

FALL 2018

the **Daily Plant-It**

www.clca-inlandempire.org The Official Publication of the Inland Empire Chapter of the California Landscape Contractors Association



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The mission of the California Landscape Contractors Association (CLCA) is to serve and protect the interests of its members, promote professionalism, and advance public awareness of the landscape industry.

DON'T MISS THE NEXT EVENT! Wine and Educational Event Set for October 20 at San Antonio Winery in Ontario

Thank you event sponsors:

Casa Verde Landscape, CLCA Insurance Solutions, Imperial Sprinkler Supply, Kellogg Garden Products, Rain Master, T. Christy Enterprises, The Toro Company, TRI-C Organics, Village Nurseries!

Join the CLCA Inland Empire Chapter at the San Antonio Winery in Ontario on Saturday, October 20, for a pre-holiday event with CLCA friends.

We'll start our evening with a tour of the winery and a tasting of premium wines. Following the tour, you'll learn how Workers Compensation Company of America (WCCA) can help you with employee injury claims and about the impact these claims have on your premiums. Following the short and informative presentation, we'll enjoy dinner, networking, a raffle, and some more wine.

This is sure to be a fun and informative event that you don't want to miss; the perfect prelude to the busy holiday season!

Cost to attend is just \$60 and includes your dinner, wine, and a raffle ticket into a drawing for great prizes! Attendees will also receive a 15% discount in the winery's gift shop.

RSVP by emailing clca2016@mail.com or calling Pam Kinne at (562) 208-3427.

A business card for Pam Kinne, Account Executive at CLCA Insurance Solutions. The card features a decorative border of autumn leaves on the left side. The CLCA Insurance Solutions logo is in the top right corner. The text on the card includes Pam Kinne's name and title, her address at 11 West Court St., Suite D in Woodland, CA 95695, her phone number 855.662.2522 (CLCA) Toll Free 1530.662.1710 Fax, and her email pam.kinne@arm-i.com. It also lists her direct phone number 714-265-7977, the website www.arm-i.com, and her license number CA# 0172721. At the bottom left, it says "Endorsed by:" followed by the California Landscape Contractors Association logo.

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Connect, Learn and Grow with CLCA!
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CLCA Inland Empire Chapter *Wine and Educational Event*

When

Saturday, October 20, 2018, 5-8 p.m.

Where

San Antonio Winery
2802 S Milliken Ave., Ontario CA 91761

Cost

\$60/per person
includes your dinner, wine, and a raffle ticket into a drawing for great prizes!

RSVP

Email clca2016@mail.com or call (562) 208-3427.

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CLCA State Convention Set for November 7-10 in San Diego

Cool breezes and a sunny outlook are on the agenda for CLCA's Annual Convention set for November 7-10, 2018 at the Hilton San Diego Resort & Spa. With a laid-back vibe, friendly atmosphere, and dynamic arts scene, San Diego sets the tone for creativity and productivity during and after CLCA's Annual Convention.

Learn!

The convention's educational offerings focus on practical information you can immediately put to use, providing plenty of peace of mind. With fires raging throughout California, homeowners are increasingly turning to green industry professionals for help. Landscape Designer Renee French will talk you through the design, plant selection, and maintenance steps needed to increase property value and provide homeowners with peace of mind. In addition to addressing the ins and outs of firescaping, she'll also address another hot topic: Petscaping – beautiful landscapes that make special consideration for pets.



When it comes to peace of mind, Cal/OSHA may be the last thing you want to think about. Our second speaker, Dan Leiner, an Area Manager for Cal/OSHA's Consultation Services Branch, will quickly change that opinion. With plenty of practical advice, Dan will help you avoid being burned by Cal/OSHA regulations.

Also on the agenda is a tour of the Coastal Roots Farm where you'll learn how they cultivate healthy, connected communities by integrating sustainable agriculture, food justice, and ancient Jewish wisdom. A guided tour of the U.S.S. Midway, the longest-serving aircraft carrier in the 20th century, is also planned.

Added Bonus: Need practical advice on how to make money with your landscape business? Plan on attending a special all-day, straight-to-the-point workshop on November 7 that will give you the knowledge you need to compete, profit, and prosper in today's challenging market! Find more information about this workshop on page 9 of this magazine.

Engage!

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.

Relax!

And, of course, there will be golf! The host for the Associate Member/LEAF tournament is the Riverwalk Golf Club, where every hole was meticulously designed in the old style, leaving the terrain completely natural.

This course boasts mature stands of palm, oak and eucalyptus trees framing undulating fairways and manicured

Continued on next page...

~KURAPIA~

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Whether you have a contract dispute or another tricky situation, **CLCA Attorney on Retainer** is a helpful resource — one of the many benefits of CLCA membership.

clca.org/benefits

California Landscape Contractors Association

CLCA State Convention

...Continued from previous page

greens with numerous wetland areas, nearly 100 bunkers and an array of picturesque water features – including four lakes and the San Diego River – creating both strategic diversity and a visually stunning backdrop for golf.

Enjoy!

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

The Hilton San Diego Resort & Spa sits on 4,600-acre Mission Bay, the largest aquatic park in North America, and is the perfect playground for water enthusiasts and land lovers alike. The resort features 27 miles of paths for biking, jogging and walking, and designated areas for jet skiing, water skiing, swimming, paddle boarding and kayaking, and is just steps away from the beach. A special rate of \$189 for a room with two queen beds or one king bed has been secured by CLCA. Studios and rooms with a spectacular view of the bay are also available. Use group code CLCA18 when booking to get this discounted rate. Added benefit: All reservations booked under the CLCA 2018 room block will be exempt from the daily resort charge.

**For more info. and to register online,
visit www.clca.org/convention**

2018 ANNUAL CONVENTION SCHEDULE

Wednesday, November 7

9 a.m. - 4 p.m. Workshop: How To Make Money
With Your Landscape Business
5:30 - 7 p.m. Welcome Reception

Thursday, November 8

7:30 - 10:30 a.m. Seminars: Firescaping & Don't Get
Burned By Cal/OSHA
10:45 a.m. - 5:30 p.m. Tours of Coastal Roots Farm
and the USS Midway
Evening free to enjoy San Diego

Friday, November 9

7:30 - 8:45 a.m. Associate Member Meeting
9 - 11 a.m. General Membership Meeting
11:30 a.m. - 1 p.m. Recognition Luncheon
1 - 2:45 p.m. LEAF Meeting
3 - 5 p.m. Auxiliary Meeting
6 - 10 p.m. Trophy Awards Dinner & Ceremony

Saturday, November 10

8 a.m. - 1 p.m. Associate Member/LEAF Golf
Riverwalk Golf Club, San Diego

Schedule subject to change.

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FREE MWEL Certificate Workshop Set for Tues., October 23 at MWDQC Headquarters in Fountain Valley

• Earn CEUs for your APLD, IA, ISA and NALP certifications!

Attention landscape contractors, landscape architects & designers, city planning & code enforcement, and water agency conservation personnel! CLCA is offering a workshop on Tuesday, October 23, at MWDQC HQ in Fountain Valley from 8 a.m.-4 p.m., to help you master new opportunities in water efficiency.

This is landscape training that focuses on mastering the basic elements of water efficient landscaping for new California landscapes. As more outdoor California building ordinances are imposed on new landscapes and the landscape industry, this training focuses on creating and maintaining water efficient landscapes. The workshop is designed for landscape designers, landscape architects, and landscape contractors that specialize in installation and maintenance. Municipal water conservation person-nel may discover it useful as well. All the essential elements to help you comply with the



MWEL, design, build and maintain healthy, water efficient landscapes for California's "new normal" will be covered.

This workshop will offer CEUs for your current certifications, provide you with a participation certificate, and attendees will:

- Receive Basic Knowledge of California's Model Water Efficient Landscape Ordinance (MWEL)
- Receive Knowledge of MWEL's Most Important Elements
- Have an Understanding of Soil, Irrigation, Water Budgeting and Plant Relationships

- Have an Understanding of Overall Water Efficient Landscape Best Management Practice (BMPs)
- Participate in an Interactive Landscape Water Budgeting Exercise
- Participate in a Question and Answer Session with Proven Industry Experts

This workshop is 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.
- Attend the workshop.
- 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 workshop, or attend less than 90 percent of the workshop, or if you cancel your attendance within 10 days of the workshop.*

Space is limited!

Register to attend at www.clca.org/mwelo/workshop



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Jain Irrigation, Inc. Acquires Smart Irrigation Pioneer ETwater

• *The ETwater cloud-based platform and its line of weather-adaptive smart controllers accelerate Jain's mission to leave this world better than you found it.*

Jain Irrigation, Inc., ("Jain"), announced recently it is acquiring ETwater, innovator of intelligent irrigation technology and in the vanguard for creation of the smart irrigation controller. ETwater is dedicated to helping solve the real world problems of water scarcity that made them a perfect acquisition for Jain.



kept their landscapes healthy and beautiful, while eliminating the waste, damages, and costs that result from overwatering.

The Jain acquisition will expand ETwater efficiencies throughout the U.S. and now worldwide to become a gold standard in sustainable water management globally."

ETwater patented technology integrates data science, machine learning and predictive analytics about weather forecast and environmental variables to automatically, optimally adjust site-specific irrigation schedules. Connecting over the internet ETwater smart controllers get their schedules through secure, cellular data networks, and users are able to remotely monitor and manage controllers from any mobile or smart device.

"We're very proud of the positive impact on outdoor water conservation we've had in the U.S. market," said Pat McIntyre, CEO ETwater, "and raising awareness to the necessity of irrigating in harmony with nature. Our customers, from Fortune 100 national retailers to conscientious single-family homeowners, entrust us with driving the automation of their water efficiency. We've

"Jain is an early leader in the IoT for agriculture. ETwater will improve our position in agriculture and helps us make a bigger impact in reducing water waste in landscape irrigation," said Aric Olson, President of Jain Irrigation, Inc. "Jain is the technology leader for irrigation monitoring and control and we are thrilled to have ETwater join our family. After several successful irrigation technology acquisitions, the addition of ETwater, the pioneer of Smart Irrigation control, adds key technologies that can be deployed globally to our growing technology customer base."

Terms of the deal were not disclosed, and the transaction will close shortly after certain customary conditions are met.



Do you have questions about the best way to handle employee or staff issues? Or would you like advice regarding a specific situation?

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How Much Money Do I Need to Make?

Setting the Right Price —and Getting It!

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Estimating and pricing your services correctly are key to a profitable business. Learn the best methods from some of the most successful veterans in the landscape industry!

- Plan your business growth, considering employees, clients, and retirement goals
- Develop pricing habits that pay off — don't let mistakes hurt your profits!
- Understand customer education, expectations and satisfaction
- Review the three phases of a bid, plus margins and markups
- Define and allocate general and administrative overhead costs including advertising, insurance, licenses, bonds, equipment, travel and much more



SIGN UP NOW to attend!

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Special thanks to our host venues:



"This is the information I wish I knew when I started my company — and when my company was growing a decade later. It's very practical, very applicable and very much needed."
— Jon Singley, Blue Spruce Landscape & Construction, Inc.

"What a simple, yet incredibly valuable tool for every contractor. I guarantee it will help you."
— Eric Watanabe, Signature Pools & Landscapes

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Workshops are 9 a.m.-4 p.m. and include lunch.

Registration: \$250

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Second person from same company: \$150

**Seaside
September 7**

**Roseville
September 28**

**Glendale
October 5**

**Los Altos Hills
October 11**

**San Luis Obispo
October 19**

**Santa Ana
October 26**

**Visalia
November 1**

**San Diego
November 7**

EDUCATIONAL EVENT HIGHLIGHTS

We had a great turnout at our spring educational event on the topic of marijuana, changing laws, and their impact on the workplace. In 2016, California joined several other states in legalizing the recreational use of marijuana. Companies committed to drug-free workplaces face challenges with contradictory laws and often struggle to understand the actions they are able to take when drugs enter the workplace. Fortunately for us, we had Jennifer Grady, a lawyer with the Grady Firm in Los Angeles, to weed through the facts this past March. Special thank you to **event sponsor Toro** for helping to make this event possible!



LAWYER Jennifer Grady with the Grady Firm in Los Angeles weeds through the facts about marijuana, changing laws, and their impact on the workplace.



CHAPTER PRESIDENT Frank Fontes (right) and Chapter Treasurer Mark Pedicone welcome attendees to the educational event at Toro in Riverside on March 20.



MCCABE LANDSCAPE rep John McCabe (right) learns about some exciting new plant introductions from Pinedo Nursery rep Oscar Pinedo.



BROWNIES and gummies were available for attendees to snack on. The tasty brownies were masterfully baked by Imperial Technical Services rep Mark Pedicone.



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EDUCATIONAL EVENT HIGHLIGHTS



FULL HOUSE – Attendees listen attentively, eager to learn the actions they are able to take when drugs enter the workplace.



TRAVELING from Orange County to attend the meeting is Richard Cohen Landscape rep Carlos Zarraga (right). He is joined by T-Christy rep Ted Byrne.



CLCA INSURANCE SOLUTIONS reps Pam Kinne (IE Chapter Secretary) and Dan Dvorak (LA/SGV Chapter President) welcome keynote speaker Jennifer Grady (center) to the meeting. CLCA Insurance Solutions helped sponsor her presentation.



LEVI LANDSCAPE reps Tami and Mike Goltry look forward to learning all they can at this educational meeting.



LIVELY CONVERSATION is enjoyed between LandCare reps Matt Grossbauer, Casey Black, and David Calderon.



SONSRAY MACHINERY rep Paul Schlerf (right) and Miguel with Toro share a laugh before the factory tour.

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ccla.org/supplier-search

Courage is Currency in Today's Economy

By Brad Sugars, ActionCOACH

In the current competitive environment, you need courage to build a business and earn handsome profits. With the constantly changing dynamics of the economy, it requires a considerable amount of courage to battle all of the urgent changes within the market, while trying to keep your company stable against the strange tides of the industry.

If you lack courage, then it means that you lack the drive to do whatever is necessary to save your business. A business needs to keep itself updated with the latest developments and technologies within the industry, otherwise it will become outdated. Adapting to change is necessary and to implement the required steps to make change a success, courage is needed!

Without it, a company will most likely be stuck in the old and outdated rut, while other businesses grab at the opportunity to earn great profits. The difference between both is that one has the courage to act, which translates

into ready money for them; while the organization which fails to act because it lacks the courage to tackle an important and critical change, will eventually have to struggle for survival within the industry.

Courage is needed to take all major decisions in business and life, and without it, you wouldn't be ready to try out a new idea or business formula, which might do wonders for your success.

Courage gives you the capability and strength to face difficult times in the industry and strive against problems to emerge victorious. Without courage, you wouldn't be ready to try out a new opportunity, which has the potential to promote your business.

By avoiding an opportunity, simply because you lack the courage to go the extra mile, you tend to miss a golden chance to make more money.

That is why, if you have the courage



to do what it takes to succeed in the industry, you can enjoy lucrative profits! Remember, courage is your currency to success!

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