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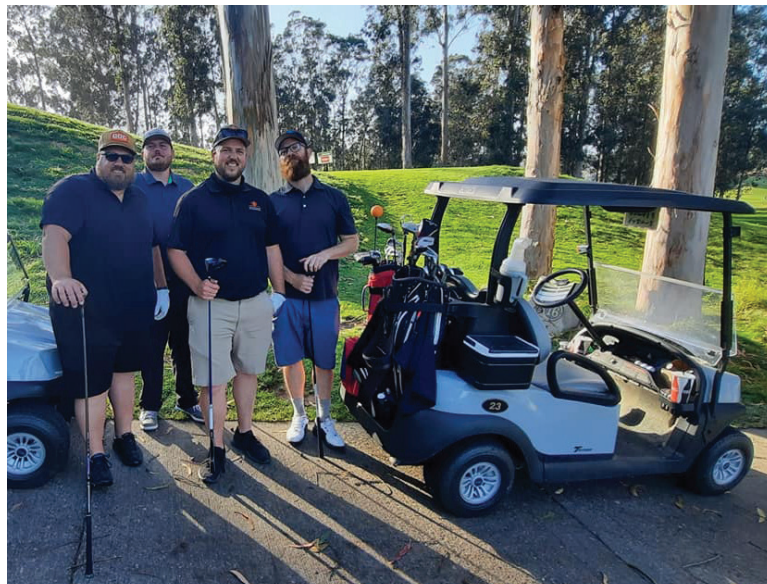
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San Luis Obispo Chapter
California Landscape Contractors Association
Representing the Landscaping & Irrigation Industry

2021 Benefit Golf Tournament

CLCA SLO Chapter held the annual benefit golf tournament on October 8 at Monarch Dunes Golf Course. More photos on page 3.



Thank you to all the generous sponsors for their support! Congratulations to the winners.

- Belgard - Low Gross
- Techniseal - Low Net
- Closest to the pin - Evan Moffitt
- Closest to the pin - Nic Sloccum
- Longest Drive - Matt Cathey
- Longest Drive - Broc Buttersworth

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Golf Tournament Does Not Disappoint

Benefit Golf Tournament at Monarch Dunes Gold Course in Nipoma on October 8.



What Should I Do?

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

A frustrated business owner from Florida called me the other day to vent about a recent incident that occurred at his company. During a normal day at work, the owner received an impromptu call from one of his Foremen explaining that the Foreman had inadvertently locked the truck keys in the cab of the locked vehicle. The conversation went like this.

Foreman: Hi John. I just want you to know that I locked the keys inside the truck.

Owner: Okay.

Foreman: What should I do?

Owner: Call the Safety Coordinator to bring a spare set of keys to you.

Foreman: Who is the Safety Coordinator?

Owner: You don't know who the Safety Coordinator is?

Foreman: No.

Owner: Manuel is the Safety Coordinator.

Foreman: Really? Okay. Hmmm. I didn't know that.

Do you have Manuel's cell phone number?

Owner: You do not have the Safety Coordinator's cell phone number on your company cell phone?

Foreman: No. I never had to call him before.

Owner: Manuel's cell phone number is (777) 555-1234.

Foreman: Are you going to call him for me?

Owner: No. I do not know where you are.

Foreman: Just tell him to meet me at the Jones job in Jacksonville.

Owner: No. You are the Foreman. You call him.

Foreman: What should I do if he does not answer my phone call?

Owner: Leave him a message, keep calling him, or call your Manager.

Foreman: What should I do until he calls me back?

Owner: Start working on the job with your crew.

We all know the aphorism that we are supposed to teach people how to fish. But apparently, some people do not even know what a fish is, where they are located, and what the fish is for. As I explained to the owner, in this case, he did not teach the Foreman how to fish. Unfortunately, the owner bought the pole, put bait on the hook, cast the line into the lake, showed the Foreman how to hold the pole, and finally told the Foreman when to wind the reel.

In my opinion, the owner should have solicited possible responses from the Foreman instead of offering solutions to the Foreman's repetitive, helpless plea of "What should I do?" Turn it around on the Foreman and wait for him to offer some plan of action to each of his own issues. Lamentably, the Foreman still does not know how to fish.

While this instance may be an extreme example (Let's certainly hope so, for the sake of continued civilization; though I would not wager on it), many companies implicitly promote decision-making dependence, rewarding passivity instead of problem-solving. By way of contrast, owners must begin to pose specific, applied problems (e.g., recruitment, emergencies, customer complaints, field OSHA audits, computer issues, equipment problems) to their employees as training scenarios to initiate basic problem resolution skills.

If we don't or won't, we will only get more of the same. Which is what got us to this position in the first place.

So, ask yourself, to improve this part of your company culture: "What should I do?"

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Tips and Tricks

Rain Bird Launches Mobile App for Landscape Irrigation Professionals

Rain Bird has introduced "Rain Bird Resources," a new, free mobile app intended to help landscape contractors and other landscape irrigation professionals get the information they need – anytime and anywhere.

"Contractors, distributors, specifiers, and other irrigation professionals are always on the go," said Doug Closter, associate product manager for Rain Bird.

"Now, with our new Rain Bird mobile app, there's no need to store bulky printed materials in your truck or wait until you're back at your office to look up product details or technical specifications. With this app, you have that information and more at your fingertips."

Available in English and six additional languages, the Rain Bird Resources app is available for free download from the Apple App Store and Google Play Store. After irrigation professionals download the app to their mobile devices, they can navigate to the Rain Bird Catalog, Literature, Design Tools and other re-

sources from the main menu. Within those categories, they can view the full Rain Bird Landscape Products Catalog, featured new products, a literature library, technical support references and a specification resources section. The company plans to add more exciting content and tools as the app grows.

"Rain Bird Resources will greatly reduce the number of printed catalogs we need to print each year, helping us be better environmental stewards," Closter said. "And, because we will update the app's content in real time – unlike a printed catalog – users can rest assured that they're accessing the most current information available."

This no-cost app does not require users to set up a login or password for quick access. A robust search function makes it easier to find specific information without having to click through multiple screens. Because some irrigation sites may not have Internet access, the app caches key information for offline use. A bookmarking feature also helps users store their favorite pages for quick reference, and they can easily share information from the app via email, text or social media.

For more information about Rain Bird's many water-efficient products for landscape, golf course and agricultural irrigation, visit www.rainbird.com.



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professional contractors, underground construction professionals, groundskeepers, agricultural growers, rental companies, government and educational institutions, and homeowners – in addition to many sports venues and historic sites around the world.

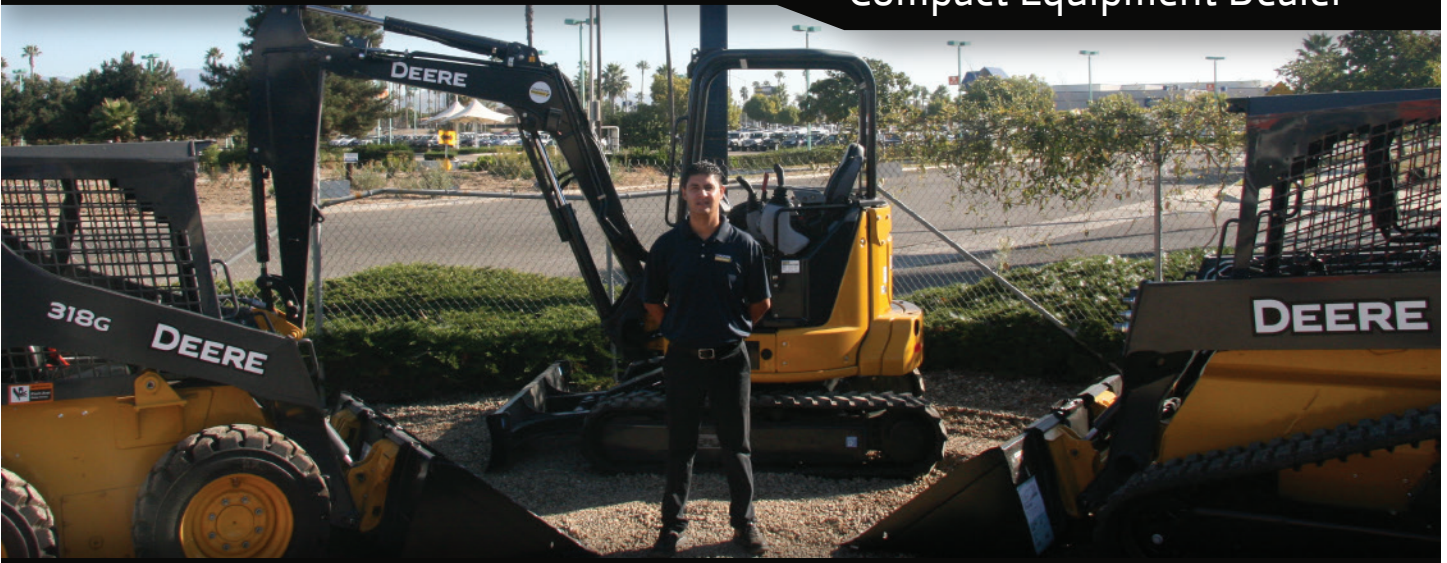
Sustainability is not a new concept for The Toro Company. It is deeply rooted in our purpose and is the foundation of our strategic business priorities of accelerating profitable growth, driving productivity and operational excellence, and empowering people. We believe sustainability practices and guiding principles rest at the core of creating long-term value and positive change in the markets we support and in the communities we serve around the world.

With the launch of our Sustainability Endures platform in 2020, we introduced four strategic pillars that include People, Products, Process and Planning. These pillars help guide our sustainability strategies and advance our key environmental, social and governance priorities where we believe The Toro Company can make a meaningful impact – in the areas of product innovation, health and safety, diversity, equity and inclusion, water conservation, and operational efficiency.

For more information, www.thetorocompany.com.

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