



Volume 29, Issue 8  
September 2019

### Board Meetings

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

Upcoming meetings:

- **September 18**  
12 p.m. Board meeting SLO  
Brew the Rock
- **October 16**  
12 p.m. Board meeting SLO  
Brew the Rock
- **November 20**  
12 p.m. Board meeting SLO  
Brew the Rock

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- Landscape Data Manual

[www.clcaslo.org](http://www.clcaslo.org)



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

# The 18th Annual CLCA-SLO Benefit Golf Tournament!

Friday, October 4, 2019

Join us for the tournament at Cypress Ridge Golf Course in Arroyo Grande, a Peter Jacobson Signature Golf Course rated 4½ Stars by Golf Digest. All friends, family, associates, students, and CLCA members are welcome to participate in this 18th annual event. If you do not golf, please consider sponsoring the event or joining us for dinner and awards.

Proceeds to benefit Cal Poly Landscape Industry and Turf Student Scholarships† and the CLCA San Luis Obispo Chapter.

## FRIDAY, OCTOBER 4, 2019

- Check in: 8:30 AM – 10:30 AM
- Shotgun Start: 11:00 AM
- Dinner/Awards Banquet: 4:30 PM

## REGISTER ONLINE

Register ONLINE at [clcaslo.org](http://clcaslo.org), or watch your email for registration link.

## LOCATION

Cypress Ridge Golf Course  
780 Cypress Ridge Parkway  
Arroyo Grande, CA  
[www.cypressridge.com](http://www.cypressridge.com)  
805-343-9459

## INFORMATION

Evan Moffitt, 805-616-9858  
Email: [EMoffitt@SiteOne.com](mailto:EMoffitt@SiteOne.com)

†Students must be currently enrolled full-time students at Cal Poly in the Landscape or Turf concentration and a current Student Member of CLCA.

## FEES\*

Registration fees go up September 15.

- Single Player ..... \$170\*
- 4-some ..... \$600\*
- 4-some & Hole Sponsor ..... \$750\*
- Dinner ONLY ..... \$60
- Mulligan & Raffle Package ..... \$25 (pre-paid/player), package includes 2 Mulligans & 15 raffle tickets for HOT prizes!

## PLEASE NOTE

For registrations received after September 15, fees are as follows\*:

- Single Player ..... \$200
- 4-some ..... \$700

\*All fees include: Green Fee, Cart, Box Lunch, and Santa Maria-Style BBQ Buffet (entrées of citrusbroiled chicken and roasted Tri-Tip).

## CORPORATE SPONSORSHIPS

Sponsors will be acknowledged at the Tournament. Commitments must be received by September 6.

- Investor (includes a 4-some)..... \$1,000
- Donor (includes single player)..... \$500
- Hole Sponsor - Bronze (includes sign) ..... \$150
- Holes Sponsor - Silver (includes sign, booth)..... \$250
- Hole Sponsor - Gold (includes sign, booth, premium hole sponsor, ie: longest drive)..... \$350

**Register ONLINE at [clcaslo.org](http://clcaslo.org)**

## 2019 San Luis Obispo Chapter Officers

President ..... Evan Moffitt, SiteOne Landscape Supply ..... EMoffitt@siteone.com ..... 805-616-9858  
 Immediate Past President.... Mike Kneeskern  
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 VP Legislation..... Taylor Boyle, Purlieu Landscape ..... taylor@purlieulandscapes.com.....805-709-6319  
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## CLCA Board of Directors

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## SLO CLCA Past Presidents

<b>2014-15</b> Mike Kneeskern Central Coast Landscape Products	<b>2009-10</b> Erik Wolting All Seasons Gardening & Landscaping	<b>2005-06</b> Erik Wolting All Seasons Gardening & Landscaping	<b>1998-2001</b> Bruce Courter Day Star Enterprises, Inc.	<b>1994</b> Duane Morris Duane Morris Landscape Designer/Contractor
<b>2012-13</b> David Brown Mari Landscaping 2011 Aaron Huxley Hunter Industries	<b>2007-08</b> Jim Trask California Water Shapes	<b>2004</b> John Doyle J Doyle Landscaping <b>2002-03</b> Pat Connelly St. Francis Landscape	<b>1996-98</b> Lloyd Gracey Pacific Coast Landscapes <b>1995</b> Danté D'Alfonso D'Alfonso's Landscape	<b>1993</b> John Ruggiero Arcadian Gardens <b>1991-92</b> 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.

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For more information visit [clca.org/water-pro//index.php](http://clca.org/water-pro//index.php)



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## president's message



Evan Moffitt, CLCA-SLO President  
Site One Landscape Supply

We have made it through summer and are headed into fall. It's time to gear up for the final drive of business for the year. Many of us are just as busy now as we have been all year. Enjoy it, work it, and keep pushing. There is so much work out there to done.

The economy continues to be strong with many new building projects on the horizon. New homes and commercial centers mean continued and steady business for our landscape contractor members as

well as our suppliers. It's a great time to be in the landscape business. I hope you are benefitting from all this growth.

On October 4 we will hold our Annual Golf Tournament at Cypress Ridge Golf Course in Arroyo Grande. This is one of our biggest events of the year. It has always been very successful with much vendor support and great attendance. There will be hole in one prizes, raffles, and much more. Proceeds from the tournament benefit Cal Poly Landscape Industry and Turf Student Scholarships and our Chapter.

It is also time to start putting together our chapter board of directors for next year. Please contact me or any of our other board members if you are interested in helping out on the board or with the chapter in general. This is a volunteer organization, and it really does take a village to keep it running. Please join us.

Coming up November 13-16 is the CLCA Annual Convention in South Lake Tahoe. What a great excuse to head up to Tahoe for a long weekend. I hear it is beautiful this time of year. In addition to educational meetings and the Trophy

Awards, this is a great opportunity to take part in the governance of your association at the general membership meeting. At this meeting, President Elizabeth Burns will update attendees on the state of the association, and then open the floor to questions and input from members of the audience. Elections and a vote on the proposed bylaw amendment will follow. Candidates for the 2020 board of directors are:

President: Regan Barry

President-Elect: Paul Hansen

Director of Education: Lindsay Ono

Director of Legislation: Megan Rios

Director of Membership: Eric Santos

Visit [www.clca.org/events/annual-convention/](http://www.clca.org/events/annual-convention/) for more information and to register.

We will be holding our chapter elections at a special information and networking event on November 7 in Paso Robles. I look forward to seeing you there. See page 1 for more information.



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# Connect! Learn! Grow! CLCA Annual Convention

Join friends and colleagues in beautiful Lake Tahoe for CLCA's 2019 Annual Convention. The crisp mountain air and serene crystal blue water will leave you feeling refreshed and energized, ready to focus on the future ... yours and CLCA's. Come grow with us!

## Connect!

Plan on joining us at the Recognition Luncheon as we honor our green industry leaders. At the General Membership Meeting, help grow the future of your professional association. Take advantage of formal and casual opportunities to share ideas and war stories with friends and colleagues.

## Learn!

This year's convention educational offerings focus on practical information you can immediately put to use to benefit your business.

Let's start by getting paid. William Porter, an attorney of 30 years who chaired the committee of attorneys who rewrote California's construction collection laws, will provide answers and guidance. Have questions you always wanted to ask a construction attorney without getting a bill? This is your chance!

We'll also be joined by Mark Bradley, CEO of LMN, who will present Building Efficiency Within Your Business — Learn Why Landscaping Companies Have Chosen LMN as the #1 Business Software in the Industry. Mark, who once owned one of the top 50 landscape companies in North America, will focus on financial literacy (profitability), best practices and key insights.

Our special Saturday educational event will be Hire Slow, Fire Fast, presented by Mari Bradford of the California Employers Association. Learn how to hire right the first time to avoid the ugliness of workplace terminations and the expensive costs that come with high turnover. We'll also discuss why it is so important to nip small problems in the bud and coach underperformers before they negatively impact your company culture and your budget.

Seminars brought to you by the generous financial support of



## Grow!

The Trophy Awards dinner and ceremony will amaze you with a display of excellence in California landscaping.

The CLCA Listening Lab needs you! CLCA is embarking on new paths, but before we take a single step, we need to hear from you! Join Jeff Hurt from Empowered Epiphanies and CLCA's leadership in this interactive time together where we learn more about what members like you need, want and aspire to. Your input from this session will be valuable as CLCA works towards its future.

Come grow with us!

## Hotel

CLCA's 2019 Annual Convention will be held at the Lake Tahoe Resort Hotel. Call (530) 544-5400.

For maximum savings, use group code CLCA. Deadline for discounted rooms: October 20, 2019.

## Travel

The Lake Tahoe Resort Hotel is located at 4130 Lake Tahoe Blvd, South Lake Tahoe, CA.

# Harassment Prevention Webinars in English and Spanish

Do you have 5 or more employees?

If you have 5 or more employees, a just updated law mandates that you must provide harassment prevention training: One hour for employees and two hours for supervisors and managers. CLCA is offering training webinars in October, in English and Spanish, for employees and supervisors.

Also, a new law extends the deadline to complete initial training by a year and allows employers who have provided training in 2019 to wait two full years before providing refresher training.

Thursday, October 24, 2-3 p.m.

## EMPLOYEES (IN SPANISH)

Member: \$25 | Non-Member: \$35  
\$625 for your entire company

In Spanish. Employees will learn 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.

Tuesday, October 29, 3-4 p.m.

## EMPLOYEES (IN ENGLISH)

Member: \$25 | Non-Member: \$35  
\$625 for your entire company

In English. Employees will learn 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.

Thursday, October 31, 3-5 p.m.

## SUPERVISORS AND MANAGERS (IN ENGLISH)

Member: \$35 | Non-Member: \$45

Supervisors will learn how to recognize problems and about their responsibility in the prevention of sexual harassment, discrimination, retaliation, and abusive conduct. Topics include reporting, investigating and resolving complaints, parameters of confidentiality, and practical tips on how to stay out of trouble and keep your workplace harassment-free.

For info or to register, contact California Landscape Contractors Association at (916) 830-2780 or [clca.org](http://clca.org).



## Chapter Sponsor Spotlights



### St. Francis Landscape

St. Francis Landscape & Gardening is an award-winning, local San Luis Obispo landscape construction and maintenance business founded by Pat Connelly in 1979. Pat studied plant science and landscape design at Cal Poly, and later earned his contractor license. He established St. Francis Landscape to offer people quality care for their home or commercial landscape with an emphasis on superior customer service.

After nearly 40 years in business St. Francis Landscape is still known for providing a personal touch and high-quality work. Pat continues to be with all landscape and maintenance accounts, ensuring the same high quality workmanship for which the company is known. His

landscape installations have won several landscape awards. Keeping pace with the changing times, St. Francis Landscape also specializes in the design of water conserving landscapes.

St. Francis Landscape is a long time member of the California Landscape Contractors Association (CLCA), and Pat has served on the CLCA SLO Chapter board of directors as chapter president, treasurer and board member.



### Purlieu Landscape

Purlieu Landscape is an award winning landscape design and build company that builds relationships with its clients through a unique creative process. This creative process involves the client throughout the entire development of the landscape. From the initial design consultation, to the completed construction, and to years down the road, Purlieu desires to

give clients a complete package of service.

In keeping with the need to conserve water in the landscape, Purlieu Landscape designs and builds edible and ornamental landscapes without putting additional strain on any site's potable water system. They assess, design and install rainwater harvesting systems that meet or exceed the landscape's annual water use. The rainfall received on the site from the past year's rainy season acts as that water source. This process eliminates the need for potable water and helps sustain a healthy garden for years to come.

Purlieu Landscape aims to set the standard for innovative design, quality installation, proper management and customer service. They strive to break the limits off every outdoor living space; whether it's a commercial parking lot, small residential backyard, or large estate, each outdoor living space has an opportunity to be special and help create memories.

Purlieu Landscape's general manager Taylor Boyle has served on the CLCA San Luis Obispo chapter board of directors as the VP of Membership and Public Relations since 2016.



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**UPDATED FOR 2018:** This valuable reference manual -- an official publication of the California Landscape Contractors Association -- covers a wide range of landscape construction topics, including project management, site development, grading and drainage, hydraulics, irrigation and planting techniques.

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The Landscape Data Manual covers the technical aspects of a breadth of landscape projects - from estimating and planning to implementation and maintenance. It contains the formulas, charts and calculations needed to design and complete projects to industry standards. This book can help estimate material and labor costs important for job quotes and budgeting time and money.

From weights and measurements of materials to spacing, planting, irrigation and building - the necessary and helpful data is all in one place. The specific and comprehensive calculations and instructions make this Landscape Data Manual a valuable resource industry professionals will refer to throughout the course of their careers.

To order a copy of the Landscape Data Manual, visit [www.clca.org/data-manual](http://www.clca.org/data-manual) or call (800) 448-2522.

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Contact David Needelman for complete details.



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