The Affordable Care Act
What You Need To Know

2013 Landscape Industry Show Special Section
SUSTAINABLE
HOMEGROWN
SOD

California Native Sod™
Water Wise • Low Maintenance Turfgrass Blends

EXCLUSIVELY GROWN BY:

DELTA BLUEGRASS CO
SINCE 1978

EXCLUSIVELY AVAILABLE FROM:

S & S SEEDS, INC.

Delta Bluegrass Company
Northern California Sales
800.637.8873
www.deltabluegrass.com

S & S SEEDS, INC.
Southern California Sales
805.684.0436
www.ssseeds.com

PICTURED ABOVE: Native Bentgrass™ - Blue Sky Design, Half Moon Bay, CA
The Unique
Life Members Honored ......... 8
Niccoli To Head California Landscape Contractors Association ......... 11
The Affordable Care Act ......... 14
Landscape Industry Show ......... 18

The Usual
President’s Message ............ 6
CLCA In Action ............ 8
Resource Guide ............ 24
Calendar ............ 23
Insurance Tidbits ............ 27

On The Cover.
Ciro’s Landscaping, Inc. of Escondido won the 2012 Special Effects Trophy Award for their work on Aurich Residence. Hunter Industries/FX Luminaire sponsored the award, which honors the best use of unique methods or materials and/or special artistic effects.

California Landscaping
Mission Statement
CLCA's mission is to serve and protect the interests of its members, promote professionalism and advance public awareness of the landscape industry.
Membership information and more www.clca.org

2013 Elite Partners

California Landscape Contractors Association Board Of Directors

President
Frank Niccoli CWM
The Village Gardener, Inc.

President-Elect
Chuck Carr
ValleyCrest Companies

Immediate Past President
Eric Watanabe
Signature Pools and Landscape

Secretary/Treasurer
Ted Sandrowski
Sandrowski Landscaping, Inc.

Director of Chapter Services
Richard Sheffield
Gardens 4 the Soul

Director of Communications
Jessica Centeno
Centeno’s Landscaping Co., Inc.

Director of Education
Steve Jacobs CLT, CWM, CLP
Nature Designs Landscaping

Director of Events
Eric Briner
Briner & Son Landscape Management

Director of Legislation
Pete Dufau CLT
Dufau Landscape, Inc.

Director of Membership
Javier Lesaca
Lesaca Landscape Co.

Director of Resource Management
Tom Noonan CID, CLA
Ewing Irrigation Products

Associate Member Director
Rick Zinn
Horizon

Chapter Presidents Council (NORTH)
Aaron Huxley
Hunter Industries/FX Luminaire

Chapter Presidents Council (SOUTH)
Steve Beckstrom CLT
Tierra Verde Landscape, Inc.

Executive Director
Sharon McGuire
California Landscape Contractors Assoc.

Publisher
Jessica Centeno
Editor
John Sassaman
Design & Graphics
Susi Harris
Staff Writer
Joan Waters
Advertising Manager
Cici Trino
Printing
Copeland Printing
Sacramento, CA

California Landscaping magazine — the voice of the California Green Industry and the official publication of the California Landscape Contractors Association — is published six times annually as a service to members of the association and the green industry. All rights to the materials and content of the magazine are reserved. All copyrights and trademarks are property of their respective owners. © 2013, CLCA. California Landscape Contractors Association, 1419 River Park Dr., Suite 100, Sacramento CA 95815-4512. (916) 830-2788, (916) 830-2789 fax, hq@clca.org. Reproduction or use in whole or part without permission by the California Landscape Contractors Association, Inc. is prohibited.

On The Cover.
Ciro’s Landscaping, Inc. of Escondido won the 2012 Special Effects Trophy Award for their work on Aurich Residence. Hunter Industries/FX Luminaire sponsored the award, which honors the best use of unique methods or materials and/or special artistic effects.
SEAL IT

ZERO GLOSS
LOW GLOSS
HIGH GLOSS

BREATHABLE ■ EPA-COMPLIANT ■ VOC-FREE

WATER BASE SEALERS

IDEAL FOR:
• Concrete Pavers
• Clay Pavers
• Natural Stone

HELPS PREVENT
• Weed Growth
• Erosion & Ant Hills
• Stains

FEATURES:
• Works Above 40°F (5°C)
• Will Not Discolor
• Rapid Installation

REQUEST YOUR CATALOG AT YOUR LOCAL DEALER OR VIEW IT ONLINE AT www.AllianceGator.com

Quality is our Strength

Alliance
AllianceGator.com
Match your light to FIT YOUR LIFESTYLE

Luxor is a revolution in LED landscape lighting control. Its ZD Technology provides both zoning and dimming capabilities, so designers can preset designated vignettes, as well as daily illumination sequences for both facade and function. Don’t just light your next project, bring it to life. With Luxor, it’s easier than ever.

The intersection of art and engineering.

Winner of the 2012 IA Show People’s Choice and Best New Product Awards (specialty category).

call 760.744.5240; visit FXL.com/luxor
It turns out that it is actually a curse. It doesn’t sound like a curse, but it is. It is spoken to say that interesting times are not as good as the “uninteresting” times. The interesting times are usually times of trouble and of strife. We have seen in the last few years many of our friends and stalwarts of this association pass away. We have been through a recession that has affected our businesses. Many of our fellow members retired, went bankrupt or left the industry for other promise. Interesting times, indeed.

Our association is living in interesting times. For the first time in history, there are five living generations in America and four of them are working together in the workplace and exist as CLCA members and volunteers. Each of these generations has its own values, ways of communication, how they perceive volunteer service, the types of organizations they want to be a part of, how they look at leaders, and the types of technology they are using. We have the Old Guard who wants things the way it used to be. We have the Middle-Guard who value the desire to be the leaders but are trying to run their businesses, do not have enough hours in the day, and are juggling family time with association time. We have the New Guard who thinks nothing of Twitter and Facebook as an acceptable form of communication. In fact, if you are into Twitter and Facebook, you have missed the next big thing. Technology is accelerating faster that we can comprehend. We live in an age of instant communication. The New Guard does not see value in an organization that cannot communicate to them in a manner that they find acceptable.

What has been our focus for acquiring and keeping members over the years? It has been a focus of common interests. We look for a common denominator and fashion our membership to fit that model. Legislation and protecting our license was the common denominator that for many years was the reason we existed as an organization. I can safely say that our members have diversified and have specialized their individual companies. One company does commercial maintenance, another residential construction, while another is doing irrigation, and another is doing high-end residential construction, and another is doing this and another is doing that, ad infinitum. Our members have specialized and we, as an association, have not. We have this idea that we can tailor our member benefit package to capture all of these specialized markets. We build program after program to capture the attention of these specialized members, and we fail to attract them or keep them. For years we have been trying to figure out why the large companies do not find value in our organization and so we build a program. And then we are losing the young people so we build a program. And then we see that the middle is falling out of our membership and we build a program.

We have this attitude that we have to supply a menu of services for all of these demographics to keep them or attract them. The result is that we have all of these programs sitting on a shelf that no one
We’re here to help you transform your landscape vision into reality

- Statewide Delivery
- Expert Service
- Convenience & Selection

Open Monday - Saturday, 7am-5pm
858-552-0592

5400 Governor Drive
San Diego, CA 92122
Five Earn CLCA Life Membership

Five distinguished green industry professionals have recently been named Life Members of the California Landscape Contractors Association.

Ken Crowl

Life’s been good, according to Ken Crowl, owner of Riverside Landscape and Irrigation, Inc. in Riverside. Ken recently achieved Life Member status in the California Landscape Contractors Association.

Ken has been a fixture in the Inland Empire Chapter since relocating his business to Riverside in 1987. “I was part of the group that revitalized the Inland Empire chapter in the late 80’s,” said Ken. He has filled just about every position on the chapter board, including three stints as chapter president in 1990-91, 1997 and 2008. Ken also served at the state level as Chapter President’s Council Chair for the South and as a Vice President for several years in the 90’s. Ken has also assisted neighboring chapters, acting as a beautification awards judge for the San Diego, Orange County and Long Beach chapters.

Ken cites the camaraderie and personal and business relationships he has built as a member of CLCA as the top benefit of his experience with the association. “CLCA is one of the best groups of people I’ve ever been associated with,” continued Crowl. “It has been a good experience.”

George Elliott

George Elliott has been providing landscape services in the Central Coast area for over 30 years. He and his wife Stacey put out their landscape maintenance shingle in 1982, and have been expanding and bettering the business ever since. In 1985, George earned his C-27 license and shortly thereafter joined the California Landscape Contractors Association. He is currently completing his CLCA Certification in Water Management and this year, he earned Life Membership in the organization.

George’s company, Paradise Environments, is a family owned and operated business with a reputation for delivering remarkable landscape, waterscape and outdoorliving projects. Located in Arroyo Grande, California, the firm holds both landscape contracting and pool contracting licenses. They focus on providing a complete package, starting with a conceptual design and ending with the continued maintenance of the completed project.

Rick Mosbaugh

Richard L. Mosbaugh earned a degree in Ornamental Horticulture from Cal Poly,

The right tools make the job easier

Best Professional Grade Fertilizer

The nutrition tool that works ...
San Luis Obispo, and worked in the landscape field developing his expertise in landscape design and installation prior to opening his company, Statice Landscape and Design, in 1980.

In 1993, Richard renamed the company to Richard Mosbaugh Greening LA. The company focuses on high-end residential design/build projects. Richard joined CLCA in the mid-80’s as a way to tie into the industry, gain more legitimacy for his business, meet and stay in contact with other landscape professionals, and learn about new trends in landscaping through continuing education provided by the organization.

Richard was very involved in outreach efforts during the drought in the early 90’s. He was one of the founding members of the Greater LA Green Industry Council and one of the original members of the group that developed the WUCOLS list. He made numerous presentations on the value of landscaping and water efficiency in the landscape to city and water agency boards during this time. Greening LA has received several CLCA awards both at the chapter and state level.

**Kim Rusing**

Kim Rusing of Kimo’s Landscaping, Inc. located in Carlsbad, California, recently attained CLCA Life Member status. Kim entered the green industry as an enterprising teenager mowing lawns. He turned this into a residential maintenance business and became licensed in 1980. When he joined CLCA, he learned from “the Big Dogs,” and his business went to the next level and gained credibility. He served on the San Diego chapter board as Secretary and Vice President in the early 1980’s. Kimo’s Landscaping has participated in and received numerous awards at the San Diego Chapter Beautification Awards as well as recognition at the State Trophy Awards. Kimo’s Landscaping has been servicing residential landscapes with design and installation services since 1977.

**Glenn Wilhite**

Glenn Wilhite, the San Diego-based division manager for The Brickman Group, has been honored with a Life Membership in the California Landscape Contractors Association. After serving in the Air Force, Wilhite joined the family-owned Brookwood Landscape in 1981. When his father retired and his brother moved to Oregon, Brookwood was sold to Brickman in 2000, and Glenn stayed on with Brickman’s new San Diego-based division. Brickman focuses on commercial installation and maintenance, and has won numerous local and state Trophy Awards. An avid hunter, Glenn has served in just about every volunteer position in San Diego, up to and including Secretary/Treasurer (in 1988) and chapter president (in 1989). During his presidency, the certified landscape technician test was administered in San Diego for the first time. His colleagues praise him for being devoted to his family and his church, and for the help and guidance he has given chapter members over the years.
uses, values, or wants. No one has taken the time to look at our benefits and evaluate whether they have value. Our members have specialized and we have not.

So what’s an organization to do? As I see it, we can continue to struggle, or we can tailor our organization to meet these diverse needs, or we can define a certain segment of focus and go after that portion of membership. The first option is not an option, the second is what we have been doing, and the third...well...it has merit. We cannot survive as a broad-based association trying to satisfy the Old Guard, the New Guard, and everyone in between. May you live in interesting times.

This scenario reminds me of a plant called Yesterday, Today and Tomorrow. The flowers begin as purple and violet, the next day they turn blue and finally they turn white. That is how I see the landscape industry in general and our association in particular. The very nature of our profession is that we need to understand change. Just because the flowers change color and eventually disappear does not mean that the plant itself goes away. We are all a part of the same plant, Yesterday, Today and Tomorrow, whether we are a new member, a life member, Old Guard, Middle Guard, New Guard, an associate member, an affiliate member or a student member. The plant is here for all of us. It can sustain all of us if we are careful about how we take care of it. Each of you, from the newest of our members to the oldest of our members, nurtures the plant. If just one of you does not, it detracts from the beauty of the plant just a little bit. But the little bits add up. Remove half of the root system and the plant reacts by decreasing growth and flowering. Cut the branches and there are fewer flowers. But root pruning and top pruning can eventually make a plant stronger.

I look at the last few years as pruning. The economy has pruned our association. We have lost friends and members. But we will be stronger for it. We all need to pull together as an association and remember the “yesterdays” of our association. What advice would the “yesterdays” give to us, the “todays”? I think to a person they would say “Bloom on!” The “tomorrows” depend on both of us. May you all bloom in interesting times.
Most people have childhood experiences they look back on from time to time. Some people have experiences that set them on a path for life. CLCA’s new president, Frank Niccoli cwm is one of those. He began gardening when he was 7. “I love working outside. I love plants,” he says. “To be able to combine my love of plants with a love of art and make a living at it is really ‘living the dream’ in my opinion.” Living—and working the dream—that is. Niccoli started a business in 1979, received his contracting license in 1986 and added environmental horticulture instructor to his curriculum vitae in 1995. That was the same year he had an “ah-ha moment” and converted The Village Gardener, his installation and maintenance business in San Carlos, from conventional landscape practices to organic and sustainable. It’s the business model and personal philosophy he’s been using and developing ever since. And he likes to spread the word about how gratifying it can be to “improve the environment one garden at a time.” He hosts educational talks for the general public, leads tours of native plant gardens and for the last eight years has shared his time, talent and energy as director of CLCA’s Resource Management Committee. An advocate of wise resource use, Niccoli is a Certified Water Manager and served as a lead developer for CLCA’s Water Management Certification program.

Niccoli To Head California Landscape Contractors Association

Frank Niccoli cwm, California Landscape Contractors Association member since 1987 and state director of the Resource Management Committee from 2004 to 2012, was elected 2013 president during the association’s annual meeting in November.

By Joan Waters
So, what’s it going to be like to add the duties of president to his already jam-packed agenda? “Oh, I live in organized chaos,” he says laughing. “I like that. I actually think it’s going to be very interesting … and fun.” He then tosses levity aside and clarifies: “Being president of CLCA is probably going to be consistent with adding another challenge.” Along with an opportunity for research, a pursuit he relishes. “If I hadn’t become a contractor, I probably would have become an academic and gotten into research,” he says. “I love research.” When asked about his main goals for 2013, Niccoli names two: boosting CLCA member numbers and improving internal and external communication. In today’s world, that means honing in on what’s of value and what is not, and looking at communication in terms of technologies that can be tailored to streamline operations and suit very specific needs.

Membership Under The Microscope
In order to keep current members and attract new ones, Niccoli says it is essential to find out precisely what is driving members to CLCA’s doors. “I want to challenge the chapters and the directors to look at our value proposition,” he says. “Do we know the basic reasons people join CLCA? Do we know what they find valuable?” Niccoli’s approach to business and life is to understand “the core” of an operation, he says. “It’s the same with CLCA. I think all too often we take things for granted, and we don’t reexamine. If I am able to accomplish anything next year, I would like to look at CLCA from tailpipe to headlight and see what drives it, what makes it work. I want to understand that.”

Communicating And Technology
As an environmental horticulture instructor at Foothill College in Los Altos Hills, Niccoli is in daily contact with “natives;” men and women who grew up with technology and embrace new developments with open arms. He wants to know how to attract them to CLCA as well as explore specific technological developments that all CLCA members can use to grow their bottom lines. So he’s asking: Which technologies are the most adaptable to our members’ goals? What kinds of experiences can technology provide for our clients? The good news is there may be answers out there already just for the asking. Conducting meetings over the Internet, for example. “With Skype and services like gotomeeting.com, we don’t have to fly to Sacramento,” he says. “We can sit in our offices and talk to each other.” Webinars—lectures, seminars and workshops transmitted over the Web—are another viable option. “We had a fairly successful Webinar on HR (human resources),” Niccoli says. “I think business owners may be interested in Webinars on advertising, how they can make their businesses better, how to attract and keep clients, time management, how to do a comprehensive bid, how to figure out retirement. If we, as an association, can help them do that, I’m all for it.”
Frank Niccoli CWM

Vital Stats

Began landscaping career: 1976
Received contractor’s license: 1986
Joined San Francisco Bay Area Chapter: 1987
Chapter President: 2002
CLCA Member of the Year: 2001 and 2004
State Director of Resource Management: 2004 through 2012
CLCA President-elect: 2012
Environmental horticulture instructor and curriculum developer: Foothill College, Los Altos Hills Since 1995

Subjects taught: turf management, ground covers, vines, shrubs, California native plants, grasses, bamboos, palms, vegetable gardening, landscape lighting, integrated pest management. Recently developed: Water conservation class for water managers.

Certifications and special projects
• EPA WaterSense Irrigation Partner
• CLCA Certified Water Manager
• Lead developer of CLCA’s Water Management Certification Program
• Researcher with Fairfield Osborn Preserve and Galbreath Preserve attached to Sonoma State University.
• Chairman, Environmental Sustainability Task Force for the city of Foster City
• Honored by the Oprah Winfrey Network as an individual whose small acts are making a difference to the environmental health of the planet.

Languages
Spanish and American Sign Language

Education
Studied horticulture: Cal Poly, San Luis Obispo
Bachelor’s of Science degree, business psychology: University of San Francisco
Associate’s degree, horticulture: College of San Mateo

Niccoli is an accomplished cook and published poet.

Your One Stop Shop For Everything Landscape.

At Horizon, we specialize in every major area of your business—and we do it all under one roof!

Expect the best when you step into a Horizon store:
• Great Service and Prices
• Knowledgeable, Professional Staff
• Full Service Repair Centers With Factory Trained Mechanics
• Contractor-Grade Product Selection.

Scan the QR code, call us or visit us at HorizonOnline.com to learn more.

Horizon
The Edge You Need

Concord: 925.825.3344  Napa: 707.255.7575  San Jose: 408.287.7882
Dublin: 650.551.8383  Orange: 714.279.8060  San Rafael: 415.454.4313
Fresno: 550.431.8007  Roseville: 916.780.2033  Stockton: 209.931.8555

JANUARY—FEBRUARY 2013  CALIFORNIA LANDSCAPING  13
Preparation for what’s to come in 2013 and beyond.

Now that President Obama has received his “mandate” from the voting public and a green light to proceed from the Supreme Court, the Affordable Care Act (ACA) will be marching forward into 2013 and beyond. This year, businesses need to be aware of new tax provisions and to prepare for broader reaching changes regarding tax credits, group health plan requirements and health insurance exchanges.

Many of the items coming online in 2013 deal with increased funding for and streamlining of Medicare and Medicaid programs. There are, however, several tax provisions to be familiar with. Please consult a tax professional for full details on how these apply to you and your business.


- An Additional Medicare Tax of 0.9 percent applies to an individual’s wages and self-employment income that exceeds a threshold amount of between $125,000 and $250,000, depending on the individual’s filing status. Employers are responsible for withholding this Additional Medicare Tax from wages paid to employees in excess of $200,000 per calendar year.

- Contributions to Flexible Spending Accounts (FSA) for medical expenses will be limited to $2,500 per year beginning January 1, 2013. Prior to this, there was no limit on contributions to an FSA. Businesses offering FSA’s to employees will need to monitor contributions to be sure they do not exceed this amount. The FSA contribution limit will be increased annually by the cost of living adjustment.

- Businesses must report the cost of group health insurance coverage provided by the company to employees on 2012 W-2 forms using code DD in box 12. The amount recorded does not affect tax liability, but provides employees with information on the value of their health care benefits.

- The tax-deduction for employers who receive Medicare Part D retiree drug subsidy payments will be eliminated January 1, 2013.

- The threshold for itemized deductions for unreimbursed medical expenses will increase from 7.5% of adjusted gross income to 10% of adjusted gross income.
Introducing the World’s Most Advanced LED’s...

CAST lighting LED Impressionist Series™

Unleash your talent with the world’s most flexible LED lighting...

Handheld remote to dim at the fixture

- 10-Step dimming at the fixture
- LED indicators for dimming level
- Replaceable lenses for 4 beam spreads
- Replaceable color lenses
- Advanced driver electronics
- More unique features...

Also available: LED Impressionist Wall Wash™ & LED Impressionist Tree Light™

Patent Pending

Attending the Landscape Industry Show? Check out our show specials...

California lighting professionals, visit the CAST Lighting booth to take advantage of valuable Show Specials. This is a great way to try out the industry’s most advanced and feature-filled LED landscape lighting fixtures.

CAST Lighting LED’s are absolutely the best-available anywhere!

www.cast-lighting.com  973.423.2303  info@cast-lighting.com
Reaching The Summit In 2014

The summit of the Affordable Care Act will be reached in 2014 when all US citizens and legal residents will be required to have qualifying health coverage. To reach this goal, the Act provides varying incentives for employers to provide health insurance coverage to their employees. Inducements range from tax credits to shared responsibility payments to the government, depending on the size of the business.

To ensure that affordable coverage is available, Affordable Insurance Exchanges will be set up in each state and administered by the government or a non-profit organization. Two types of exchanges will be available: The American Health Benefit Exchange (AHBE) offering policies to individuals, and the Small Business Health Options Program (SHOP). This exchange will provide a means for small businesses with up to 100 employees to offer a choice of health plans similar to those offered by large employers. Employers will be able to choose a range of plans, potentially from several insurance companies, and decide on their contribution toward the coverage. Employees can then select a plan from this range that best meets their needs and resources. Exchanges are legislated to be fully operational by January 1, 2014.

California recently submitted a proposal for the state exchange, to be called Covered California. Covered California has developed a list of plans in 5 categories based on cost and level of benefits. These plans will be tailored for each region of the state. Covered California is now negotiating with insurers for the best rates on these plans. It is expected that officials will finalize negotiations and rates by June 2013.

American Health Benefit Exchanges are a means of making health coverage affordable to most families. They will be available to persons whose insurance premiums represent more than 9.5% of household income. Family members of persons who receive individual insurance through their employer will be able to take advantage of the Exchange provided they meet the eligibility requirements stated above. Employees who work for a small firm that does not offer coverage may be eligible for tax credits to purchase personal or family coverage through the exchange.

This year, businesses may find it beneficial to begin exploring this year the options and implications of mandated coverage that begin in 2014. Businesses intending to use the SHOP Exchange should be aware that the exchanges will hold an open enrollment period beginning in October 2013, tentatively closing in February 2014. This is important as coverage will only be issued within the open enrollment period.

The Open Enrollment system ensures that people or families don’t wait until they need medical treatment to seek coverage, or switch plans prior to a known medical procedure. Special enrollment periods outside the annual open enrollment will be available only for “trigger events,” such as job loss, marriage, divorce, or the birth or adoption of a child, allowing people to enroll in or switch coverage at that time.

Businesses large and small currently providing health coverage are advised to take a good look at their plans this year to determine if they provide the “minimum value” as defined by the ACA. In 2014, whether or not they meet this minimum value standard may determine eligibility for the Premium Tax Credit and application of the Employer Shared Responsibility Payment.

In 2014, the current Small Business Health Care Tax Credit will increase from a maximum credit of 35% to a maximum credit of 50%. This credit is available to businesses with fewer than 25 full-time equivalent employees, particularly those with low and moderate-income employees (average wages of less than $50,000 per year). This credit is intended to offset the cost of covering their employees. The credit is available to small employers paying at least half the cost of single coverage for their employees and is issued on a sliding scale. The maximum credit is available to employers with 10 or fewer full-time equivalent employees and average annual wages of less than $25,000. Consult with a tax professional about amending returns if you were eligible for, but forgot to claim the credit.

Also in 2014, Shared Responsibility Payments of up to $2000 per full-time employee may be required of employers with 50 or more full-time employees who do not offer affordable health coverage to their full-time employees. Businesses may check with the Treasury Department and IRS to determine if they can take advantage of safe harbors in determining whether certain employees are full-time employees and to establish that coverage is affordable.

While most of the provisions of the Affordable Care Act coming online this year do not directly impact businesses, 2013 is a year for companies to prepare for the changes coming in 2014. Evaluating options and making a plan now will smooth the transition in 2014.

There are many resources available on the web regarding the ACA. The Department of Health and Human Services has established a consumer website at www.healthcare.gov which provides information on affordable and comprehensive coverage choices. Tax provisions on the ACA can be found on the IRS website at www.irs.gov/uac/Affordable-Care-Act-Tax-Provisions.

The California Landscape Contractors Association will continue to help members prepare for changes coming in 2014. Members with specific questions are encouraged to contact the association’s HR hotline — email info@clca.org for details.
Preferred Source for Irrigation and Landscape Supplies

Personalized Customer Service and Technical Support

Free Ongoing Professional Education

Extensive Inventories to Ensure Product Availability

HYDRO-SCAPE®
IRRIGATION & LANDSCAPE SUPPLIES

18 LOCATIONS THROUGHOUT SOUTHERN CALIFORNIA & HAWAII
Canoga Park • Chula Vista • City of Industry • Corona • El Cajon • Encinitas • Escondido • Lake Forest • Orange • Palm Desert
Rancho Cucamonga • San Bernardino • San Diego • San Juan Capistrano • Temecula • Valencia • Vista • Oahu, Hawaii

VISIT US ON THE WEB FOR MORE INFORMATION

800-444-7141  www.hydroscape.com

SUBSCRIBE TO OUR EMAIL LIST
TEXT “HYDROSCAPE” TO 22828
This year’s show is jam-packed with high-energy exhibitors, award-winning booths and thousands of your peers. There will be demo gardens, water features, the newest in stone and rock work and thousands of plants, trees, shrubs, vehicles and equipment.

Explore the latest and greatest products and technology the green industry has to offer, earn continuing education units, network with industry professionals, learn from interactive on-floor demonstrations and have fun! One of the things that makes the Landscape Industry Show unique is that it is created by a volunteer committee of industry experts, for industry experts. The show attracts green industry professionals, including landscape contractors, architects, designers, irrigation specialists, arborists, concrete professionals, stone and erosion control experts and more.

See it, touch it, click it at CLCA’s Technology Cafe! Experience tech hands-on and stress-free in our new painless technology learning environment. Let our industry experts provide you with the solutions you need.
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Company Name</th>
<th>Company Name</th>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>3M Electrical Markets Division</td>
<td>Dura Plastic Products, Inc.</td>
<td>KRC Rock, Inc.</td>
<td>Simplot Partners</td>
</tr>
<tr>
<td>A-G Sod Farms, Inc.</td>
<td>EarthWorks Soil Amendments, Inc.</td>
<td>Landscape Contractors Insurance Services, Inc.</td>
<td>SnapSports</td>
</tr>
<tr>
<td>Advanced Drainage Systems</td>
<td>Easy-Turf, Inc.</td>
<td>Lasco Fittings, Inc.</td>
<td>Southland Sod Farms</td>
</tr>
<tr>
<td>Alex-Tronix, A Div. of GNA Industries</td>
<td>Eco Foundation Systems Inc.</td>
<td>Lightcraft</td>
<td>Southwest Boulder &amp; Stone</td>
</tr>
<tr>
<td>Allen Instruments and Supplies</td>
<td>eQuest software</td>
<td>LIS Tech Cafe</td>
<td>Southwest Greens of Fresno, Inc.</td>
</tr>
<tr>
<td>Alliance DP Inc</td>
<td>Ewing Irrigation Products</td>
<td>Lockstraps Inc.</td>
<td>Southwest Trees &amp; Turf</td>
</tr>
<tr>
<td>Angelus Block Co., Inc.</td>
<td>FX Luminaire</td>
<td>Madani Stones, Inc.</td>
<td>Spec Management Group</td>
</tr>
<tr>
<td>Animal Pest Mgmt. Svc., Inc.</td>
<td>Galcon USA</td>
<td>Marina del Rey Garden Center</td>
<td>T. Christy Enterprises</td>
</tr>
<tr>
<td>Asian Ceramics, Inc.</td>
<td>Go iLawn</td>
<td>Marsan Turf &amp; Irrigation Supply, Inc.</td>
<td>Target Specialty Products</td>
</tr>
<tr>
<td>ASLA Southern California Chapter</td>
<td>Gowar USA</td>
<td>Master Route</td>
<td>The Green Industry Talk Show</td>
</tr>
<tr>
<td>Ball Horticultural Company</td>
<td>Green Diamond Biologicals &amp; Nutritional</td>
<td>Mobile Tracking and Consulting Services</td>
<td>The Toro Company</td>
</tr>
<tr>
<td>Ball Seed Company</td>
<td>Griswold Controls</td>
<td>Moon Mountain Farms</td>
<td>Toro Nursery Inc.</td>
</tr>
<tr>
<td>Bandit Tree Care Products Of Southern California</td>
<td>Gro-Power, Inc.</td>
<td>Natures Growers</td>
<td>Townley &amp; Assoc.</td>
</tr>
<tr>
<td>Belgard - Sierra Building Products</td>
<td>Hendrickson Bros.</td>
<td>Neenah Foundry Co.</td>
<td>TrailerRacks.com</td>
</tr>
<tr>
<td>Best/JR Simplot Company</td>
<td>Hit Products Corp.</td>
<td>Netafim Irrigation, Inc.</td>
<td>Tri-State Materials Inc.</td>
</tr>
<tr>
<td>Boething Treeland Farms, Inc.</td>
<td>Homeowners Marketing Services</td>
<td>NextAgra</td>
<td>Underhill International Corp.</td>
</tr>
<tr>
<td>Bowsmith</td>
<td>Hunter Industries</td>
<td>Norman’s Nursery, Inc.</td>
<td>Unique Lighting Systems</td>
</tr>
<tr>
<td>Boyett Petroleum</td>
<td>Hydro Rain/Blu Lock</td>
<td>Organic Consulting</td>
<td>United Plant Grower</td>
</tr>
<tr>
<td>Cal Poly University, Pomona</td>
<td>Hydro-Scape Products, Inc.</td>
<td>Otto &amp; Sons Nursery</td>
<td>Univar USA Inc.</td>
</tr>
<tr>
<td>California Association of Nurseries and Garden Centers</td>
<td>IGA Stone</td>
<td>Pacific Sod</td>
<td>Valley Crest Tree Company</td>
</tr>
<tr>
<td>City Chevrolet</td>
<td>Imperial Sprinkler Supply, Inc.</td>
<td>Paige Electric Co.</td>
<td>Valvette Systems</td>
</tr>
<tr>
<td>CLCA</td>
<td>Infaco USA</td>
<td>PAPA</td>
<td>Village Nurseries</td>
</tr>
<tr>
<td>CLCA Bookstore</td>
<td>Inland Empire Regional Composting</td>
<td>PAVE MOR by GRO MOR INC.</td>
<td>Vista Professional Outdoor Lighting</td>
</tr>
<tr>
<td>CLCA Insurance Solutions</td>
<td>International Palm Growers</td>
<td>Performance Nursery Inc.</td>
<td>WCS Distributing, Inc.</td>
</tr>
<tr>
<td>CLCA Landscape Industry Certified Technician</td>
<td>Irrigation &amp; Green Industry Magazine</td>
<td>Permaloc Corporation</td>
<td>Weld-On, A Division of IPS Corp.</td>
</tr>
<tr>
<td>Collier Metal Specialties LTD</td>
<td>IrrIssoft Inc</td>
<td>Pottery MFG. &amp; Dist. Inc.</td>
<td>West Coast Turf</td>
</tr>
<tr>
<td>Concepts In Plastic Inc.</td>
<td>Irritrol/Rain Master</td>
<td>PRO Landscape by Drafuix Software</td>
<td>Western Chapter ISA</td>
</tr>
<tr>
<td>Corona Lighting, Inc.</td>
<td>IRROMETER Company, Inc.</td>
<td>Purchase-Green</td>
<td>-</td>
</tr>
<tr>
<td>Crop Production Services</td>
<td>Jain Irrigation</td>
<td>Rain Bird Corporation</td>
<td>-</td>
</tr>
<tr>
<td>Cutting Edge Grass Seed</td>
<td>James G. Parker Insurance Associates</td>
<td>RWP Landscape Materials</td>
<td>-</td>
</tr>
<tr>
<td>Cuyamaca College</td>
<td>Jiffy Lube</td>
<td>S &amp; S Seeds</td>
<td>-</td>
</tr>
<tr>
<td>Dabmar Lighting</td>
<td>John Deere Landscapes</td>
<td>San Marcos Growers</td>
<td>-</td>
</tr>
<tr>
<td>Danver</td>
<td>Juniper Systems Inc</td>
<td>Sanders Hydoseeding, Inc.</td>
<td>-</td>
</tr>
<tr>
<td>Dig Corporation</td>
<td>KBD Nursery</td>
<td>Senninger Irrigation Inc.</td>
<td>-</td>
</tr>
<tr>
<td>DLT Growers Inc.</td>
<td>Kichler Landscape Lighting</td>
<td>Sequoia Horticultural Products</td>
<td>-</td>
</tr>
<tr>
<td>DM Color Express, Inc.</td>
<td>King Brothers Industries</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>DATE/TIME</td>
<td>TITLE</td>
<td>DESCRIPTION</td>
<td>SPEAKER</td>
</tr>
<tr>
<td>-----------------</td>
<td>----------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>TH 8:30–10:30 a.m.</td>
<td>Savvy Marketing For Savvy Consumers</td>
<td>Learn how to attract the business of women and Baby Boomers and how to turn them into your best salespeople!</td>
<td>Judy Guido Guido and Associates</td>
</tr>
<tr>
<td>TH 8:30–10:30 a.m.</td>
<td>Strategies For Reinventing Your Company To Be Competitive</td>
<td>“Top-Ten” strategies to become more competitive for the economic rebound including re-inventing price structure, targeting less profitable customers, collaborating with other professionals, social media and exceeding client expectations.</td>
<td>Terry Lee ASLA Landscape Architect</td>
</tr>
<tr>
<td>TH 8:30–10:30 a.m.</td>
<td>When It Comes To Marketing, It’s Not The Steak …</td>
<td>It’s the sizzle. What you need is a marketing process that will push you out of your comfort zone and closer to your goals.</td>
<td>John Binkele Ewing Irrigation Products</td>
</tr>
<tr>
<td>TH 8:30–12:30 p.m.</td>
<td>How Much Water Is Your Drip System Wasting?</td>
<td>Learn how a drip irrigation audit can tell you how your system may be losing efficiency. Find out which auditing methods work and how to sidestep some of the most common auditing pitfalls.</td>
<td>Joe Fortier CID, CGA, CLIA Mojave Water Management</td>
</tr>
<tr>
<td>TH noon–1 p.m.</td>
<td>Student Seminar: Earning A ‘Masters’</td>
<td>Discover the Why’s and How’s of earning a Masters Degree.</td>
<td>Jon Singley CLT</td>
</tr>
<tr>
<td>TH 1–3 p.m.</td>
<td>Creating Ecosystems With Expanded Plant Palettes</td>
<td>What’s one of the big differences between a thriving plant community and a landscape that simply survives? Careful planning. Learn how to expand your plant palette to create groupings that grow into dynamic ecosystems.</td>
<td>Robert Shortell Ph.D. California Polytechnic State University San Luis Obispo</td>
</tr>
<tr>
<td>TH 1–3 p.m.</td>
<td>Fleet Management 101</td>
<td>Learn how proper management, maintenance, and controls of your fleet will lower costs, improve safety and help you comply with regulations.</td>
<td>Rick Sikes City of Santa Monica, Fleet Superintendent</td>
</tr>
<tr>
<td>TH 1–3 p.m.</td>
<td>Image Is Everything</td>
<td>Learn to overcome and manage the deficiencies inherent in any new maintenance contract in a profitable and sustainable manner.</td>
<td>Frank Niccoli cwm The Village Gardner, Inc.</td>
</tr>
<tr>
<td>TH 1–3 p.m.</td>
<td>The Ins And Outs Of Internet Marketing</td>
<td>Discover the right online marketing strategies to attract hits to your website and where to place your ads. Also learn 10 dumb online advertising moves you won’t be making.</td>
<td>Andrew Pototschnik Lawn Care Marketing Expert</td>
</tr>
<tr>
<td>TH 1–3 p.m.</td>
<td>Paving The Way To Opportunity</td>
<td>Learn how to install today’s popular interlocking paving stones and tap into a growing trend in commercial and residential landscaping.</td>
<td>Alex Pharaoh Ewing Irrigation Products</td>
</tr>
<tr>
<td>TH 1–3 p.m.</td>
<td>Remote Control Valves — Why They Fail, How They Fail And What To Do About It</td>
<td>Valve troubleshooting and repair usually results in a loss of profit. You’ll learn how to quickly diagnose the failure (regardless of brand) and make repairs that add to your bottom line.</td>
<td>Jim Borneman Ewing Irrigation Products</td>
</tr>
<tr>
<td>TH 1–3 p.m.</td>
<td>Shortcuts With Computer Graphics: How This Technology Can Make Us Look Good</td>
<td>Presentation by a landscape architect who is a member of the American Society of Landscape Architects.</td>
<td></td>
</tr>
</tbody>
</table>

**Certification**

<table>
<thead>
<tr>
<th>DATE/TIME</th>
<th>TITLE</th>
<th>DESCRIPTION</th>
<th>SPEAKER</th>
<th>CEUs</th>
</tr>
</thead>
<tbody>
<tr>
<td>TH 8:30–11:30 a.m.</td>
<td>Landscape Industry Certified Technician Written Testing</td>
<td>Landscape Industry Certified Technician Written Test.</td>
<td>CLCA State Certification Committee</td>
<td></td>
</tr>
<tr>
<td>TH 8:30–noon</td>
<td>Water Management Prep Seminar (English)</td>
<td>This class provides specific procedures to help clients save water and money while also preparing candidates to take the CLCA Water Management Certification written test.</td>
<td>John Moore CLCA/ Landscape Management Solutions</td>
<td>3.5 LICT</td>
</tr>
<tr>
<td>TH 1–3 p.m.</td>
<td>Water Management Certification Written Test (English and Spanish)</td>
<td>Water Management Certification Written Test (English and Spanish)</td>
<td>John Moore</td>
<td></td>
</tr>
</tbody>
</table>

**FREE Show-Floor Demos!**

Participate, learn, ask questions and see new products and services being featured by our exhibitors and speakers. You will not want to miss these!
There is more to L.A. than the Landscape Industry Show

LA Live features plenty of food and entertainment, close at hand. LA offers movies, bowling and plenty of street performers and people watching. See www.lalive.com

There’s basketball — The Lakers face off against the Phoenix Suns on February 12, or watch the Clippers and the Houston Rockets February 13. Want to see the Lakers AND the Clippers? They play February 14.

L.A.’s beautiful beaches are only 15 minutes away, and Disneyland is just a 30 minute drive.

Hotels

Luxe City Center
1020 S. Figueroa Street, Los Angeles, CA 90015 • (213) 748-1291
Rates: $184/night Parking: $25/night | valet
Discount deadline: January 11, 2013

Sheraton Los Angeles Downtown
711 S. Hope Street, Los Angeles, CA 90017 • (800) 228-3000,
Rates: $179/night Parking: $10/night | self park
Discount deadline: January 22, 2013

Directions & Parking

...from the south
From 110 North, transition to the 10 West and exit immediately from the left lane to Pico Blvd. The Pico off-ramp becomes Cherry St. Turn right into the South Hall Parking Garage.

...alternate from the south
From 110 North exit at 9th St. Right on Flower St. Right on 11th. Left on Cherry St. Left into the South Hall Parking Garage.

...from the north
From 110 South, exit at Olympic Blvd. Left at bottom of ramp onto Blaine. Left on 11th St. Immediate right on Cherry St. and left into the South Hall Parking Garage.

...alternate from the west
From 10 East, transition to the 110 North exit at 9th St. Right on Flower St. Right on 11th St. Left on Cherry St. Left into the South Hall Parking Garage.

...from the east
From 10 West, transition to the 110 North (downtown). Exit at Pico Blvd. The Pico off-ramp becomes Cherry St. Turn right into the South Hall Parking Garage.

...alternate from the west
From 10 East, exit at Grand Ave. Turn left on Olive St. And left on Pico Blvd. Turn right on Cherry St. and right into the South Hall Parking Garage.

Metro Rail Blue Line: The Metro Rail Blue Line connects with all Metro Rail and Metro Link lines at Union Station and stops on Flower at Pico (Pico Station), directly across from the Los Angeles Convention Center. Metro Rail fares average $1.70 each way. To plan your trip, call 1.323.GO.METRO (1.323.466.3876) or visit www.metro.net

Take the Train!
Take Metrorail and then bring your receipt to the Exhibitor Lounge for $5 cash.

- Relax and enjoy the ride
- Avoid traffic jams
- Save Money!

Schedules and low fares online at: www.metrolinktrains.com
Trip Planner on-line at: www.metro.net

So Much To Do, So Little Time


JANUARY—FEBRUARY 2013
CALIFORNIA LANDSCAPING
21
Have you jumped on the "green" bandwagon? Many contractors, designers and products are now calling themselves green — often having little or no knowledge of what that really means.

"Greenwashing is basically false advertising," say Morgan Vondrak, president of Argia Designs in Leucadia, CA. "It’s like Cheetos claiming to be health food because they have cheese in them."

After working in a native plant nursery for eight years, in the field with contractors for two more and then providing landscape design and consultation for the past 10 years, Vondrak has a wealth of practical knowledge in sustainable landscaping. She earned a G3 certification from Green Gardens Group, a watershed protection association based in Los Angeles.

Almost all disciplines in the landscape industry can be guilty of greenwashing. Whether it be products that claim to be green but still incorporate harmful chemicals, designers who specify thirsty plants or even contractors who insist on irrigating everything with overhead sprays, selling green and living green are distinctly different.

A sustainable landscape does not require moving mountains to maintain. "It reduces the impact on the environment and people around it," Vondrak says. A sustainable landscape incorporates water savings, little or no chemical use and habitat for birds, butterflies and bees while providing beauty — and profits for the contractor.

Vondrak points out three of the most important changes that can be made to increase sustainability:

Using drought-tolerant plants tops the list. A huge variety of plants thrive in California’s climate, but many commonly used plants require constant irrigation. "Choose plants that are appropriate for the microclimate," Vondrak suggests.

Although native plants are highly recommended, they are not always appropriate. "Before you plant anything, do your research," she says. "Native plant nurseries know their stuff, so ask questions." For example, many native groundcovers hail from coastal climes — a poor choice for south-facing slopes inland.

CONTINUED
Next, retrofit the irrigation. "It's amazing how much water runs off the landscape," Vondrak notes. "Up to 70 percent of our potable water is used on landscapes, and spray heads can waste 50 percent of that."

Providing irrigation retrofits for clients is not only sustainable, but can be a powerful business generator. Just be sure that you educate yourself and use quality products. Don’t "greenwash" your irrigation expertise.

Saving water actually saves energy, as well. "In Southern California, water needs to be pumped almost everywhere," Vondrak explains. "That uses a huge amount of energy."

Finally, rethink your chemical use. "So much of the pesticides, herbicides and fertilizers used on landscapes wash off and end up in the watershed," Vondrak says. "And just about everyone in California lives in a watershed. The chemicals move into streams and rivers and eventually end up in the ocean." This contributes to "dead zones" where nothing but algae lives (up from 49 worldwide in the 1960s to 405 at the latest count).

Reducing chemical use is easier than ever, as companies develop more and more products based on organics. Compost can be used to improve the soil, which means healthier plants. A wide range of products provide beneficial microbes, humic acids, mycorrhizae and other valuable nutrients. Organic fertilizers release slowly, requiring fewer applications (which means less labor).

Keep in mind that the landscape is its own small ecosystem. "Healthy landscapes have insects and fungi," Vondrak says. "Everything works together for a healthy garden." Don’t work to annihilate every insect you see — some can be food for birds that feast on pests and others actually control plant-damaging bugs.

At the 2013 Landscape Industry Show, there is a wealth of information available on sustainability. Groups such as G3, nurseries and consultants can help you go green.

"One thing we need to do is work together," Vondrak adds. "Designers and contractors are often at odds, but we can absolutely help each other."

www.clca.us/lis
Landscape Industry Show
L.A. Convention Center
February 13-14, 2013

Register Today
For a FREE Exhibit Hall pass
Or sign up for a seminar

NEW WEBSITE!!!
Palms Throughout The West
From field dug specimens to rare and exotic palms!
Call Us Today
www.hansonpalms.com
866.98.PALMS
Fax 760.731.3089

Calendar
Registration & More Info @ www.clca.org/dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 9, 2013</td>
<td>Leadership Conference &amp; Installation</td>
</tr>
</tbody>
</table>
| January 31, 2013 | Summer Extravaganza  
Deadline to book yer berth & pay your deposit |
| February 5, 2013 | Business Development Seminar: Marketing Tactics For The Green Industry Professional |
| February 6, 2013 | Business Development Seminar: Marketing Tactics For The Green Industry Professional |
| February 7, 2013 | Business Development Seminar: Marketing Tactics For The Green Industry Professional |
| February 13–14, 2013 | Landscape Industry Show  
Los Angeles |
| April 6, 2013 | Landscape Industry Certified Technician Test  
San Diego |

www.clca.org/dates

July 8-12, 2013
CLCA 2013 Summer Extravaganza
Aboard the cruise ship Carnival Inspiration
with ports o' call in Los Angeles, Catalina Island & Ensenada, Mexico

October 5, 2013
Landscape Industry Certified Technician Test  
Sacramento
Resource Guide

FERTILIZER
Best / Simplot Professional Products
(800) 992-6066
www.bestfertilizer.com
Please see our ad on Page 8

HARDSCAPE PRODUCTS
Alliance DP
(805) 471-5936
www.alliancetagator.com
Please see our ad on Page 4

HYDROSEEDING
Dietz Hydroseeding
(805) 350-SEED
www.dietzhydroseeding.com
Please see our ad on Page 25

INSURANCE SERVICES
Infinity Insurance Company
(888) 277-8674
www.ipacc.com
Please see our ad on Page 10

Landscape Contractors Insurance Services, Inc.
(800) 628-8735
www.lcisinc.com
Please see our ad on Page 25

IRRIGATION PRODUCTS & SYSTEMS
DIG Corporation
(800) 322-9146
www.digcorp.com
Please see our ad on Page 25

Griswold Controls
(800) 838-0858
www.griswoldcontrols.com
Please see our ad on Page 24

Hendrickson Brothers
(951) 737-6822
www.hendricksonbros.com
Please see our ad on Page 22

Horizon
(888) PVCTURF
www.horizononline.com
Please see our ad on Page 13

Hydro-Scape Products
(858) 560-1600
www.hydroscape.com
Please see our ad on Page 17

LANDSCAPE EQUIPMENT
RDO Equipment
Lakeside (619) 270-4300
Riverside (951) 778-3700
Indio (760) 342-8900
Imperial (760) 355-4331
Please see our ad on Page 26

LANDSCAPE MATERIALS
SBI Building Material and Landscape Supplies
(707) 431-1617
www.sbmmaterials.com
Please see our ad on Page 25

LIGHTING
CAST Lighting
(800) 914-CAST
www.cast-lighting.com
Please see our ad on Page 15

FX Luminaire
(858) 535-8000
www.fxl.com
Please see our ad on Page 5

OUTDOOR KITCHENS
Danver
(888) 441-0537
www.danver.com
Please see our ad on Page 9

PALM TREES
Hanson Palms
866-98-PALMS
www.hansenspalms.com
Please see our ad on Page 23

SOD/TURF
Delta Bluegrass Company
(800) 637-8873
www.deltabluegrass.com
Please see our ad on Page 2

West Coast Turf
(888) 893-Turf
www.westcoasturf.com
Please see our ad on Page 10

VITAMIN HORMONE SOLUTION
Vitamin Institute
(800) 441-VITA
www.superthrive.com
Please see our ad on Page the back cover

WHOLESALE NURSERIES
Miramar Wholesale Nursery
(858) 552-0592 (San Diego)
(949) 951-7999 (Irvine/Lake Forest)
www.miramarnurseries.com
Please see our ad on Page 7

Index To Advertisers
Alliance DP .................................................. 4
Best / Simplot Professional Products ............. 8
CAST Lighting ............................................. 15
Danver ....................................................... 9
Delta Bluegrass Company ......................... 2
Dietz Hydroseeding .................................... 25
DIG Corporation ....................................... 25
FX Luminaire ............................................. 5
Griswold Controls ...................................... 24
Hanson Palms ............................................ 23
Hendrickson Brothers ................................ 22
Horizon ..................................................... 13
Hydro-Scape Products ............................... 17
Infinity Insurance Company ....................... 10
Landscape Contractors Insurance Services, Inc. 25
Miramar Wholesale Nursery ....................... 7
RDO Equipment Co. .................................. 26
SBI Building Material and Landscape Supplies . 25
Vitamin Institute ........................................ 28
West Coast Turf ......................................... 10

To Control This Landscaping You Need Griswold Controls!
2000 Series/DW Series
Heavy Duty Irrigation Valves

Slow closing
• Low energy .075 amp solenoid
• Pressure regulating Brass and cast iron body—fully recyclable with no plastic components used
• Optional industry standard purple handle available

For more information call
1-800-838-0858 or visit our website at
www.griswoldcontrols.com

Griswold Controls
Irrigation Solutions that
LEIT-1

- No need for direct sunlight, batteries, or wires
- Patented ambient light powered technology
- Simple to set historical ET programming
- Available with an anti-siphon valve, manual valve actuator or in-line valve

Register for a chance to win the LEIT-1
Scan the QR code or visit: leit-1.digcorp.com/register
Winner will be notified April 30th 2013

Save
Irrigation Controller
RDO Equipment Co. has the compact equipment to fit your needs. John Deere skid steers, compact track loaders, compact excavators and compact wheel loaders feature more spacious operator stations, better performance specs and rugged durability.

Call your RDO Equipment Co. today for sales, rentals, parts and service.

Ask about our comprehensive service capabilities for all makes and models.

RDO Equipment Co.
www.rdoequipment.com

Lakeside  619-270-4300  Indio  760-342-8900
Riverside  951-778-3700  Imperial  760-355-4331
Minimize Your Exposure To Negligent Hiring / Supervision Claims

by Laura Logan

The employer, business owner or business management can be held liable under a theory of negligence if they knowingly place in a position of responsibility or supervision a person who is incompetent, irresponsible, a threat to the welfare of others or otherwise unqualified or incapable of performing their assigned duties without posing a threat to the businesses’ customers, guests or visitors, and a claim occurs as a result.

The liability thus imposed is based on the management’s negligent act in placing such a person in the position of responsibility. It must be established that the hiring management knew, or by the exercise of reasonable care should have known, of the employed person’s background or the potential danger created by placing the employed person in a position of responsibility.

A position of responsibility is defined as one in which the employed person will have regular, frequent contact with members of the general public. There is a higher standard of care imposed in this regard if the position places the person in direct contact (or in a supervisory role) with minor children.

The business owner or management thus has a legal duty to investigate the backgrounds (in particular, the criminal backgrounds) and qualifications of all potential employees in such positions of responsibility, and take action to prevent such employees from coming in contact with the public in the course of company business.

With Respect To “Voluntary Ignorance”:
A cause of action against the employer exists where the employer remains in voluntary ignorance of facts concerning the danger in a particular act or instrumentality; such ignorance is the equivalent of negligence. It is not essential that the employer should have foreseen the precise injury that resulted from the act or omission of the employee.

How To Minimize Your Exposure
1. Perform background checks on all applicants. Special care should be taken in instances in which the nature of the job requires the employee to be entrusted with duties that require frequent direct contact with, or pose particular hazards to, the public – especially if minor children are involved.

2. Applications and resumes should be checked carefully. They may reveal matters that a prudent employer should investigate prior to making a hiring decision. Obtain a written authorization/release to verify the representations made on an application or resume, and to otherwise investigate the applicant’s background. When an application or resume reveals gaps or frequent changes in employment, investigate those circumstances closely. Make sure applicants completely fill out application forms.

3. When possible, do not hire an individual until a pre-hire background check has been completed.

4. Make certain that all employees, supervisors and management personnel are thoroughly trained with respect to their duties and responsibilities. This is especially important when an employee’s duties or responsibilities involve special hazards or extensive involvement with the public, such as counselors, guides, coaches, instructors or group leaders.

5. Document all training methods used. This documentation should include information concerning who was trained, when the training occurred, and the content of the training.

6. Monitor and document the performance of every employee. An employer should take steps to ensure that every employee receives some sort of regular feedback with respect to performance.

7. Put all work rules and policies into writing. These rules should be distributed to employees, who should sign a document indicating that they received, read and understand these policies.

8. Take prompt remedial action in the event of any failure to comply with these work rules and policies.

The information and suggestions contained in this discussion have been developed from sources believed to be ordinarily reliable. However, Arch Insurance Group makes no warranties either express or implied nor accept any legal responsibility for the correctness or completeness of this material or its application to specific factual situations. This information should not be construed as legal advice or legal opinion.
Maximize potential when transplanting trees, plants, and lawns. The Original Vitamin Solution.

Vitamin Institute® ~ 12610 Saticoy St. South, N. Hollywood, CA 91605 ~ 800.441.8482
See our Free Trial Offer at www.SUPERthrive.com