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In This Issue:

- Spotlight: Hunter/FX Luminaire
- Leveraging Social Media for Human Resources
- Join Your Association on November 12
- CLCA Presents Wednesday Webinars

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

Join CLCA Online November 12

2020 CLCA General Membership Meeting to be Held Online

Thursday, November 12, 2020 | 10 a.m.



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

President Regan Barry (pictured at left) 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.

2020 Candidates

Statements from candidates may be found at <https://www.clca.org/wp-content/uploads/2020/09/ballot-2020-statements.pdf>.

President: Paul Hansen
President-Elect: Megan Rios
Secretary/Treasurer: Alex Salazar
Director of Events: No candidate*
Director of Resource Mngmt: Tom Sweeney

*It is the CLCA Board's intent that the current Events Committee chairperson will be appointed to this position at the April 2021 CLCA board meeting in accordance with CLCA Bylaws section 6.04.

Request for Absentee Ballot

Members unable to attend may request an absentee ballot to vote by mail. The absentee ballot request form must be signed and returned to CLCA HQ by October 15, 2020. Please contact CLCA headquarters if you need this form — (916) 830-2780.

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
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 VP Legislation..... Paul Wait, Zurn Wilkins Paul.Wait@Zurn.com
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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


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Leveraging Social Media For Human Resources

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

It is all too clear to successful business owners that social media has moved quickly from being a mere cosmetic aspect of the company into a vital determinant of capitalistic advantage. Today's social media is far more aggressive than its passive predecessors in that unique resources and ongoing attention must be devoted to it, just as resources and attention are allocated to horticulture quality, customer service, gross margin, and revenue growth. With that premise in mind, here are some of the fundamentals I shared with the Illinois business owner.

To remain current, visible, and sustainable, astute companies frequently have a presence on at least the following four platforms: Facebook, Twitter, LinkedIn, and Instagram. Extending that thought, social media postings should occur bi-weekly on each of the platforms, with appropriate costs, results, and tracking metrics being monitored accordingly for effectiveness.

Beyond social media platforms, there are four common information topics routinely included within a well-developed, targeted, and successful social media strategy:

Recruitment: In conjunction with its own website, the company should consistently populate, refresh, and publicize all vacant positions. Job descriptions, salary ranges, training opportunities, career path information, available benefits, and the like represent standard social media content.

Employees: This topic fuels the company's Rewards and Recognition Program by highlighting new employees, tenured employee work anniversaries, recent achievements, successful performance, employee commendations and promotions, as well as biographical sketches that personalize each employ-

ee's distinct contributions to the company.

Educational: Supporting customer service, these social media postings frequently include useful information to improve viewers' awareness, initiative, and competence through topics like how to trim a rose bush, plant health care, fertilization tips, proper application of bark or mulch, irrigation improvements, and installing new plants or trees, etc.

Job Quality: It's always beneficial to highlight successes, by sharing before and after photos or videos of new installation, enhancements, or tree service work, especially when accompanied by the Manager's and Foreman's names to document their accountability. People's memories may lapse with time; photos and videos permanently improve those memories.

Building upon social media platforms and content categories, it is important to note the current mode of presentation is far more elaborate than it was just a few short years ago. Long-winded, drab, static PDF postings are from a bygone era; dynamic information transfer is the new standard.

There is an increased emphasis on 30-60 second video presentations rather than 2-3 still photographs. Aerial captures of drones flying over new construction projects, documenting yard departure routines, or detecting invasive tree hazards, actively engage the viewer across topography, sense, and imagination. Likewise, the migration from placid to progressive information can also be seen in company websites that contain an embedded audio-visual thumbnail of the company President verbally escorting the viewer across and through the various sections of the company website (e.g., who we are, project gallery, careers, customer testimonials).



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Individual Webinar Price: \$25 for members or \$50 for non-members.

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Frank Niccoli, Horticulture Department Program Director, Foothill College
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- Wednesday, October 21 • 3 - 4 p.m.
Managing Pesticide Resistance
Frank Niccoli, Horticulture Department Program Director, Foothill College
CEUs Available: DPR, NALP

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Visit https://member-clca.org/max/4DCGI/events/Register.html?Action=Register&ConfID_W=629 to register for one or all of the remaining seminars.

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Did You Know?

A recent study from the University of Minnesota found that talking on a cellphone while driving impairs one's ability **even more** than driving while intoxicated. Talking on a cellphone and other driving distractions pose a major hazard to everyone on the road.

PREVENTING DISTRACTED DRIVING

To minimize risks while driving:

- Do not talk on your cellphone or send text messages.
- If you absolutely must conduct a conversation, use a hands-free device.
- Never touch up your makeup or hair in the rearview mirror.
- Limit your conversations with passengers and ask them to keep their voices down so you can concentrate.
- Do not smoke while you are driving, as you will probably pay more attention to not burning yourself or putting out the cigarette than driving safely.
- Only adjust the radio when you are completely stopped.
- Never allow animals to sit on your lap while driving.
- Do not eat or drink while driving.
- Avoid reading maps or directions. Instead, pull into a parking lot to get your bearings and determine where you need to go next to reach your final destination.
- Do not take notes or search for phone numbers.
- Never use a cellphone (even a hands-free device) in bad weather, work zones or heavy traffic.

Safety First

Allowing yourself to become distracted while driving can lead to dangerous, and even fatal, consequences. Be a responsible motorist and make paying attention to the road your number one priority when you're behind the wheel.

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Sponsor Spotlight: Hunter/FX Luminaire

Hunter | FXLuminaire

A global leader in the irrigation, landscape lighting, and custom molding industries.

Hunter Industries is a family-owned global company that provides high quality, efficient solutions for the irrigation, outdoor lighting, and custom molding industries. Their diverse array of products can be seen everywhere from residential landscapes, to stadiums, national landmarks, theme parks, city parks, commercial complexes, hotels, and municipal buildings around the world. Whether you're from New York, Shanghai, Sydney, Paris, Moscow, or Cairo, the odds are you've probably encountered a Hunter product somewhere along the way.

Headquartered in San Marcos, California since 1981, Hunter is a market leader in producing and marketing a full range of water-efficient, easy-to-use irrigation solutions for residential, commercial, and golf course applications. Designed with the demands of irrigation professionals in mind, the current Hunter irrigation product line includes pop-up gear-driven rotors, high-efficiency rotary nozzles, spray sprinklers,

valves, controllers, central controllers, professional landscape drip, and weather sensors.

Since the beginning, Hunter's core business interest has been producing products that allow irrigation professionals to create solutions that use as little water and energy as possible to create optimal landscape function and ambiance. In the interest of sustainability and maximizing their infrastructure and capabilities, Hunter diversified into the landscape lighting industry through the acquisition of FX Luminaire. FX lighting products are manufactured in San Diego ensuring the highest quality standards are adhered to. As a further step of expansion Hunter also acquired a Custom Molding company and started Hunter Custom Molding.

Beyond efficient product innovation, Hunter is also known as a leader in outstanding customer service, product training and technical support in all of its business segments. Moving forward, Hunter is committed to pushing the boundaries of technology, conservation, quality, and customer experience in every product and project they undertake. In the factory, the office, and the field, Hunter puts innovation to work every day for every one of its customers around the world.

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