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

CLCA General Membership Meeting and Trophy Awards Presented Online

General Membership Meeting | Thurs., November 12 | 10 a.m.

All California Landscape Contractors Association (CLCA) members are invited to attend the 2020 General Membership Meeting ONLINE.

President Regan Barry will update attendees on the state of the association, and then open the floor to questions and input from members of the audience. Elections will follow. No amendments to the bylaws have been proposed.

Who May Attend

All CLCA members are invited to attend the General Membership Meeting. One representative from each Regular and Associate member company may vote, as can each Life member.



Trophy Awards Online | Saturday, November 14

Pre-show happy half hour at 6 p.m. | Show starts at 6:30 p.m.

The thrill of victory! The agony of defeat! The excellence of California landscaping! You're invited to experience it all at the 2020 Trophy Awards, presented by the California Landscape Contractors Association on Saturday, November 14.

The online show starts at 6:30 p.m., but we hope you can join us for the pre-show happy half hour at 6 p.m.

There's no cost to attend, but you must re-register online at <https://www.surveymonkey.com/r/SMV2D8F>

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Overcoming Resistance to Change

Steven Cesare, Ph.D. The Harvest Group, Landscape Business Consulting | harvestlandscapeconsulting.com

A business owner from Colorado called me the other day talk about ongoing change management initiatives in his company. While some of the changes were large-scale, others were essentially tactical. Regardless of their focus, duration, or impact, I earnestly suggested that the business owner always consider the three primary potential sources of resistance to change (e.g., organizational, group, individual), before any actual program is designed, developed or implemented, as well as the specific techniques for overcoming that resistance.

Acknowledging that resistance can literally decimate any change initiative, the business owner adeptly shifted the conversation onto those specific best practices for overcoming such resistance. Here are the six most common methods for overcoming resistance to change, that I shared with him:

Communication: The best way for overcoming potential resistance is to be as transparent as possible by sharing as much communication as feasible with all affected employees. Whether it is through departmental/organizational meetings, team meetings, timely e-mails, memoranda, payroll stuffers, and/or one-on-one sessions, the degree of education, facts, and impact (e.g., business need, adjustments, new performance expectations, cost, timelines, support) presented to employees is directly related to the success of the change initiative.

Participation: Involving workers in designing the change initiative as well as its rollout, is critical to overcoming resistance. By soliciting their input early on in the process, the employees feel engaged in that their ideas for design, implementation, and/or follow-up are valued by management. This participation shifts the perceived orientation from the change

being forced onto them, to a stance where they have an opportunity to actually determine some aspect of the change itself.

Facilitation: Recognizing that change inherently causes stress due to uncertainty, business owners can overcome resistance by offering support, coaching, and transitional time (i.e., grace period) to allow the employees to acclimate to the change at a reasonable, not a frantic pace. This facilitation enables employees time to adjust to the new initiative without feeling immediate pressure to be perfect.

Negotiation: Sometimes, negotiation, bargaining, or deal making is the best way to overcome resistance to change. This give-and-take approach is dependent upon the idiosyncratic nature, risk, and value of the change itself, the affected members and procedures, as well as the associated time and cost parameters; all the while keeping in mind that a "win-win" negotiation is the goal.

Manipulation: Though unseemly and perhaps unethical, manipulation is one method for overcoming resistance. Using politics, co-optation, creative tension, inter-departmental conflict, and/or subterfuge, can indeed overcome resistance; albeit with an indelible price ultimately paid by damage done to the organizational culture.

Coercion: The most extreme method for eliminating resistance to change is forcing key employees to adopt the change or be threatened with dire consequences (e.g., demotion, termination, ridicule, reassignment). While this technique can quickly quash initial resistance, the latent effects are future passive-aggressive responses by the affected employees, and sustained anger, hostility, and disenchantment that will likely undermine future success.

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Online Learning for IA

The Irrigation Association is offering a series of online conferences covering topics pertinent to landscape businesses during these challenging time.

Irrigation 20/20

OCT. 30, 2020 | 12:00 p.m.-1:30 p.m. Eastern
Irrigation 20/20 is a FREE special feature to be hosted by the Irrigation Association offering a more intimate venue with insights from some of the industry's most knowledgeable figures. These discussions will focus on the challenges and opportunities within the IA and the future of the irrigation industry in a post-COVID-19 world.

Tentative Schedule

Times are Eastern time zone.

Emcee: John Farner, IA Industry Development Director

12:00 p.m. Opening Session: Facing Challenges Head On – A Look at the Future of the Irrigation Association

Panelists: Jon Topham, CAIS, CID and Bryan Wynen, CIC, CLIA, CLWM

Moderator: Deborah Matterson Hamlin, CAE, FASAE

12:30 p.m. Expert Panel: The Future of the Irrigation

Industry in a Post-COVID-19 World

Panelists: Brent Mecham, CID, CLWM, CIC, CLIA, CAIS; Stephen Smith, PhD, FASIC, CAIS, CLIA; and Lynda Wightman, CGIA, CLIA

Moderator: Jon Topham, CAIS, CID

Resigter online at: <https://store.irrigation.org/events/registration.aspx?event=CONFIA2020>

Landscape Lighting Conference

JAN. 11, 2021 | 12:00-4:00 p.m Eastern

The future of landscape lighting is bright! If lighting is part of your business — or if you want it to be — this virtual landscape lighting conference is for you. Hear from experts in lighting as they discuss the latest trends and best practices used in the industry and see which products are put in the spotlight during our lighting product showcase.

Register online at: <https://store.irrigation.org/events/registration.aspx?event=CONFLITE21>

Landscape Technology Conference

MARCH 3, 2021

Technology is changing the way green industry companies do business more and more every day. Hear about the latest technological advancements in the landscape irrigation industry and how they can improve an irrigation system's water efficiency, effect overall sustainability and have an impact on a company's bottom line. The landscape technology showcase will provide insight into today's best products available.

Register online at: <https://store.irrigation.org/events/registration.aspx?event=CONFLT21>

Leadership Summit

FEB. 10, 2021

The irrigation industry was not immune to the challenges brought forth by the COVID-19 global pandemic. Fortunately, through strong leadership throughout our industry, our industry remains viable and essential. During the Irrigation Association's Leadership Summit, we will discuss insights to help current business executives build skills for success in leading projects, teams and organizations. We will also identify the common traps that many business leaders fall into, and learn how to build positive, lasting change in your company — all through the lens of irrigation. This opportunity is open to both seasoned and future leaders of our industry.

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~KURAPIA~

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Landscaping Companies

Landscaping can be a competitive and rewarding field, and years of hard work can help organizations establish a strong customer base and reputation. However, many business owners don't realize how many exposures they must address to keep their business operating smoothly.

Depending on the complexity of your landscaping company, there are a number of exposures to consider, including risks related to property, worker injuries and even the environment. The list below provides an overview of these industry risks—helping you identify potential blind spots in your risk management and insurance programs.

Property

Property—including your tools, equipment, supplies, signage and similar items—plays a key role for your organization. And, in the event of a loss caused by fires, theft or vandalism, your landscaping firm can suffer major financial damages. For instance, should a fire break out in your storage area, your firm could lose thousands of dollars worth of lawn care equipment in an instant. What's more, a single incident can affect multiple aspects of your property, compounding costs and downtime for your business.

Equipment Breakdown

Landscapers depend on functioning equipment to service their customers effectively. In the face of an equipment breakdown (e.g., a lawnmower stops working), landscaping operations can experience business interruptions or even prolonged closures. Mowers, blowers, chainsaws and tillers all have the potential to break down, causing major disruptions that can impact your reputation and bottom line.

Automobile Exposures

Depending on the services you provide, employees may be required to operate a vehicle on behalf of your business, creating automobile exposures in the process. While important for daily operations (e.g., driving from job site to job site or transporting tools), the use of a vehicle can lead to potential accidents and major insurance claims. If you allow employees to use their own vehicles for work, standard commercial auto policies are often not enough.

Inland Marine

As a landscaper, your work regularly involves the transport of equipment, tools and supplies to and from your worksite. As such, inland marine risks are vast, and any property that's unique or valuable in transit, in your temporary care, stored at fixed (but movable) locations or used to transfer information represents major exposures. Specifically for landscaping companies, materials and tools in transit, mobile equipment (e.g., trimmers or weed whackers), and rented and leased equipment are all potential, costly losses following an incident.

Workers' Compensation

Any time one of your employees is injured on the job, your business could be subjected to expensive workers' compensation claims. Common sources of on-the-job accidents for landscaping operations include cuts, heat exhaustion, slips, trips, falls, musculoskeletal injuries caused by repetitive tasks, sprains and strains. Normal, everyday tasks related to trimming hedges, laying sod and pushing equipment can all lead to accidents and, in turn, increased costs for your business.

Environmental Liability

During the course of their work, landscapers open themselves up to serious environmental liability. Specifically, pesticides, herbicides and other fertilizers have the potential to pollute the environment. Environmental incidents are particularly concerning for businesses because they can cause harm to the surrounding community, involve costly cleanup and often cause damage to a business's reputation.

Crime

Crime can be a challenge for landscapers. Not only do they have to worry about expensive equipment and materials stored on the job site, but employee dishonesty is a primary concern as well. Your business can become the victim of crime in a variety of scenarios, including when making orders, billing customers and leaving job sites unattended.

For More Information

While the proper risk management practices can reduce certain exposures, no system is 100 percent effective in ensuring an incident-free workplace. As a result, it's all the more crucial to work with a qualified insurance broker to secure the appropriate coverage as well. Contact CLCA Insurance Solutions today, call 855-662-2522 or email clca.insurance@arm-i.com.

Chapter Sponsor Spotlights



Purlieu Landscape

Purlieu Landscape is an award winning landscape design and

build company that builds relationships with its clients through a unique creative process that involves the client throughout the entire development of the landscape.

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. 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; 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.



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 customer service.

After 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. St. Francis Landscape also specializes in the design of water conserving landscapes.

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

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Learn to Master New Opportunities In Water Efficiency

Attend this newest MWELo workshop and take a closer look at different Water Efficient Landscape Ordinance compliance and enforcement roles.

Stay informed and add to your MWELo expertise — gain new information and explore a new approach to understanding the ordinance! Workshop attendees will learn about recent updates and changes to MWELo and have the opportunity to participate in question and answer sessions with subject experts.

Presented virtually in four two-hour classes, these workshops will offer CEUs for your current certifications and provide you with a participation certificate.

These workshops are 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 you wish to attend.
- Attend all four of the two-hour workshops.

• Upon full attendance at the workshop, you will receive your \$50 deposit back.

*Your \$50 deposit becomes non-refundable if you do not attend the workshops or attend less than 90 percent of the workshops or if you cancel your attendance within 10 days before the workshop session date.

Session 1

Class #1: Thursday, November 5, 10 a.m.–noon

Class #2: Tuesday, November 10, 10 a.m.–noon

Class #3: Wednesday, November 11, 10 a.m.–noon

Class #4: Tuesday, November 17, 10 a.m.–noon

Session 2

Class #1: Tuesday, January 12, 10 a.m.–noon

Class #2: Thursday, January 14, 10 a.m.–noon

Class #3: Tuesday, January 19, 10 a.m.–noon

Class #4: Thursday, January 21, 10 a.m.–noon

Registration

For more information or to register for one of these sessions, visit <https://www.clca.org/events/model-water-efficient-landscapes/>

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