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

Volume 29, Issue 6
June/July 2019

Board Meetings

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

Upcoming meetings:

- **July 19**
12 p.m. Board meeting SLO
Brew the Rock
- **August 21**
12 p.m. Board meeting SLO
Brew the Rock

In This Issue:

- President's Message
- Beautification Award Winners
- 5 Benefits of Small Business Email Marketing
- Sponsor Spotlight: American Builders Supply

www.clcaslo.org



Above: Daniel Mazawa of Madrone Landscape accepts the Landscape Maintenance Sweepstakes award from Bill Deeble of CLCA Insurance Solutions.

At right: Daniella Holloway and Cordellia Perry with the Sweepstakes Award.

See page 4-5 for the complete list of winners.

CLCA SLO Chapter

Beautification Awards

June 21 • Flying Caballos Ranch
Big winners for the evening were Landwell Design & Build taking home the John Thomas Memorial Award and the Sweepstakes Award, and Madrone Landscape taking home the Sweepstakes Design/Build and Landscape Management Awards.



Consider Entering Your Projects in the 2019 CLCA Trophy Awards

The CLCA Trophy Awards is a celebration of excellence in landscaping, and brings out the best in landscaping from all over the state.

Entries are now being accepted. The entry deadline is August 15. Enter early and save \$100 per entry! Awards will be presented on November 15, 2019 at the annual convention in South Lake Tahoe.

For more information on the trophy awards visit www.clca.org/events/events-calendar/trophy-awards/



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| 2012-13 David Brown Mari Landscaping 2011 Aaron Huxley Hunter Industries | 2007-08 Jim Trask California Water Shapes | 2004 John Doyle J Doyle Landscaping 2002-03 Pat Connelly St. Francis Landscape | 1996-98 Lloyd Gracey Pacific Coast Landscapes 1995 Danté D'Alfonso D'Alfonso's Landscape | 1993 John Ruggiero Arcadian Gardens 1991-92 Bruce Courter Day Star Enterprises |

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For more information visit clca.org/water-pro//index.php



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president's message



Evan Moffitt, CLCA-SLO President
Site One Landscape Supply

Summer is here! I hope everyone is enjoying the beach and getting that Vitamin D. It seems like everyone's work didn't necessarily pile up from the winter and spring storms but got pushed back. Now we are in the middle of it. So, I appreciate those of you taking the time to read this. It's hard for everyone with a very small labor pool to capitalize on the work out there. Keep pushing and take care of everything you can. Note everything you are or are

not doing operationally to review in the winter so you can keep improving your systems and grow in the best way.

Another year in the books for our annual Beautification Awards. It was a fantastic event. The event was at the beautiful Flying Caballos Ranch in San Luis Obispo. It was great to change up the venue to something new for a couple years. We had a ton of entries and a few impacted categories. So, there were some very tough categories where the winners could have gone to anyone in the category. We had a lot of new entries this year as well. We had entries from New Era Landscape, Landwell, and Silver Fox Landscape entered in the Beautification awards for the first time. First time participant Landwell was able to come away with two major awards, Sweepstakes and the John Thomas Memorial Award. Madrone Landscapes was very successful with winning the Sweepstakes award for Landscape Maintenance and the Design/Build Award. Congratulations to all the winners. Thank you again to all of our amazing sponsors for helping make the evening possible.

Coming up we have a CLCA Happy

Hour August 1 at Central Coast Brewery sponsored by Vista Lighting. These are very fun informal events focused on networking with other contractors and suppliers. Come hang out and learn from others in the industry.

We are also looking for interested potential board members for 2020. All board positions are open to all of our members and include different options for those interested. If you are interested in any of the following roles, or would like to learn more about what is involved, please let me or any of the other board members know.

President
Secretary
Treasurer
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VP of Education
VP of Legislation
VP of Events
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Media Chairman

I look forward to meeting you at the next chapter happy hour on August 1.



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Beautification Awards Program

Flying Caballos Ranch June 21, 2019

Medium Residential Landscape

Sponsored by: Central Coast Landscape Products
 First Place: Madrone Landscape Gampe Residence



Achievement: New Era Landscape Hanson Residence



Large Residential Landscape

Sponsored by: J. Wilkins Artscape
 First Place: Madrone Landscape Humphrey Residence



Sponsored by: Zurn Industries
 Achievement: Sage Ecological Landscape Saxon Residence



Small Commercial Landscape

Sponsored by: The Rental Depot
 First Place: Silver Fox Landscape Mixed Use Building



Sponsored by: Best Fertilizers
 Achievement: Purlieu Landscapes Magon

Large Commercial Landscape

Sponsored by: Troesh Coleman Pacific
 First Place: Landscape Development Cava Robles RV Resort



Achievement: Purlieu Landscapes CHC Templeton

Sustainable Landscape Installation

Sponsored by: Atascadero Mutual Water
 First Place: Purlieu Landscapes Phillips Residence



Sponsored by: Quinn CAT
 Achievement: AAA Landscaping Jew Residence



Hardscape

Sponsored by: Air Vol Block
 First Place: Sage Ecological Landscape Kurlich Residence





Sponsored by: American Builders Supply
Achievement: Earthscapes
Defreitas Residence

Small Residential Maintenance

Sponsored by: Pacific Landscape Supply
First Place: Earthscapes
Defreitas Residence
Sponsored by: Bayer Turf and Ornamental
Achievement: Purlieu Landscapes
Goschke



Large Residential Maintenance

Sponsored by: Farm Supply Company
First Place: AAA Landscaping
Harmon Residence



Small Commercial Maintenance

Sponsored by: Coastline Equipment
First Place: Enhanced Landscape
Management
Skyview Motel

Large Commercial Maintenance

Sponsored by: Zurn Industries
First Place: Enhanced Landscape
Management
Cava Robles RV Resort



Sponsored by: Lesco
Achievement: Silver Fox Landscape
Oxford Suites

Landscape Lighting

Sponsored by: Hunter/FX Luminaire
First Place: St. Francis Landscape
Hind Residence



John Thomas Memorial Award

Awarded to the residential project that best exhibits excellence in craftsmanship.
Sponsored by: Ewing Irrigation
Landwell Design & Build
Contemporary Craftsman



Sweepstakes Award

Presented to the project entry that was judged best overall from all categories.
Sponsored by: Landscape Contractors Insurance Services
Landwell Design & Build
Alfrescslo Living



Sweepstakes Landscape Maintenance

Sponsored by: CLCA Insurance Solutions
Madrone Landscape
Edwards Residence



Design Build

Sponsored by: SiteOne Landscape Supply
Madrone Landscape
Pataye Residence



5 Benefits of Small Business Email Marketing

According to Campaign Monitor, email marketing drives \$44 for every \$1 spent. So for the naysayers who think email is dead (hint: it's not!), let them know email is here to stay. In fact, there currently are over 3.7 billion email users in the world -- this means the projected number of users by 2021 is 4.1 billion!

However, there still can be a downfall to email marketing. If it's not implemented strategically, your business can actually experience more damage to its brand than good.

So if you're hesitant about nailing down the perfect email campaign, we've got your back. We've gathered simply clear reasons for you to embrace just how powerful email can be.

1. Gain credibility as a business. Become a leader in your marketplace. People do business with people they know, like, and trust. This is your chance to share helpful and informative content with your audience, rather than throwing a sales pitch their way. Be sure to target your emails towards people who want to receive them and always follow data

and privacy policies on your email campaign site.

2. Refine your business' unique brand.

Your consumers should be more aware of what your brand stands for. This is your chance to bring clarity. People often identify a brand just from their logo alone, which holds powerful brand equity in the long run. This is your business' potential to get your message out. It's your chance to reinforce the trust you established when you first made contact with them. The details count -- your brand is unique, so your emails should convey that too.

3. Improve customer relationships through consistent engagement.

Maybe you met your customer at your storefront, or maybe they've been a loyal client for quite some time now. Either way, the relationship is there and it needs to be maintained! Personalize your message. Share your story. Remind your longtime clients why you've been in business for so long or show your new clients the team behind the work. Being personal goes a long way and

does wonders in improving customer relationships!

4. Promote new products or services.

Have something to promote? Here's some good insight on B2C marketing statistics -- 59% of respondents say marketing emails influence their purchase decisions. This is huge when considering the ROI your business can generate when crafting an email marketing campaign.

5. Gain insight on what works (and what doesn't).

Another benefit of crafting an email marketing campaign is that it gives you metrics on how well your campaign emails are performing. These insights will help you market smarter. Nowadays, many email campaign sites will let you see how many people clicked through on which links. Maybe you'll realize some links didn't perform as well as others; when it comes down to decreasing unsubscribe rates, this type of information is something worth investigating.

The best part? Not only will analyzing your performance tailor better email marketing campaigns in the future, but it will help you learn key factors in improving every aspect of your business!

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