



Volume 29, Issue 3
March 2019

Board Meetings

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

Upcoming meetings:

- **April 17**
12 p.m. Board meeting SLO
Brew the Rock
- **May 9**
5-7 p.m. Happy Hour at
Santa Maria Brewery
- **May 15**
12 p.m. Board meeting SLO
Brew the Rock

In This Issue:

- President's Message
- Harassment Prevention Webinar
- Sponsor Spotlight: Madrone Landscape
- Keep Your Mental Circuit Breaker from Flipping

www.ccaslo.org

slo X PRESS



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

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 2019 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 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 employees to do their best.

Join us at the Awards Banquet on June 20 at Flying Caballos Ranch in San Luis Obispo. Entries will be due May with judging to take place at the end of May.



Above: Morro Del Mar HOA by KD Janni Landscaping, winner of the Small Commercial Maintenance Award in 2016.



In 2018, St Francis Landscape accepted the John Thomas Award for the Myrick Residence.



In 2018, Landscape Development accepted the Sweepstakes award for the Skyview Motel.

2019 San Luis Obispo Chapter Officers

PresidentEvan Moffitt, SiteOne Landscape Supply EMoffitt@siteone.com 805-616-9858
 Immediate Past President....Mike Kneeskern
 VP MembershipGary Abney, AirVol Block gabney@airvolblock.com.....805-543-1314
 VP ProgramsIan Parker, Madrone Landscapae..... Ian@madronelandscapes.com805-466 – 6263
 VP Legislation.....Taylor Boyle, Purlieu Landscape taylor@purlieulandscapes.com.....805-709-6319
 SecretaryMatt Hames, Landscape Development.....mhames@landscapedevelopment.com 805.722.1955
 Treasurer.....Pat Connelly, St. Francis Landscape..... stflandscape@gmail.com805-235-1859
 Associate Member RepPaul Wait, Zurn Wilkins Paul.Wait@Zurn.com.....
 EditorJerrie Beard, Beard & Associates info@beardassociates.com..... 530-621-1701

CLCA Board of Directors

PresidentElizabeth Burns.....(310) 831-6132
 President-ElectRegan Barry (831) 438-4747
 Past President.....Aaron Huxley (415) 256-1711
 Secretary/TreasurerAndrew Simpson...(916) 721-1635
 Executive Director.....Sandra Giarde..... (916) 830-2780

DIRECTORS

LegislationMegan Rios (661) 835-9259
 Education.....Lindsay Ono (661) 395-4938

MembershipPeter Rosen (510) 697-2460
 EventsDan Dvorak..... (310) 237-5474
 Resource Management .Paul Hansen..... (714) 235-1427
 Associate MemberChris McNairy..... (707) 933-0488
 Co-Director Chapter Pres. Council North
 Henry Buder, Jr., CLP, CLT(415) 460-0381
 Co-Director Chapter Pres. Council South
 Eric Watanabe(818) 993-0200

SLO CLCA Past Presidents

2014-15 Mike Kneeskern Central Coast Landscape Products	2009-10 Erik Wolting All Seasons Gardening & Landscaping	2005-06 Erik Wolting All Seasons Gardening & Landscaping	1998-2001 Bruce Courter Day Star Enterprises, Inc.	1994 Duane Morris Duane Morris Landscape Designer/Contractor
2012-13 David Brown Mari Landscaping 2011	2007-08 Jim Trask California Water Shapes	2004 John Doyle J Doyle Landscaping	1996-98 Lloyd Gracey Pacific Coast Landscapes	1993 John Ruggiero Arcadian Gardens
2011 Aaron Huxley Hunter Industries		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

president's message



*Evan Moffitt, CLCA-SLO President
Site One Landscape Supply*

Spring has sprung! Take advantage of the dry days as we haven't had many so far this year! It's been a wonderful wet year, but I'm sure you and your clients are eager to get more work done. This spring and summer should provide huge opportunities to make your mark on local landscaping projects. The economy is still trucking along and the only major limiting factor, other than the weather, is labor. Get out there and crush it while it's good!

The CLCA is working on a lot of new

things to increase the value of membership to all our members and to attract new members. We would love to hear from you, the membership. What are we doing right? What could be doing better?

CLCA Insurance Solutions has proven to be a winner, providing you with the option of using an insurance provider that is owned by the CLCA. The association has also created a bunch of valuable webinars and provided many MWELO update seminars throughout southern California... and there's more to come!

The only thing that is constant is change. This year's Landscape Industry Show was the last show in that format. The CLCA is creating a taskforce to update, change, and rebrand the show into something much better that will fit the ever-changing market. The Landscape Certified Technician program is going to change from a certification program to a regional training program targeted at providing training for all our members and their employees and filling a void in the industry. We are also working on possibly creating a membership rewards package to help cover the costs of your membership with discounts or products to offset

membership dues.

We are constantly working to improve not only your value at CLCA but also lifting up the professionalism of the industry. One way CLCA is working to accomplish this is by publishing the Landscape Industry Book of Standards which we hope to have out by the end of the year.

You can learn more about all of these benefits at one of our upcoming events. Our next CLCA Happy Hour event is scheduled for Thursday, May 9, in Santa Maria. Check your email for more information or contact our events chair Ian Parker at Ian@madronelandscapes.com. These events are great opportunities to casually interact with other members of the CLCA and benefit from all it has to offer and from the peers who are there to help. We hope to see you all soon!

Don't forget to get your entries in for the CLCA SLO Beautification Awards. This is your opportunity to shine and to see what your competition has been up to. Make plans to join us June 20 at Flying Caballos Ranch in San Luis Obispo for the presentation of the awards.



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

1835 N. Fine Ave.
Fresno, CA 93727

ELLEN MONTALBANO
ACCOUNT EXECUTIVE

emontalbano@lcsinc.com
www.lcsinc.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

~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**

westcoastturf.com
888/893-8873

Ask us about other water saving turfgrasses, too!

CLCA Member Benefit Webinar Harassment Prevention for Employees

Tuesday, May 7 • 2-4 p.m.

Do you have five or more employees? A new law mandates that you must provide harassment prevention training in 2019: One hour for employees and two hours for supervisors and managers.

In the May 7 CLCA Member Advantage webinar, employees will learn about how to report harassment and how bystanders can recognize and prevent harassment. Other types of prohibited harassment, discrimination, retaliation and abusive conduct will also be covered in an interactive format. Registered attendees will receive a certificate of attendance upon successful completion of the webinar.

Note For Employers:

- Part-time, temporary and seasonal employees, plus independent contractors, count toward the minimum employee count of five employees.
- For new hires, training must occur within six months of the employee starting the position (and every two years thereafter).

Cost

No charge for CLCA members. \$150 for non-members.

The Fine Print

The new law mandates that harassment prevention training be interactive. As such, this webinar is only offered live, and will not be recorded.

Multiple Attendees?

Want to gather all your employees in the conference room to view the webinar? No problem. First, designate one attendee for

each room as the "Room Monitor." Prior to the webinar, each attendee (including the room monitor) must individually register.

At the time of the webinar, gather together in the conference room and have the Room Monitor log into the webinar. Everyone must pay attention to the webinar and actively participate. Everyone must be in attendance for the entire webinar.

Prior to the webinar, CLCA will email an Excel file to each Room Monitor. After the webinar, enter the names of all attendees in the Excel file, and email the file to webinars@clca.org before Friday, May 10.

Certificates of attendance will be issued to everyone listed in the Excel file who paid attention.

IMPORTANT: Deadline to return Excel file: Friday, May 10.

Information/Registration

For more information or to register, visit: <https://www.clca.org/news/2019-harassment-prevention-webinar/>

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

Chapter Sponsor Spotlight



Madrone Landscape

For over forty years, Madrone Landscape's mission has been to create inspirational landscapes cultivating the natural beauty of California's Central Coast.

Madrone Landscapes strives to design projects that create a unique experience, reflect a connection with the natural environment, and foster a relationship that goes beyond basic design practice alone. The feeling of being immersed in a Madrone design is unlike any other because the designers deeply explore how design decisions will affect the user experience.

Madrone's Construction Division employs multiple project managers who are able to take on projects large and small, with over 100 years of experience combined. They employ specialists in masonry, carpentry, irrigation, grading, planting, and drainage available to tackle any challenge, and utilize a network of great subcontractors to get even more done in a short period of time. Madrone has multiple heavy-duty trucks, tractors, trenchers, power tools, and specialty equipment to get work done effectively. Construction projects are scheduled months into the future: ensuring that when a project is started, it is well planned and will be finished

quickly and professionally. Construction services are available for residential, commercial, and municipal work for general contractors, businesses, agencies, and the public.

Many projects are achieved through a Design / Build process. After the Design Process is complete, the design team continues to work hand in hand with the Construction Division to realize the vision, and pass on all of the insights gained through the design process.

The Maintenance Division at Madrone Landscapes focuses on building relationships with clients through good communication. Just as every garden is different, every client has their own unique expectations for their garden and how they work with a maintenance team. The maintenance staff is trained to be detail oriented – focusing on plant health, aesthetics, and the effective use of water. Madrone offers weekly gardening services for residential clients in North San Luis Obispo County and estate maintenance for the broader San Luis Obispo County, Northern Santa Barbara County, and Southern Monterey County. They also offer high quality commercial, municipal, and HOA maintenance services in San Luis Obispo County.



**0% FOR 48 MONTHS
OR UP TO \$5,000 CASH BACK*
ON SELECT NEW CAT® MACHINES**

You've got budgets to meet and expectations to exceed. Quinn Company is here to help. Our industry-leading equipment is designed with the power, versatility, efficiency, ease of operation and reliability you need to cut costs, not corners.

Because when there's Cat® yellow in your lot, there will be more money in your wallet.

*For complete details contact Quinn Company. Offer valid from February 1, 2019 to June 30, 2019 only on the new qualifying machines manufactured by Caterpillar Inc. Offer subject to machine availability. Offer may change without prior notice and additional terms and conditions may apply.

Contact David Needelman for complete details.

Quinn Company
1655 Carlotti Dr.
Santa Maria, CA 93454
QuinnCompany.com



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



Keep Your Mental Circuit Breaker From Flipping



By Jonathon Goldhill, The Goldhill Group
<https://www.thegoldhillgroup.com/>

The human mind isn't that different than the circuit breaker. When it's overloaded it will often times just shutdown. It wasn't designed to perform at an optimal level when you have too many things pulling at you at one time. Everything must be processed in moderation.

We all have what I call "mental energy zappers" sponging off of us throughout our day. This is especially true when you've taken on the responsibility of running a business. You've put yourself in a position of calling the shots and you're going to have any number of choices to make throughout the day. These decisions you make will help or hurt the future of your business. You have to make a constant evaluation of what mental zappers get your time and attention. It's up to you to prioritize and decide what you need to deal with now versus what you will deal with later. It's also up to you to decide if something is worth stressing over at all.

You constantly have to determine where

your time and energy is best invested. In this regard energy is also a lot like money, as you want to get the biggest return on investment when you spend it. People are relying on you to be fully present as you move from one situation to the next. Customers and employees have made an investment in your decision-making abilities. To make the best decisions you have to be able to focus. To fully harness your ability to focus you can't have too many sources of agitation polluting your thought processes.

It may be difficult for your mind to be fully clear when running your business. You should always strive however to keep as much energy pollution out as possible. To help keep the mental energy zappers to a minimum, I've created a list to help get you started.

1. Always keep a running priority list close by. I call this your Comprehensive To Do List. Every day decide what the most important priorities are for you to get to and transfer them to your Must Do Today List. Write them down in order of importance. Also ask yourself



- 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



Construction Preliens & Paperwork provides the necessary documents to protect construction lien rights and offers a discount to CLCA members — and more importantly, peace of mind so you can rest easy!

Services include preliminary notices, liens, stop notices, bond filings, lien releases, waivers and releases, and more.



clca.org/benefits



why they are important. You still may have to modify the list based upon unexpected situations that come up. (Note: Only plan 2/3 of your day to allow for these unexpected situations).

2. We've heard that even when you're not using certain appliances, they can still be pulling energy through them. Experts suggest that you unplug appliances that you're not using to ensure that they use zero energy. I'm suggesting that you temporarily unplug from the situations that you can't get to at that moment. Visualize yourself unplugging from various events and no longer allowing them to steal your energy.
3. Stay away from going into "fight or flight" mode. Remind yourself that when this happens, you're dangerously close to having your circuit breaker flip. If fight or flight starts to kick in, take a step back and remind yourself that your current response is too taxing for your mind and body. You can't afford to shut down – so move away from what you've gotten overly caught up in. You

need to consistently decide on having a response that will have greater benefit to you, your team and clients in the long run.

4. Your health is at the base of all things in your life. Without your health, you'll have a harder time doing anything. In fact, you may not be able to do anything at all. Too many ongoing mental energy zappers will steal your health in the long run. Constantly ask yourself, "Is this particular source of agitation worth my health?" You then have to shift quickly how you feel about the situation, fix the situation or remove yourself from the situation.
5. Always imagine your mind as a chisel. The clearer and more focused your mind is, the sharper your chisel is. The more energy you have, the better you will be able to put greater force behind the chisel. With a sharp mind and lots of energy you can chip away much quicker at that daily priority list.
6. Remember, a tired mind that has no energy can easily overestimate the importance of even the smallest things.

We're all taught to conserve energy in our homes. Your body and mind are your home so conserve and moderate energy usage so that you can continue to live there comfortably. This is the home after all that you'll run your business from.

SLO Chapter Events

April 17th – Board Meeting
12PM. SLO Brew The Rock

May 9th – CLCA Happy Hour
5-7PM. Sponsored by SiteOne Supply
Santa Maria Brewery, Santa Maria, CA

May 15th – Board Meeting
12PM. SLO Brew The Rock

June 19th – Board Meeting
12PM. SLO Brew The Rock

June 20th – Beautification Awards
6-9PM. Flying Caballos Ranch, San Luis Obispo, CA

November 13-16 – Annual Convention
Lake Tahoe Resort Hotel.

Thank you to our 2019 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.

