



Volume 31, Issue 4
April 2021

slo X PRESS



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

Annual Fishing Charter

Join the CLCA San Luis Obispo Chapter for the annual fishing charter, and a day of sun and surf with your colleagues on Friday, April 30, 5 a.m. to 2 p.m. We'll be heading out on The Patriot from Patriot Sport Fishing, 3975 Avila Beach Dr. in Avila Beach in search of rock cod and crab. Boarding is at 5 a.m. sharp. We'll leave the dock at 6 a.m. and return at 2 p.m.

Fees include your spot on the boat and bait. Rods and fishing license available for an additional fee. Food and drink available for purchase-cash only. Fish cleaning is included, but tipping the crew is customary. No ice chests, fire arms, alcohol or illegal drugs, please.

For more information, contact Mike Kneeskern at MKNEESKERN@SITEONE.COM or call 760-520-5412

Space is limited, so register today at <https://bit.ly/3clb2eA>.

In This Issue:

- Competency
Triangulation
- Stay Ahead of Outdoor
Living Supply Chain
Disruptions
- Sponsor Spotlight:
Air Vol Block
- CLCA Annual
Convention Heads to
Maui



Register online at
<https://bit.ly/3clb2eA>

Friday, April 30
5 a.m. to 2 p.m.
Patriot Sport Fishing
Avila Beach



2020 San Luis Obispo Chapter Officers

President Matt Hames, Landscape Development.....mhames@landscapedevelopment.com 805.722.1955
 Immediate Past President.... Evan Moffitt, SiteOne Landscape Supply EMoffitt@siteone.com 805-616-9858
 VP Membership Mike Kneeskern, SiteOne Landscape Supply mkneeskern@siteone.com 805-464-1393
 VP Events..... Ian Parker, Madrone Landscapae..... Ian@madronelandscapes.com805-466 – 6263
 VP Legislation..... Paul Wait, Zurn Wilkins..... Paul.Wait@Zurn.com
 Secretary Brandon West, 805 West Landscape 805west1@gmail.com.....805-975-4761
 Treasurer..... Pat Connelly, St. Francis Landscape..... stflandscape@gmail.com.....805-235-1859
 Associate Member Rep..... Sam Perez, Hunter Industries 559-903-7277
 Editor Jerrie Beard, Beard & Associates..... info@beardassociates.com..... 530-621-1701

2021 CLCA Board of Directors

President Paul Hansen..... (714) 545-1084
 President-Elect Megan Rios (661) 835-9259
 Past President..... Regan Barry (831) 438-4747
 Secretary/Treasurer Alex Salazar (818) 768-8594
 Executive Director Sandra Giarde..... (916) 830-2780
DIRECTORS
 Education Lindsay Ono (661) 395-4938
 Membership Eric Santos.....(925) 525-3645
 Events Elizabeth Burns.....(310) 831-6132
 Resource Management . Tom Sweeney (925) 372-7973
 Associate Member Chris McNairy..... (707) 933-0488
 Co-Director Chapter Pres. Council North
 Evan Moffitt..... (805) 616-9858
 Co-Director Chapter Pres. Council South
 Ed Wallace (562) 755-9914

SLO CLCA Past Presidents

2016-19 Evan Moffitt SiteOne LS Supply	2011 Aaron Huxley Hunter Industries	2005-06 Erik Wolting All Seasons Gardening & Landscaping	1998-2001 Bruce Courter Day Star Enterprises, Inc.	1994 Duane Morris Duane Morris Landscape Designer/Contractor
2014-15 Mike Kneeskern SiteOne LS Supply	2009-10 Erik Wolting All Seasons Gardening & Landscaping	2004 John Doyle J Doyle Landscaping	1996-98 Lloyd Gracey Pacific Coast Landscapes	1993 John Ruggiero Arcadian Gardens
2012-13 David Brown Mari Landscaping	2007-08 Jim Trask California Water Shapes	2002-03 Pat Connelly St. Francis Landscape	1995 Danté D'Alfonso D'Alfonso's Landscape	1991-92 Bruce Courter Day Star Enterprises



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



~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

Ask us about other water saving turfgrasses, too!

westcoastturf.com
 888/893-8873

GREENFIELDS TURF INC



P.O. Box 248
 Greenfield, CA 93927
Sod Orders 1-800-525-8877
 Web: www.greenfieldsturf.com

Christopher Voelker
 Phone (831) 674-3058
 FAX (831) 674-3163

Competency Triangulation

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

A landscaper from Virginia contacted me the other day seeking lucidity to the bureaucratic essence of human resources. Even though she was exerting considerable effort toward her human resources program, it was primarily reactive, fragmented, and ineffective. Quicksand is an appropriate metaphor.

While the entire conversation is well beyond the scope of this posting, let's focus on one part of the puzzle. The landscaper was visibly overwhelmed while at the same time being unaware of the key components of her staffing model. Bereft of a conceptual plan, the landscaper was simply trying to put the pieces in place, thinking she was adding value, when in fact she was multiplying confusion.

At a fundamental level, three staffing components must be aligned: the job description, the interview protocol, and the performance appraisal form. This triangulation evinces simplicity, consistency, and integration, all of which underscore clarity to the supervisor, the employee, and the organization.

To be brief, every legitimate job description should contain 5-7 competencies (i.e., job-related factors related to success). For example, the job description for a Landscape Foreman could contain the following behaviorally-defined competencies; Safety, Results Orientation, Field Operations, Horticulture, Job Quality, Customer Service, and Interpersonal Skills. Given the fact that the job description is the legal foundation upon which the entire Human Resources Program resides, it is easy to understand how those identified competencies underscore a Landscape Maintenance Foreman's job responsibility.

With those competencies identified, defined, and validated, they must then be directly included in the Landscape Maintenance Foreman Interview Protocol.

Thus, the supervisor of the Landscape Maintenance Foreman position (e.g., Field Supervisor, Account Manager, Branch Manager) must develop job-related questions for each of those competencies. Any questions included on the Interview Protocol beyond those competencies represent potential sources of bias, discrimination, and litigation, and as such, should not be asked during the interview. Simplicity dictates: Keep the Landscape Maintenance Foreman Interview Protocol completely aligned with the Landscape Maintenance Foreman Job Description, threaded by the same competencies found on both instruments.

Given that the job description has defined the core competencies for a position, it is all-too elementary that those same competencies must also appear on the Landscape Maintenance Foreman Performance Appraisal Form. Asked rhetorically, why would a supervisor not evaluate a position's effectiveness on the primary indices that define that position? That question will not be asked rhetorically by the attorney representing his/her plaintiff in a discrimination lawsuit. Be ready.

Thus, as I presented to the Virginia landscaper, the unmistakable utility of triangulating the same core competencies originating from the job description, interwoven through the interview protocol, and culminating in the performance appraisal form reduce much of the bureaucratic drivel inherent within human resources, adds clear performance linearity to the employee-incumbent and supervisor, and represents significant legal defense when challenged in a lawsuit.

Any lack of point-to-point correspondence across these three instruments, signals clear risk to the organization.

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



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

1835 N. Fine Ave.
Fresno, CA 93727

ELLEN MONTALBANO
ACCOUNT EXECUTIVE

emontalbano@lcisinc.com
www.lcisinc.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

Stay Ahead of Outdoor Living Supply Chain Disruptions

By Roger Ramsey, Ewing Irrigation

It's safe to say that 2020 was full of surprises. Companies everywhere simply did not know how the pandemic would affect their business. As it turns out, the green industry was considered essential, and business stayed steady with demand growth in many sectors, mainly due to the large shift toward working at home.

The industry also got a boost as discretionary spending transitioned away from normal activities such as dining out, concerts, sporting events and vacations, over to home improvement. The "cocooning effect" helped the green industry grow in 2020, with outdoor living investments topping the list of spending.

However, supply chain disruption was a large obstacle in 2020. Limited product availability and increasing

lead times were common for most products regardless of category. Consumer demand outpaced domestically available inventory, driving costs higher and making lead times longer.

As we head into the busy spring season, we will not have the luxury of an already full supply chain to lean on. Any and all disruptions are now negatively impacting businesses up and down the supply chain. Here are five strategic tips to help you stay ahead of supply chain issues in 2021.

Exercise Product Discipline

One of the best ways to manage supply chain disruption is to work closely with your supplier and try to use core products on your projects. By designing high velocity, deeply stocked products into your installs, you ensure a much better fill rate on all material needs.

Even if your local branch location is out of this type of product, there is a much better chance there is depth of stock within the company, if not locally available then already on order in larger quantities. When you deviate from core products into boutique colors, styles or one-off options, availability typically suffers and lead times increase.



SCORE 0% FOR 60 MONTHS*

on select new Cat® Equipment + Cat CVA*

Numbers don't lie. You know that better than anyone. So, how do you decide if buying or leasing a new piece of Cat® equipment is worth it? Simple. You do the math. Or better yet, just give us a call, and together we'll nail down exactly what's best for you and your business.

It's what you deserve from Quinn Company.

Flexible payment options + Cat CVA + First-in-class service and support = The right time to call *Quinn Company*.

*Offer valid from February 1, 2021 through July 31, 2021 on new small and compact Cat® machines sold or leased by Quinn Company to customers in the USA only. Offer may change without prior notice and cannot be combined with any other offers. Additional terms and conditions may apply. Contact Quinn Company for details.

©2021 Caterpillar. All Rights Reserved. CAT, CATERPILLAR, LET'S DO THE WORK, their respective logos, "Caterpillar Corporate Yellow," the "Power Edge" and Cat "Modern Hex" trade dress, as well as corporate and product identity used herein, are trademarks of Caterpillar and may not be used without permission.

Contact David Needelman for complete details.



David Needelman
(805) 310-9296

dneedelman@quinncompany.com

Quinn Company
1655 Carlotti Dr.
Santa Maria, CA 93454



QuinnCompany.com

Leading your clients down the most convenient and available path serves everyone in the long run. Working closely with your distributor of choice will go a long way toward understanding lead times and setting client expectations in this more volatile supply chain environment.

Incorporate Design Flexibility

Basically, have a back-up plan. Availability disruption will continue throughout this year, so make sure you have an alternate in mind for each part of your project. Many times, client expectations are more dependent on timeframes than product selection, so make sure you fully understand your customer expectations and have a contingency plan should delays occur.

Your distributor partner should be able to help you with current expected lead times. By being flexible and proactively communicating up and down the supply chain, a volatile market climate can work in your favor, differentiating you as a professional against your competitors.

Plan Ahead of Need

Given longer lead times on all products, it is imperative that you stay ahead of project needs. Nothing is worse than delaying the completion of a project due to lack of material.

In much of 2020, containers out of Long Beach, CA, typically took a week to 10 days to reach rail for transport, and current estimates are 30-45 days. This affects not only finished import goods but also parts and materials used to manufacture goods domestically. Businesses everywhere are investing in inventory earlier and deeper than normal in an effort to insulate their supply chains.

Early, proactive communication of project-based needs will make for a much smoother installation schedule. Ask questions about project-based lead times prior to making commitments to your clients. Decision making based on realistic timelines will make customer satisfaction much easier.

Buy Early for Upcoming Projects

Along with increasing material costs, supply chain is experiencing equipment and labor shortages as well. Petroleum costs are increasing rapidly, and there is a shortage of containers and vehicles to move product to the point of distribution. For every 8- LTL orders, there is only one available truck or driver.

Manufacturers typically try to avoid mid-year price increases, but that is exactly what we are anticipating in 2021. When manufacturing and fuel costs are

up, along with freight being at a premium, all goods, regardless of category or services, will cost more. Buying early prior to cost increases can offset future costs or capital investment in many cases, saving you money and assuring you have what you need when you need it.

Increase Product Expansion

One of the best ways to increase profitability within your business is to diversify your service offering with your current clients. Adding new products and services to your business not only enhances your earning potential but can be served as new products and services when offered to clients you worked with in the past.

Adding landscape lighting, bistro lighting, water features, outdoor sound and other "layers" of lifestyle enhancement can make you more profitable on every project. There's also the benefit of not leaving your client wanting for something you could have offered them.

Offering a diversified product and service portfolio also allows you to maximize your time. Installing an incredible outdoor sound system can buy you time while you wait for the landscape lighting or water feature materials to come in, all without causing a visible disruption felt by the client.

Incorporating holiday lighting services can provide your company much needed offseason revenue, as well as help to retain your employee base year-round. In turn, this protects your investment in employee training and maximizes your ability to maintain face time with your clients, helping your business grow year over year.

The outdoor living consumer market is strong as people continue to invest in their outdoor spaces, and this trend should persist throughout 2021. By applying these five strategies, you can help offset disruptions that you might experience in the supply chain this year. Visit your local Ewing branch for details about product availability, features and lead times.

Stay Ahead of Outdoor Living Supply Chain Disruptions graphic

Roger Ramsey serves as National Specialty Products Manager at Ewing Irrigation & Landscape Supply. He can be reached at r Ramsey@ewingirrigation.com.

Chapter Sponsor Spotlight

Air Vol Block Inc.

Air Vol Block Inc. of San Luis Obispo is a manufacturer of quality concrete masonry units, Allan Block mortarless retaining wall systems, and interlocking concrete pavers. Air Vol Block also manufactures a wide array of bagged products, including Quikrete concrete Mix, Mason Mix Mortar, APS Polymeric Paver Joint Sand, RipRap and Sand Mixes and can also manufacture specialty sacked products to your specifications. Air Vol Block stocks a wide array of concrete repair products, specialty sands, and specialty cements. To round out their product offerings, Air Vol Block fabricates reinforcing steel to your specifications and Rebar sizes #4 through #9 from 60' bars. They also provide seismic rebar ties, circular hoops, and continuous spirals, as well as all sizes of bulk 20' steel from #3 through #8 rebar.

In business since 1962, Air Vol Block focuses on customer service, product innovation, and product quality. While they manufacture a complete line of concrete masonry units including Precision Block, Split-face Block, Slump Block, and Burnished Block, they have garnered an outstanding reputation as the go-to manufacturer for specialty shapes and sizes.

They are continually upgrading their manufacturing facilities to better serve the needs of their customers.

Gary Abney is the dealer, mason and landscape contractor outside sales representative for Air Vol Block. He works as the liaison for community development projects and product quality control issues. He is also the purchasing agent for all bulk landscape and natural stone product lines. He enjoys working with both contractors and retail customers alike, helping and teaching them to better understand the use of Air Vol Block products.

Gary grew up in Morro Bay, chose to go into construction, and after college still had a love of building that resulted in a 20 year run as a local builder. After that he decided to start teaching. Air Vol Block gave him the opportunity to work as their outside sales rep over 15 years ago. Gary has served on the SLO Chapter board of directors.

You are invited to contact the sales staff whenever they can be of service. Whether you need color samples, technical notes, or a referral to a qualified construction pro, they will do their best to help!

Air Vol Block is located at 1 Suburban Road in San Luis Obispo. They can be reached at (805) 543-1314. or online at www.airvolblock.com.

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

Thank you to our 2020 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.



Madrone Landscapes



805 West LLC

CLCA MEMBER ADVANTAGE

Prickly problem?

Have a question about an HR matter or a prickly personnel issue? Don't get stuck without solutions.

Call the **CLCA HR Hotline**.

Get advice on how to properly handle employee concerns before they become painful liabilities!

HR Hotline: (888) 783-4340



ccla.org/benefits



- 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

Join Us!

CLCA CONVENTION

November 3-6



MAUI

2021

The Westin Maui Resort & Spa • Lahaina, HI

SAVE THE DATE! clca.org/convention