amount of churn with your customer base, you may end up with more material than you planned for.

Another way your materials can be wasted is if you are not training your team to calibrate and apply products at the proper rate. If they are applying it at an inefficient amount, you'll be stuck with numerous callbacks.

In the cases of a client changing their mind on plant material you've already ordered, rather than eating the cost, try to find a new purpose for them, like upselling to another client on some small enhancement work. Recycling green waste on your property can also reduce your dumping fees and provide your team with a source of compost for future jobs.

Streamline Administrative Processes

With so many moving parts in your landscape business, you may find yourself neglecting your administrative processes as long as they get the job done. Yet redundant or outdated processes could be costing you with tasks taking longer than they should or slowing down the rest of your team.

Dig into whether there is wasted time or tasks that can be digitized. Not only can this help you become more efficient, but it can also help you get a better picture of where your finances stand.

It's also possible you have redundant technology solutions you are subscribed to, or even worse, technology you're not taking advantage of at all. Avoid buying software solutions and then failing to implement them properly. If your team is not using a certain platform, determine if it's a general resistance to change or if the product isn't a good fit for your operations.

Technology can be greatly beneficial to your overall efficiency, but only if it's being integrated. Take the time to regularly evaluate and consolidate your technology tools so you're not paying for multiple services that do the same thing.

This article by Jill Odom was originally published on the National Association of Landscape Professional's blog at <https://blog.landscapeprofessionals.org/>

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