

CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION





## Contents

Partner Acknowledgment .....	3
President's Message .....	4
Knights of the Garter .....	5
Anti-Trust Checklist .....	6
CLCA Statements and Purpose .....	6
2022 Board of Directors Candidates .....	7
General Membership Meeting Agenda .....	7
General Membership Meeting 2020 Minutes .....	7
Strategic Business Plan 2021 .....	9
Way and Means Committee .....	11
Associate Member Committee .....	22
Chapter Presidents Council .....	23
Education Committee .....	24
Events Committee .....	25
LEAF .....	26
Legislative Committee .....	29
LandPAC Donors .....	30
Membership Committee .....	31
Resource Management Committee .....	32
Look for the Medallion .....	33



*Thank  
You!*

**CLCA  
Partners**

— ELITE PARTNERS —



**Hunter®** | **FXLuminaire.**



— GREEN CIRCLE PARTNER —





To the valued members of the CLCA, I want to give my warmest regards. It has been a pleasure to serve as your State President for 2021. As I reflect on this past year there are so many highlights that give me great pride in this organization. In many ways this time has felt like a climb. We as an organization have continually forged ahead uphill towards a very bright future. Despite challenges and detours along the way, our dedicated staff and members never lost sight of the vision and mission of this organization. As we stand together today, I am so proud of the paths we have walked and look out into our future with excitement.



Over the past year we have all faced the challenges that accompany adapting to the post COVID world. In order to accommodate protocols, our typical leadership training was shifted into a fully online experience. We successfully conducted our first ever virtual leadership conference. The attendees learned valuable leadership strategies specific to our changing times. Through breakout sessions and wise words from our keynote speaker, Cynthia Mills, our leaders were prepared for a strong year in service to our CLCA members.

This July, members of the state board were joined by other key leaders from across the state to form a strategic planning committee. Facilitated by the Third Sector Company, this committee worked to create a success plan for the near future of the association. Clear pathways were delineated that will lead us forward into our future and keep us on track to fulfill our mission.

After a year of persistence, focus, and determination, I look forward to the long awaited and well-earned time together in Maui! This year's convention will be filled with networking, education, and the celebration of award-winning landscapes at the 2021 Trophy Awards. Our meeting together in Maui marks the culmination of tremendous hard work by both staff and members alike. I am so excited that we have forged ahead and have made it together. CLCA will continue to serve and protect the interests of its members, promote professionalism, and advance public awareness of the landscape industry well into the future.

Meet me by the tiki torches! See you in Maui! Mahalo!

## Board of Directors

<i>President</i> <b>Paul Hansen</b> Southwest Landscape, Inc.	<i>Director of Education</i> <b>Lindsay Ono, QWEL</b> Bakersfield College	<i>Director of Resource Management</i> <b>Tom Sweeney, CWM</b> Landscape Care Company	<i>Associate Member Director</i> <b>Chris McNairy</b> Hunter Industries/ FX Luminaire
<i>President-Elect</i> <b>Megan Rios</b> Rios Design Studio, LLC	<i>Director of Events</i> <b>Elizabeth Burns</b> Zone 24 Landscaping, Inc.	<i>Chapter Presidents Council Co-Chair (North)</i> <b>Evan Moffitt, CLT</b> SiteOne Landscape Supply	<i>Executive Director</i> <b>Sandra Giarde, CAE</b> CLCA Headquarters
<i>Immediate Past President</i> <b>Regan Barry</b> Coastal Evergreen Co., Inc.	<i>Director of Legislation</i> <b>Jay Martinez, RQP, CCPI, QWEL</b> JVM Landscape Construction, Inc.	<i>Chapter Presidents Council Co-Chair (South)</i> <b>Edward L. Wallace</b> Midwest Landscaping	
<i>Secretary-Treasurer</i> <b>Alex Salazar</b> Groundcare Landscape Company	<i>Director of Membership</i> <b>Eric Santos, CLT</b> BrightView Landscape Maintenance		



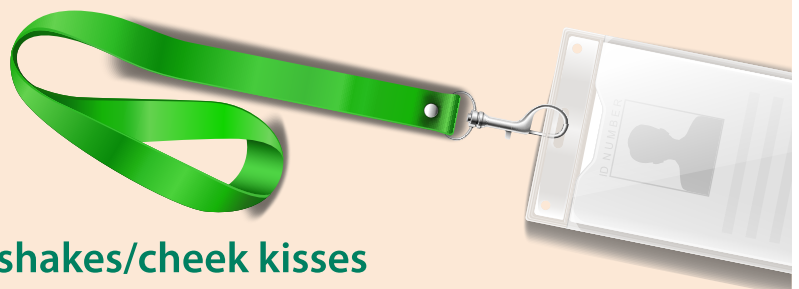
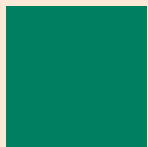


Members of the CLCA Auxiliary bestow the honor of Knight of the Garter to a Regular or Associate CLCA member to acknowledge their service and dedication.

2015	Sir Chris McNairy	1999	Sir Jay Tripathi	1984	Sir Warren Thurston	1969	Sir Joe Tanouye
2011	Sir Rick Camin	1998	Sir Frank Dell	1983	Sir John Culbertson	1968	Sir Glenn Martin
2007	Sir Michael Hertzner	1997	Sir Charles Nunley	1982	Sir Haruo Yamashiro	1967	Sir Bob Kaplanek
2006	Sir Edward L. Wallace	1996	Sir Randy Tavenner	1981	Sir Charles Christensen	1966	Sir Kenneth Schmidt
2005	Sir Henry Buder	1995	Sir Fred Hanker	1980	Sir Ken Gerlack	1965	Sir Herb Frank
2004	Sir Jon Singley	1994	Sir John Redmond, Jr.	1979	Sir Nelson Colvin	1964	Sir Warren Purdy
2003	Sir Richard Angelo	1993	Sir Paul Shogren	1978	Sir Chuck Rei	1963	Sir Hommer Gilliland
2002	Sir Girvin Peters	1992	Sir Robert L. Crudup, Jr.	1977	Sir Chuck Rich	1962	Sir Keith Card
2001	Sir Lebo Newman	1991	Sir Carl Kono	1976	Sir Hi Kellogg	1961	Sir Bill Huebsch
2000	Sir Peter Estournes	1990	Sir Roger Fiske	1975	Sir Chuck Armstrong	1960	Sir Bill Griffin
		1989	Sir Barry Cohen	1974	Sir Lee Gentry	1959	Sir Jack Brem
		1988	Sir Efraim Donitz	1973	Sir Walter Bray	1958	Sir Kenneth Jenner
		1987	Sir Mickey Strauss	1972	Sir Richard Sanchez		
		1986	Sir Tom Yanase	1971	Sir Jere Driscoll		
		1985	Sir Tim Nord	1970	Sir Bert CeDillos		

## Communicate Your Comfort Zone!

Select from three color-coded lanyards to easily communicate your comfort boundaries when interacting with others.



■ Green = OK with hugs/handshakes/cheek kisses

■ Yellow = fist or elbow bump only

■ Red = wave hi and keep some space between us





**V**iolations of federal anti-trust laws are considered a felony. Individual and corporate violations may be punished by fines and by jail sentences.

Trade associations such as CLCA, which by their very nature involve interaction among competitors and/or suppliers and customers, are subject to close scrutiny for anti-trust violations. Therefore, members, leadership, and staff must be careful to keep their activities within the prescribed bounds, both in appearance and in actual fact.

The following checklist has been prepared to provide guidance for members, leadership and staff in their conduct at meetings or in connection with other activities. It is important to note that federal and state anti-trust legislation is very extensive, and these guidelines are not exhaustive and do not provide a complete synopsis or summary of anti-trust legislation. Thus, confer with General Counsel for a more complete understanding of anti-trust compliance.

**DO NOT** at any meeting or social gathering incidental to CLCA activities, whether seriously or in jest, discuss or exchange any information, either directly or indirectly, regarding the following subjects:

- A member company's prices (present or future), pricing patterns or policies, price differentials, price changes, other terms and conditions of sale (e.g., rates or policies, discounts, markups, credit terms), or any other topic that might be construed as proprietary information.
- A member company's costs, production, markets, capacity, inventory, or sales, or its plans regarding the design, production, distribution or marketing a specific product or service, including, but not limited to, possible customers or sales territories.
- Except to the extent necessary to further legitimate association objectives, general market conditions and general industry problems, including industry pricing policies or patterns, price levels, price differentials, or similar matters, or industry productions, capacity or inventories, including, but not limited to, planned and anticipated changes in any of the above-referenced topics.
- Anything that directly or indirectly relates to a company's bidding procedures for responding to bid invitations and or a company's bid(s) on any particular products or contract.
- Any matters related to territorial restrictions, allocations

of customers, restrictions on types of products or services, or any other kind of market division.

- Matters relating to actual or potential customers or suppliers that might have the effect of excluding them from any market or of influencing the business conduct of any company toward such customers or suppliers, including the imposition of any influence of pressure from any other party or member to bring market dissidents into line or penalize non-participants in the group.



## CLCA Statements and Purpose

### Mission Statement

CLCA's Mission is to serve the interests of its members, promote professionalism, and advance public awareness of the landscape industry.

### Vision Statement

CLCA members will be recognized by the public as the best qualified professionals of the landscape industry.

### Core Goal

The association's Core Goal is to support CLCA members as they create beautiful, enduring landscapes that improve the quality of life.

### Core Values

- Commitment to honesty, integrity, and ethics at all costs;
- Devotion to excellence in craftsmanship;
- Living the entrepreneurial spirit;
- Reverence for the Earth and respect for its resources;
- Relationships are everything.

### Big Hairy Audacious Goal

CLCA members will dominate the landscape industry through commitment to our core values.

## General Membership Meeting

Friday, November 5, 2021

### AGENDA

1. Call to Order
2. Roll Call
3. Approval Of Minutes
4. State of the Association
5. Treasurer's Report
6. Strategic Plan
7. Public Comment
8. Elections
9. Adjournment

**CLCA Bylaws:** No new amendments have been proposed.



## Candidates for the 2022 Board of Directors

President  
**Megan Rios**

President-Elect  
**Evan Moffitt, CLT**

Director of Education  
**Lindsay Ono, QWEL**

Director of Legislation  
**Jay Martinez, RQP, CCPI, QWEL**

Director of Membership  
**Eric Santos, CLT**

## Minutes: General Membership Meeting, November 12, 2020

*(held via GoToWebinar)*

### **Call to Order**

James Stewart, Parliamentarian called meeting to order at 10:00 a.m. President Regan Barry directed Secretary/Treasurer Andy Simpson to determine if quorum was reached.

A quorum was reached.

### **President's Welcome**

President Regan Barry welcomed everyone and shared his thoughts about the year and CLCA. He shared that this year of twists and turns challenged our senses and determination to find normal in many aspects of our lives. He thanked the board for their vision, guidance and work as CLCA navigated the turbulence of this unprecedented pandemic year. He recalled that the year started out with some great momentum via our CLCA leadership conference in Sacramento. CLCA leaders were coached on how to identify and relay the value of our membership to potential new members along with great break-out sessions with our Association leaders. The event set the tone for another positive year to engage our members with leadership training, water management seminars, and targeted landscape and plant courses.

Regan shared his pride of how our Association quickly responded to the pandemic once we understood the health threat to ourselves, employees, and customers. CLCA provided a pathway to keep crews safely working with some very timely and clear messaging and direction to our members from our legal team, board, and Chapter Presidents. He gave an extra shout out to our Executive Director, Sandra Giarde, and CLCA staff for all the work they did to stay in front of this dynamic situation with deliverables and videos to educate that helped soften the brunt of the impact to our livelihoods.

As the goals and programs were set up for this year, they changed as well. All in-person events were postponed by COVID including CLCA's June leadership training, our Hawaii convention, and our upcoming 2021 NorCal show. CLCA pivoted to remote meetings. All board meetings since March were happening via Zoom. Chapter meetings and state committee meetings followed suit. We also introduced additional educational webinars like this Fall's Webinar Wednesday series. CLCA pushed ahead to create a virtual General Membership meeting and Trophy Awards presentation. What was once unreasonable to imagine has become a reality.

— continued next page



In concluding, Regan thanked all members, new and old, for their support of the California Landscape Contractors Association. He opined that we are the best game in town to get where you want to go in the landscape industry as you only have to tap into the human and educational resources that are available to you. He noted he did so twenty years ago and was glad he did.

## 2019 General Membership Meeting Minutes Approval

It was moved, seconded and the minutes were approved as written.

## Member Comments

Daniel Newell of Synthetic Turf, a new member of the Orange County chapter, commented that he's looking forward to participating in CLCA. Orange County chapter president Edward Wallace thanked Dan for joining the meeting.

Steve Jacobs of Nature Designs Landscaping thanked Regan, the 2020 board and staff for their hard work in helping the industry during this turbulent year.

Matthew Frazier of Valley Water in San Jose asked if CLCA can expand the landscape water educational series to northern part of the state. Executive Director Sandra Giarde shared that the current series is offered in the Southern California region due to a grant from the Metropolitan Water District of Southern California. CLCA is working to identify interested parties to hopefully fund similar educational programs in the rest of the state. She encouraged meeting attendees to contact staff if they had any contacts or knew of interested funders.

## Treasurer's Report

CLCA Secretary/Treasurer Andy Simpson gave a presentation on CLCA's 2019 year-end finances and reported on the financial statement as of September 30, 2020.

## Elections

President-Elect Paul Hansen presented the slate of nominees as follows:

President - Paul Hansen

President-Elect - Megan Rios

Secretary/Treasurer - Alex Salazar

Director of Resource Management - Tom Sweeney

For the Director of Events position, Paul stated that 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.

There was member discussion for the Director of Events position. It was asked if the short-term vacancy would cause any issues with the board obtaining quorum or hinder the Events Committee from their work. Executive Director Sandra Giarde stated that it would not prevent the board for having quorum and the vacancy would not hinder the Events Committee's work.

Richard Cohen nominated Elizabeth Burns for the Events Director position. Voting members were directed that they could vote for Elizabeth Burns by writing in her name in the Director of Events space on the electronic ballot.

The parliamentarian called for the vote and the slate of nominees, including Elizabeth Burns as Director of Events, passed.

## Adjournment

President Regan Barry thanked all meeting attendees for participating and contributing to the meeting. The CLCA General Membership Meeting adjourned at 11:01 a.m.

**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



[clca.org/benefits](https://clca.org/benefits)





## **SUCCESS FACTOR 1**

### **Programming**

Ensure that all members have access to a range of quality programs that are educational, social, relevant, influential, and fun.

#### **▼ CRITICAL PATHWAYS**

1. Expand centerpiece Water Efficient Landscape Dual Certification Program (WELDCP) statewide.
2. Use a mix of onsite, virtual, and on demand program delivery.
3. Provide regular opportunities for members to connect with each other, including fun social events that attract a diverse audience of members and their families.
4. Keep members informed about legislative, environmental, and technology issues/trends that will affect the landscape industry.
5. Offer general business training, including management, social media, and technology.

#### **▼ ENGAGEMENT**

1. Resource Management Committee develops plan for statewide expansion of Water Management Certification Program (WMCP).
2. Education Committee audits all programs for mix of delivery formats.
3. Chapters and Events Committee plan engaging social events with CLCA Board oversight.
4. Staff coordinates with all Committees to communicate industry updates to members.
5. Education Committee coordinates landscaping practices and business training.

#### **▼ KEY SUCCESS MEASURES**

1. Increase member participation in all chapter/state programs.
2. Increase number of Expert and Fully Certified Water Managers.
3. Grow CLCA membership in all categories.
4. Diversify revenue streams.
5. Membership retention 90%.

#### **▼ IMPACT**

All members view the CLCA as their primary source of learning, information gathering, connecting with their peers, and impacting quality of life in their local communities.

## **SUCCESS FACTOR 2**

### **Professional Development**

Provide professional development opportunities that address career advancement, mentorship, chapter leadership, and board succession.

#### **▼ CRITICAL PATHWAYS**

1. Provide onboarding process, leadership training, and succession planning for chapter board leaders.
2. Create mentorship program and peer advisory (“mastermind”) groups for different member segments (onsite and virtual).
3. Get early career employees of member companies to participate in CLCA.
4. Help experienced landscapers advance their careers through C-27 licensure.
5. Promote benefits of California landscaping industry to attract the next generation of landscape professionals.

#### **▼ ENGAGEMENT**

1. Chapter President’s Council (CPC) develops and delivers chapter leadership training, onboarding process, and succession planning.
2. Education Committee develops plan for mentorship program and peer advisory groups.
3. Membership Committee develops pathway to CLCA participation for early career employees of member companies.

#### **▼ KEY SUCCESS MEASURES**

1. Increase participation of C-27s in continuing education.
2. Increase in professional development opportunities for chapter leaders.
3. Increase participation of early career member employees.

#### **▼ IMPACT**

All CLCA state and chapter leaders engage in a unified effort to strengthen the professionalism and credibility of licensed landscape contractors in California.





## **SUCCESS FACTOR 3**

### **Welcoming Culture**

Foster a sense of belonging among all members and prospects.

#### **▼ CRITICAL PATHWAYS**

1. Personally invite members and prospects to events and find other ways to be intentional about making invitees feel welcome and included.
2. Develop specific protocols to welcome new members and help them build relationships with other members.
3. Convert newly certified C-27s to CLCA members.
4. Find out what younger members care about.
5. Create a collaborative culture among state and chapter leaders.

#### **▼ ENGAGEMENT**

1. CPC and Membership Committees develop protocols for inviting, welcoming, and engaging new members and prospects.
2. Recruit member Ambassadors.
3. Membership Committee creates member recruitment program for new C-27s.
4. Membership Committee develops surveys/focus groups to determine needs of younger members.
5. CPC task force develops plan to grow statewide collaboration.

#### **▼ KEY SUCCESS MEASURES**

1. Member satisfaction
2. Increase member engagement
3. Increase volunteerism
4. Grow C-27 members 8% per year

#### **▼ IMPACT**

Members feel valued for their participation in CLCA and encourage others to join and participate.

## **SUCCESS FACTOR 4**

### **Public Outreach**

Educate the public and policymakers about how landscaping and landscape professionals positively impact the environment.

#### **▼ CRITICAL PATHWAYS**

1. Promote CLCA awards at local and state level, get award winners to publicly recognize their awards.
2. Continue to support legislative advocacy.
3. Promote CLCA's positions on landscape water conservation on social media.
4. Reach out to local elected officials and water agencies to promote water conservation measures by C-27s.
5. CLCA Chapters work with local nonprofits and chambers to support/sponsor local "green" programs that help the community.

#### **▼ ENGAGEMENT**

1. Events Committee coordinates CLCA awards promotion with all chapters.
2. Legislative Committee identifies, monitors, and recommends action on bills that impact landscape industry.
3. Legislative and Resource Management Committees mobilize landscapers to support CLCA's positions on legislation and water efficiency.
4. Chapters collaborate with local organizers to sponsor "green" programs.

#### **▼ KEY SUCCESS MEASURES**

1. Increase legislative advocacy
2. Number of projects in Certified Water Manager (CWM) system
3. Growth in water savings from CWM projects
4. Increase member participation in CLCA sponsored community projects and events

#### **▼ IMPACT**

CLCA is recognized as the go-to organization for best-practices in landscaping and carries the unified voice of professional landscapers across California.

# Ways and Means Committee



The Ways and Means Committee met for two days this past August at state headquarters. We had seven members, plus CLCA Executive Director, Sandra Giarde, CAE, in attendance. CLCA 2021 President Elect Megan Rios also attended. Temperature checks and social distancing got us through the two days safely. We were presented with a draft budget request with a projected deficit of \$528,161. After two days, we ended up with a projected deficit of \$288,603. This was the number presented to — and approved by — the CLCA Board of Directors.

We made several recommendations to the board. One was to convene a task force to evaluate the future of owning the CLCA building. The building is fully paid for, so our expenses are low. As we have lost members, however, we no longer need as much office space as we have. In 2021, the renters opted to not renew their \$50,000-plus annual lease. The prospects of acquiring a similar renter are low, as the market for rental office space is very weak. Other committee recommendations to the board include

restructuring dues, adding convenience fees to credit card transactions and clarifying the benefits of Life membership.

The budget for 2020 ended up with a deficit of \$97,168. This was less than predicted due to COVID, as we stopped spending money for most events.

This year is hard to predict, because of all the changes caused by COVID. What is clear though is that we cannot continue with large deficits every year. Our total deficit for the past 10 years is \$2 million.

I would like to thank our members who made it to our in-person meeting: Tom Ellington and Eric Watanabe (who have both served on the committee for more than 25 years), Andy Simpson, Tim Hendricks, Alex Salazar and Chris McNairy. A special thanks to Sandra, who took our temperatures, sanitized tables and kept us safe and, as always, our great staff.

Gordon Larson  
Ways and Means Committee Chair

## 2021 CLCA Financials & 2022 Budget — Summary

	Approved	Year-end	Approved	YTD	Approved
	2020	2020	2021	9/30/21	2022
<b>INCOME</b>					
<b>UNRESTRICTED REVENUE</b>					
Membership Dues (SCHED A)	700,000	630,189	680,000	526,781	680,000
Publishing (SCHED B)	8,400	5,176	6,000	4,035	6,000
State Functions (SCHED C)	163,600	53,570	128,050	104,824	190,695
Sales/Products (SCHED D)	12,270	11,268	9,205	7,737	9,105
Programs (SCHED E)	9,500	0	9,500	0	10,900
Special Programs (SCHED W)	158,343	146,976	190,143	111,821	157,010
<b>Total Unrestricted Revenue</b>	<b>1,052,113</b>	<b>847,179</b>	<b>1,022,898</b>	<b>755,198</b>	<b>1,053,710</b>
<b>OTHER INCOME</b>					
Interest (SCHED U)	40,000	42,221	25,000	8,040	40,163
Misc Income (SCHED V)	4,300	14,955	4,300	113,275	5,000
<b>Total Other Income</b>	<b>44,300</b>	<b>57,176</b>	<b>29,300</b>	<b>121,315</b>	<b>45,163</b>
<b>TOTAL INCOME</b>	<b>1,096,413</b>	<b>904,355</b>	<b>1,052,198</b>	<b>876,513</b>	<b>1,098,873</b>
<b>EXPENSE</b>					
<b>OPERATING EXPENSE</b>					
Chapter Rebates (SCHED F)	0	21,578	0	0	40,000
Publishing Expense (SCHED G)	0	10	0	0	10
State Functions (SCHED H)	79,175	15,410	119,777	9,270	160,712
Sales/Product Exp (SCHED I)	2,050	3,857	2,400	4,814	5,000
Special Programs (SCHED Z)	128,300	71,114	151,500	61,055	174,150
Board of Directors (SCHED J)	24,000	4,214	24,000	1,653	20,000
Committee (SCHED K)	188,602	91,727	92,036	61,540	164,195
<b>Total Operating Expense</b>	<b>422,127</b>	<b>207,910</b>	<b>389,713</b>	<b>138,332</b>	<b>564,067</b>



## 2021 CLCA Financials & 2022 Budget — Summary — *continued*

	Approved	Year-end	Approved	YTD	Approved
<b>FIXED ADMIN EXPENSE</b>					
Salary Cost (SCHED L)	604,898	550,018	608,730	346,219	621,166
Insurance (SCHED X)	23,537	22,397	23,676	18,215	25,459
Retirement Benefits (SCHED M)	18,550	14,591	18,000	11,414	19,000
<b>Total Fixed Admin Expense</b>	<b>646,985</b>	<b>587,006</b>	<b>650,406</b>	<b>375,848</b>	<b>665,625</b>
<b>VARIABLE ADMIN EXPENSE</b>					
Automobile - (SCHED N)	6,000	6,401	6,000	4,818	6,000
Equipment (SCHED O)	11,600	9,048	11,150	8,737	16,000
Office (SCHED P)	26,880	21,301	25,814	19,579	44,055
Professional Fees (SCHED Q)	45,000	47,896	26,000	58,700	39,400
Travel (SCHED R)	10,500	1,788	7,750	1,038	8,500
Building (Schedule Y)	117,000	103,350	119,500	40,192	118,500
<b>Total Variable Admin Expense</b>	<b>216,980</b>	<b>189,784</b>	<b>196,214</b>	<b>133,064</b>	<b>232,455</b>
<b>OTHER ADMIN EXPENSE</b>					
Dues (SCHED S)	1,729	1,885	1,529	737	1,529
Misc Administrative (SCHED T)	24,275	14,942	11,250	14,125	23,800
<b>Total Other Admin Expense</b>	<b>26,004</b>	<b>16,827</b>	<b>12,779</b>	<b>14,862</b>	<b>25,329</b>
<b>OTHER EXPENSE</b>					
Reserves Expense	-	-	-	-	-
Depreciation	See Schedule Y	See Schedule Y	See Schedule Y	See Schedule Y	See Schedule Y
<b>Total Other Expense</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL EXPENSE</b>	<b>1,312,096</b>	<b>1,001,527</b>	<b>1,249,112</b>	<b>662,106</b>	<b>1,487,476</b>
<b>PROFIT/LOSS</b>	<b>(215,683)</b>	<b>(97,172)</b>	<b>(196,914)</b>	<b>214,407</b>	<b>(388,603)</b>
					100,000*
					45,000**
<b>FINAL PROFIT/LOSS</b>					<b>(243,603)</b>
<b>CHAPTERS</b>					
Revenue from Individual Chapters		283,777		82,220	
Expenses from Individual Chapters		(246,793)		(52,113)	
<b>CHAPTER PROFIT/LOSS</b>		<b>36,984</b>		<b>30,106</b>	
CLCA Insurance Solutions Income		241,961		111,151	
CLCA Insurance Solutions Expenses		(183,702)		(123,698)	
<b>CLCA Insurance Solutions Profit/Loss</b>		<b>58,259</b>		<b>(12,547)</b>	
<b>Overall Profit/Loss</b>		<b>(1,929)</b>		<b>231,995</b>	

\*Anticipated/requested CLCA Insurance Solutions Support

\*\*Manually subtracting the depreciation amount



## 2021 CLCA Financials & 2022 Budget — Supplementary Information

SUPPLEMENTARY INFORMATION	Approved	Year-end	Approved	YTD	Approved
	2020	2020	2021	9/30/21	2022
<b>REVENUE</b>					
<b>SCHEDULE A - MEMBERSHIP DUES</b>					
Regular Membership		433,228		348,118	
Associate Member		79,449		65,046	
Affiliate Membership		7,800		9,707	
Satellite Membership		16,246		15,659	
Sustaining Reg Membership		59,736		59,111	
Sustaining Assoc Membership		30,625		26,688	
Student Membership		864		563	
Inactive Membership		80		0	
Regular Additional Company		1,080		810	
Associate Additional Company		1,080		1,080	
<b>Total Dues Income</b>	<b>700,000</b>	<b>630,189</b>	<b>680,000</b>	<b>526,781</b>	<b>680,000</b>
<b>SCHEDULE B - PUBLISHING</b>					
Advertising	8,400	5,176	6,000	4,035	6,000
<b>Total Publishing Income</b>	<b>8,400</b>	<b>5,176</b>	<b>6,000</b>	<b>4,035</b>	<b>6,000</b>
<b>SCHEDULE C - STATE FUNCTIONS</b>					
Annual Convention	33,100	100	35,600	26,129	45,020
Trophy Awards	15,000	15,145	17,250	35,545	16,500
Annual Convention Sponsors	22,500	12,500	25,500	20,050	25,000
Trophy Awards Sponsors	12,500	12,650	13,700	13,700	13,200
Leadership Conference Sponsors	2,000	2,500	2,000	3,000	2,500
Reserves for Events	4,000	4,500	5,000	6,000	5,000
Webinars/Seminars	74,500	6,175	29,000	400	83,475
<b>Total State Functions Income</b>	<b>163,600</b>	<b>53,570</b>	<b>128,050</b>	<b>104,824</b>	<b>190,695</b>
<b>SCHEDULE D - SALES / PRODUCTS</b>					
Contract Forms	350	420	250	390	50
Promotional Items	250	78	100	98	100
Landscape Management	0	25	0	0	0
Landscape Data Manual	7,070	4,792	5,655	2,943	5,655
Employee Handbook	1,100	2,938	1,200	1,892	1,300
Labor Law Posters	2,000	2,210	2,000	2,274	2,000
Technical Training Modules	500	0	0	0	0
CLT Manuals from NALP	1,000	805	0	140	0
<b>Total Sales/Products Income</b>	<b>12,270</b>	<b>11,268</b>	<b>9,205</b>	<b>7,737</b>	<b>9,105</b>
<b>SCHEDULE E - CLT PROGRAMS</b>					
Trainings Income	9,500	0	9,500	0	10,900
<b>Total CLT Programs Income</b>	<b>9,500</b>	<b>0</b>	<b>9,500</b>	<b>0</b>	<b>10,900</b>



## 2021 CLCA Financials & 2022 Budget — Supplementary Information — *continued*

SUPPLEMENTARY INFORMATION	Approved	Year-end	Approved	YTD	Approved
	2020	2020	2021	9/30/21	2022
<b>SCHEDULE U - INTEREST &amp; DIVIDEND</b>					
Interest on CDs	40,000	42,221	25,000	8,181	3,000
Dividend Income (TD Ameritrade)	-	-	-	5,076	13,242
Unrealized Gains (TD Ameritrade)	-	-	-	(2,703)	36,000
Investment Management Feed (TD Ameritrade)	-	-	-	(2,514)	(12,079)
<b>Total Interest &amp; Dividend Income</b>	<b>40,000</b>	<b>42,221</b>	<b>25,000</b>	<b>8,040</b>	<b>40,163</b>
<b>SCHEDULE V - MISC INCOME</b>					
Flyers Program	3,000	3,777	3,000	1,839	3,000
Unanticipated Income	500	8,828	500	1,008	500
Heartland Member Programs	800	2,350	800	1,809	1,500
PPP Loan	0	0	0	108,619	0
<b>Total Miscellaneous Income</b>	<b>4,300</b>	<b>14,955</b>	<b>4,300</b>	<b>113,275</b>	<b>5,000</b>
<b>SCHEDULE W - SPECIAL PROGRAMS</b>					
Rent Income	52,843	53,563	52,843	36,081	0
Water Certification Program	53,000	28,345	41,930	19,030	36,810
Member Benefits	1,500	5,049	1,900	425	500
LandPAC	1,500	2,410	1,500	5,685	3,000
NorCal Show	16,000	7,000	0	0	16,000
MWELC Workshops	33,500	33,210	38,970	21,100	20,700
WELDCP Program	0	17,400	53,000	29,500	80,000
<b>Total Special Programs Income</b>	<b>158,343</b>	<b>146,976</b>	<b>190,143</b>	<b>111,821</b>	<b>157,010</b>
<b>EXPENSE</b>					
<b>SCHEDULE F - CHAPTER REBATES</b>	40,000		40,000		
Central Coast		1,185		1,185	
Channel Islands		790		790	
East Bay		1,778		1,778	
Inland Empire		790		790	
Kern County		395		593	
Los Angeles/San Gabriel Valley		1,383		1,383	
North Coast		2,173		2,173	
North Valley		0		0	
Orange County		1,580		1,580	
Pacific Coast		0		0	
Sacramento Valley		1,185		1,185	
San Diego		2,568		2,568	
San Fernando Valley		1,185		1,185	
San Francisco Bay Area		3,160		3,160	
San Joaquin Valley		395		0	
San Luis Obispo		593		790	
Yosemite		2,420		593	
Offset by CLCA Insurance Solutions	(40,000)		(40,000)	(19,750)	
<b>Total Chapter Rebates Expense</b>	<b>0</b>	<b>21,578</b>	<b>0</b>	<b>0</b>	<b>40,000</b>





## 2021 CLCA Financials & 2022 Budget — Supplementary Information — *continued*

SUPPLEMENTARY INFORMATION	Approved	Year-end	Approved	YTD	Approved
	2020	2020	2021	9/30/21	2022
<b>SCHEDULE G - PUBLISHING</b>					
Unrelated Business Income Tax	0	10	0	0	10
<b>Total Publishing Expense</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>10</b>
<b>SCHEDULE H - STATE FUNCTIONS</b>					
Annual Convention	54,000	300	59,342	1,123	62,859
Trophy Awards	25,175	16,911	30,935	7,648	28,003
Offset by CLCA Insurance Solutions for Trophy Awards		(1,798)			
HTMM	0	(93)	0	0	0
Webinars/Seminars	0	90	29,500	500	69,850
<b>Total State Functions Expense</b>	<b>79,175</b>	<b>15,410</b>	<b>119,777</b>	<b>9,270</b>	<b>160,712</b>
<b>SCHEDULE I - SALES / PRODUCTS</b>					
Products/Promotional Items	200	0	100	0	100
Contract Forms	350	2,624	500	3,601	2,800
CLT Manuals from NALP	0	0	0	0	0
Landscape Data Manual	5,650	0	300	0	600
Offset by CLCA Insurance Solutions for data manual	(5,650)				
Labor Law Posters	1,500	1,233	1,500	1,213	1,500
Landscape Standards Book	0	0	0	0	0
<b>Total Sales / Products Expense</b>	<b>2,050</b>	<b>3,857</b>	<b>2,400</b>	<b>4,814</b>	<b>5,000</b>
<b>SCHEDULE J - BOARD OF DIRECTORS</b>					
President		188		1,010	
President-elect		363		291	
Immediate Past President		132		0	
Director AM		0		0	
Directors CPC		582		0	
Director Resource Management		0		0	
Secretary/Treasurer		0		0	
Director Legislation		593		0	
Director Events		196		0	
Director Membership		0		0	
Director Education		469		0	
Meeting Expense		1,691		351	
<b>Total Board of Directors Expense</b>	<b>24,000</b>	<b>4,214</b>	<b>24,000</b>	<b>1,653</b>	<b>20,000</b>
<b>SCHEDULE K - COMMITTEE</b>					
Associate Member Organization	1,725	0	1,895	0	2,415
Offset by CLCA Insurance Solutions - AMO			(1,295)		
Budget Finance / Ways Means	2,800	954	2,800	2,030	2,800
California Standards Book Task Force	1,000	0	500	0	500
Certification/Trainings	11,400	842	11,400	0	10,900
Chapter President's Council	35,000	6,950	17,000	837	12,000
Offset by CLCA Insurance Solutions - CPC	(15,000)		(15,000)		



## 2021 CLCA Financials & 2022 Budget — Supplementary Information — *continued*

SUPPLEMENTARY INFORMATION	Approved	Year-end	Approved	YTD	Approved
	2020	2020	2021	9/30/21	2022
Chapter Services	40,000	31,107	18,000	3,109	30,000
Offset by CLCA Insurance Solutions - Chapter Services	(25,000)	(20,409)	(16,000)		
Committee Contingency	0	0	0	0	0
Communications	23,697	9,679	25,656	7,362	29,800
Education	41,100	1,254	0	0	0
Events/State Meetings	1,200	7,425	1,300	755	1,500
Legislation / LandPac	54,980	49,796	45,330	45,000	55,930
Licensing	100	0	0	0	0
Membership	25,000	3,940	25,100	2,048	18,000
Offset by CLCA Insurance Solutions - Membership	(10,000)		(25,000)		
Resource Management	600	189	350	400	350
<b>Total Committee Expense</b>	<b>188,602</b>	<b>91,727</b>	<b>92,036</b>	<b>61,540</b>	<b>164,195</b>
<b>SCHEDULE L - SALARIES &amp; BENEFITS</b>					
Employee Health Plan	53,098	27,697	48,180	10,943	52,116
401k Fees	500	625	500	1,625	500
Contract Labor	900	50	650	0	1,050
Salaries & Wages	504,000	495,111	513,000	347,119	520,000
Payroll Fees	1,400	1,346	1,400	1,014	1,500
Payroll Taxes	45,000	25,189	45,000	(14,482)	46,000
<b>Total Salaries &amp; Benefits Expense</b>	<b>604,898</b>	<b>550,018</b>	<b>608,730</b>	<b>346,220</b>	<b>621,166</b>
<b>SCHEDULE M - RETIREMENT</b>					
Staff Retirement	18,550	14,591	18,000	11,414	19,000
<b>Total Retirement Expense</b>	<b>18,550</b>	<b>14,591</b>	<b>18,000</b>	<b>11,414</b>	<b>19,000</b>
<b>SCHEDULE N - AUTOMOBILE</b>					
Auto Expense	6,000	6,401	6,000	4,818	6,000
<b>Total Automobile Expense</b>	<b>6,000</b>	<b>6,401</b>	<b>6,000</b>	<b>4,818</b>	<b>6,000</b>
<b>SCHEDULE O - EQUIPMENT</b>					
Computer	2,600	2,330	3,150	2,593	8,000
Other Equipment	1,000	0	0	0	0
Equip. Lease/Maintenance	8,000	6,718	8,000	6,143	8,000
<b>Total Equipment Expense</b>	<b>11,600</b>	<b>9,048</b>	<b>11,150</b>	<b>8,737</b>	<b>16,000</b>
<b>SCHEDULE P - OFFICE</b>					
Software	14,280	12,269	13,714	11,048	30,455
Printing	500	0	150	108	300
Postage	6,000	3,458	7,000	5,468	7,000
Postage Meter Rental	1,600	1,690	1,800	840	1,800
Stationery & Supplies	4,000	3,884	3,000	1,723	4,000
Office Equipment	0	0	0	97	0
Office Improvements/Maintenance	500	0	150	296	500
<b>Total Office Expense</b>	<b>26,880</b>	<b>21,301</b>	<b>25,814</b>	<b>19,579</b>	<b>44,055</b>



## 2021 CLCA Financials & 2022 Budget — Supplementary Information — *continued*

SUPPLEMENTARY INFORMATION	Approved	Year-end	Approved	YTD	Approved
	2020	2020	2021	9/30/21	2022
<b>SCHEDULE Q - PROFESSIONAL FEES</b>					
Accounting	35,000	35,588	23,000	24,943	26,000
Legal	10,000	6,367	3,000	482	5,000
Other Professional Fees	0	20	0	30,601	0
Website Maintenance	0	5,922	0	2,674	8,400
<b>Total Professional Fees Expense</b>	<b>45,000</b>	<b>47,896</b>	<b>26,000</b>	<b>58,699</b>	<b>39,400</b>
<b>SCHEDULE R - TRAVEL</b>					
ASAE Annual Meeting/NLAE	3,000	299	3,000	0	3,000
Executive Director Travel	6,000	1,180	4,500	981	5,000
Staff Travel	1,500	309	250	57	500
<b>Total Travel Expense</b>	<b>10,500</b>	<b>1,788</b>	<b>7,750</b>	<b>1,038</b>	<b>8,500</b>
<b>SCHEDULE S - DUES</b>					
NALP Dues	200	0	0	0	0
CalSAE	579	579	579	290	579
Other Dues and Subscriptions	500	406	500	447	500
NLAE Dues	450	900	450	0	450
<b>Total Dues Expense</b>	<b>1,729</b>	<b>1,885</b>	<b>1,529</b>	<b>737</b>	<b>1,529</b>
<b>SCHEDULE T - MISC ADMIN</b>					
Staff Professional Development	4,275	424	1,250	1,168	3,800
Bank Charges	20,000	14,518	10,000	12,927	20,000
<b>Total Misc Administrative Expense</b>	<b>24,275</b>	<b>14,942</b>	<b>11,250</b>	<b>14,095</b>	<b>23,800</b>
<b>SCHEDULE X - INSURANCE</b>					
ERISA Bond	87	87	87	65	87
Volunteer Travel Accident	1,100	0	1,200	0	1,300
Employee Travel Accident	750	750	750	750	750
AD&D/Other Umbrella	2,900	1,050	2,775	0	2,775
Small Business Package (bldg, prop, gen liab)	6,900	14,957	7,655	13,428	8,212
D & O/EPLI	5,000	0	5,130	0	7,500
Workers Comp	3,800	3,275	3,800	2,453	3,000
Cyber Liability	3,000	2,279	2,279	1,519	1,835
<b>Total Insurance Expense</b>	<b>23,537</b>	<b>22,397</b>	<b>23,676</b>	<b>18,216</b>	<b>25,459</b>
<b>SCHEDULE Y - BUILDING</b>					
Building Maintenance	15,000	15,137	16,000	12,342	18,000
Property Taxes	16,500	15,773	17,500	8142	17,500
Utilities/Phone	31,000	21,923	31,000	15,758	30,000
Landscape	4,500	6,199	5,000	3353	8,000
Building Improvements/Repairs	5,000	525	5,000	597	0
Depreciation	45,000	43,792	45,000	0	45,000
<b>Total Building Expense</b>	<b>117,000</b>	<b>103,350</b>	<b>119,500</b>	<b>40,192</b>	<b>118,500</b>



## 2021 CLCA Financials & 2022 Budget — Supplementary Information — *continued*

SUPPLEMENTARY INFORMATION	Approved	Year-end	Approved	YTD	Approved
	2020	2020	2021	9/30/21	2022
<b>SCHEDULE Z - SPECIAL PROGRAMS EXPENSE</b>					
Water Certification Program	51,900	13,555	35,600	4,918	32,200
Member Benefits	45,500	44,450	46,500	37,601	52,000
LandPAC	2,000	3,273	5,000	4,327	15,000
NorCal Show	1,100	378	0	0	1,000
MWELC Workshops	27,800	6,658	33,700	2,691	15,250
WELDC Program	0	2,801	30,700	11,517	58,700
<b>Total Special Programs Expense</b>	<b>128,300</b>	<b>71,114</b>	<b>151,500</b>	<b>61,055</b>	<b>174,150</b>

## Balance Sheet Comparison as of September 30, 2021

	Total		
	As of Sep 30, 2021	As of Sep 30, 2020	Variance
<b>ASSETS</b>			
<b>Current Assets</b>			
<b>Bank Accounts</b>			
<b>1000000 CLCA Accounts</b>			
1110000 Petty Cash	130.00	130.00	0.00
1220011 Bank of Commerce CLCA Checking	950,155.76	797,040.61	152,915.15
1220012 Bank of Commerce LandPAC Ckg	75,534.83	73,689.83	1,845.00
1220013 Bank of Commerce Member Benefit	238,661.11	179,469.40	59,191.71
1220025 Merchants Bank of Commerce (Insur Sol)	210,275.42	178,258.60	32,016.82
<b>Total 1000000 CLCA Accounts</b>	<b>\$1,474,757.12</b>	<b>\$1,228,588.44</b>	<b>\$ 245,968.68</b>
<b>1000001 CLCA CDs</b>			
1150000 CD - CLCA	248,000.00	1,288,000.00	-1,139,970.00
1150010 CD - Member Benefits	0.00	199,000.00	-99,000.00
1150030 TD Ameritrade - CLCA Investments	1,199,858.86	0.00	1,199,858.86
<b>Total 1000001 CLCA CDs</b>	<b>\$1,447,858.86</b>	<b>\$1,487,000.00</b>	<b>-\$ 39,111.14</b>
<b>1350000 Chapter Accounts</b>			
1351000 Central Coast Checking	30,437.82	25,071.34	5,366.48
1351001 Central Coast Savings	5.00	5.00	0.00
1351002 Channel Islands Checking	6,437.61	6,142.15	295.46
1351003 East Bay Checking	37,890.84	21,891.67	15,999.17
1351004 East Bay Savings	7,743.14	7,742.28	0.86
1351005 Inland Empire Checking	9,631.06	11,887.06	-2,256.00
1351006 Inland Empire Petty Cash	187.00	187.00	0.00
1351007 Kern County Checking	45,871.73	15,476.05	30,395.68
1351008 Old LA/San Gabriel Valley (WA)	0.00	0.00	0.00
1351009 LA/San Gabriel Valley Checking	7,580.12	6,858.64	721.48
1351010 North Coast Checking	13,919.10	15,529.18	-1,610.08
1351011 North Coast Savings	36,677.78	36,672.26	5.52
1351012 North Coast CD	0.00	0.00	0.00
1351013 North Valley Checking	45,568.34	45,568.34	0.00
1351014 North Valley CD	17,333.24	17,332.91	0.33
1351015 Orange County Savings	24,396.52	24,393.00	3.52
1351016 Orange County Checking	8,016.27	15,901.38	-7,885.11
1351017 Pacific Coast Checking	8,476.84	8,476.84	0.00
1351018 Sacramento Valley Checking	36,152.82	26,318.07	9,834.75
1351019 Sacramento Valley CD	19,381.43	19,150.35	231.08



## Balance Sheet Comparison as of September 30, 2021 — *continued*

	Total		
	As of Sep 30, 2021	As of Sep 30, 2020	Variance
1351020 San Diego Savings	24,120.94	24,118.55	2.39
1351021 San Diego Checking	27,702.02	9,528.23	18,173.79
1351022 San Fernando Checking	23,339.94	33,683.96	-10,344.02
1351023 San Francisco Bay Area Checking	36,209.47	23,681.73	12,527.74
1351024 San Francisco Bay Area CD	81,697.38	78,974.62	2,722.76
1351025 SFBA Petty Cash	31.00	31.00	0.00
1351026 San Joaquin Valley Checking	7,791.57	7,791.57	0.00
1351027 San Luis Obispo Checking	36,642.22	29,328.56	7,313.66
1351028 Yosemite Checking	12,786.31	9,477.11	3,309.20
135107A Kern County Citibank CD	0.00	15,077.90	-15,077.90
<b>Total 1350000 Chapter Accounts</b>	<b>\$ 606,027.51</b>	<b>\$ 536,296.75</b>	<b>\$ 69,730.76</b>
<b>Total Bank Accounts</b>	<b>\$3,528,643.49</b>	<b>\$3,251,885.19</b>	<b>\$ 276,588.30</b>
<b>Accounts Receivable</b>			
1200 Accounts Receivable	0.00	0.00	0.00
1200000 A/R Invoice	0.00	0.00	0.00
120026A CLCA Insurance Solutions	0.00	0.00	0.00
<b>Total Accounts Receivable</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>Other Current Assets</b>			
120000A A/R Misc	0.00	0.00	0.00
1200010 A/R Regular	93.33	93.33	0.00
1200020 A/R Leaf	136.80	161.58	-24.78
1200025 Accrued A/R	0.00	0.00	0.00
1200027 A/R CLCA Insurance Solutions	1,885.77	0.00	1,885.77
1200030 A/R Women's Auxilliary	0.00	0.00	0.00
1200035 A/R Member Benefit	0.00	0.00	0.00
1200040 A/R LandPAC	0.00	0.00	0.00
1200050 Due To/From LIS	0.00	0.00	0.00
1200065 Prepaid Expense Asset	4,659.28	3,162.50	1,496.78
1200067 Prepaid Expense - LIS	0.00	0.00	0.00
1200069 Prepaid Benefits	4,242.83	3,976.35	266.48
1200070 Prepaid Insurance	8,508.84	7,665.01	843.83
1200072 Prepaid Workers Comp	0.00	859.75	-859.75
1200077 Prepaid Exp - CLCA Insurance	0.00	113.63	-113.63
1310001 A/R - North Coast	0.00	0.00	0.00
1310003 AR - East Bay	0.00	0.00	0.00
1440000 Due from Water Certification	0.00	0.00	0.00
1480000 Due from Member Benefits	0.00	0.00	0.00
1480001 Due from CLCA Insur Solutions	0.00	0.00	0.00
1480002 Due from LandPAC	75.05	0.00	75.05
1480003 Due from Water Foundation	1,027.56	1,007.56	20.00
1499 Undeposited Funds	0.00	0.00	0.00
<b>Total Other Current Assets</b>	<b>\$ 20,629.46</b>	<b>\$ 17,039.71</b>	<b>\$ 3,589.75</b>
<b>Total Current Assets</b>	<b>\$3,549,272.95</b>	<b>\$3,268,924.90</b>	<b>\$ 280,178.05</b>
<b>Fixed Assets</b>			
1610000 Land	149,000.00	149,000.00	0.00
1620000 Building & Improvements	1,067,758.66	1,067,758.66	0.00
1630000 Office Equipment/Fixtures	103,646.97	102,133.99	1,512.98
164111 Website	104,531.81	100,331.81	4,200.00
1650000 Accumulated Depreciation	-623,825.94	-580,033.78	-43,792.16
<b>Total Fixed Assets</b>	<b>\$ 801,111.50</b>	<b>\$ 839,190.68</b>	<b>-\$ 38,079.18</b>
<b>Other Assets</b>			
1950000 Payroll Accounts Suspense	0.00	0.00	0.00
1999000 SUSPENSE	0.00	0.00	0.00
<b>Total Other Assets</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>TOTAL ASSETS</b>	<b>\$4,350,384.45</b>	<b>\$4,108,115.58</b>	<b>\$ 242,098.87</b>





## Balance Sheet Comparison as of September 30, 2021 — continued

	Total		
	As of Sep 30, 2021	As of Sep 30, 2020	Variance
<b>LIABILITIES AND EQUITY</b>			
<b>Liabilities</b>			
<b>Current Liabilities</b>			
<b>Accounts Payable</b>			
2110000 Accounts Payable	-200.00	0.00	-200.00
<b>Total Accounts Payable</b>	<b>-\$ 200.00</b>	<b>\$ 0.00</b>	<b>-\$ 200.00</b>
<b>Other Current Liabilities</b>			
2100000 Cash Clearing	0.00	0.00	0.00
211000A A/P	0.00	0.00	0.00
2120000 Other Liabilities	0.00	0.00	0.00
2130000 Due to Benevolent Fund	0.00	0.00	0.00
2140000 Due To/From Member Benefit	0.00	0.00	0.00
2150000 Due to LIS	0.00	0.00	0.00
2150625 Due to San Joaquin Valley Chapter	7,791.57		7,791.57
2150650 Due to North Valley Chapter	22,226.50		22,226.50
2160000 Cash Clearing for CDs & Misc.	0.00	0.00	0.00
2170000 Other Deferred Revenue	0.00	0.00	0.00
2170009 Refunds Due	0.00	0.00	0.00
2180000 Due To/From Water Certification	0.00	0.00	0.00
2180005 Deferred Dues	0.00	0.00	0.00
2180100 Deferred Dues Regular	201,904.76	237,510.66	-35,605.90
2180200 Deferred Dues Associate	36,474.52	36,235.09	239.43
2180300 Deferred Dues Affiliate	3,055.38	4,409.22	-1,353.84
2180400 Deferred Dues Satellite	1,131.35	7,044.85	-5,913.50
2180500 Deferred Dues Sustaining Regula	50,001.56	40,514.02	9,487.54
2180600 Deferred Dues Sustaining Assoc.	4,562.87	13,333.76	-8,770.89
2180700 Deferred Dues Student	432.59	334.14	98.45
2180800 Deferred Dues Inactive	0.00	0.00	0.00
2180900 Deferred Dues Regular Additiona	990.00	660.00	330.00
2180950 Deferred Dues Associate Add'l.	0.00	0.00	0.00
2180975 Deferred Revenue - LIS	0.00	0.00	0.00
2180980 Deferred - Copy Machine	0.00	0.00	0.00
2300000 Sales Tax	24.26	226.55	-202.29
2350000 Accrued Payroll	19,663.99	19,731.54	-67.55
2352000 Accrued PTO	33,832.02	31,758.41	2,073.61
2400001 HSA Liability	0.00	0.00	0.00
2400005 401K Liability	2,313.23	2,138.53	174.70
2900000 Security Deposits	3,835.35	3,835.35	0.00
2900500 Temp Restricted Contributions	0.00	0.00	0.00
3110000 A/P Leaf	600.00	500.00	100.00
3120000 A/P LandPAC	160.00	50.00	110.00
3130000 Due from CLCA Insurance Sol	0.00		0.00
3150000 CA L/S Water Conserv Foundation	50.00	50.00	0.00
3170000 A/P Leaf Research	0.00	0.00	0.00
3190000 A/P Women's Auxiliary	0.00	0.00	0.00
State Franchise Tax Board Payable	0.00	0.00	0.00
<b>Total Other Current Liabilities</b>	<b>\$ 389,049.95</b>	<b>\$ 398,332.12</b>	<b>-\$ 9,282.17</b>
<b>Total Current Liabilities</b>	<b>\$ 389,049.95</b>	<b>\$ 398,332.12</b>	<b>-\$ 9,482.17</b>
<b>Total Liabilities</b>	<b>\$ 389,049.95</b>	<b>\$ 398,332.12</b>	<b>-\$ 9,482.17</b>
<b>Equity</b>			
3000 Opening Bal Equity	0.00	0.00	0.00
3050005 Investment in Fixed Assets (1)	0.00	0.00	0.00
3100000 W/O Donor Restrictions	3,711,250.00	3,713,172.00	-1,922.00
3100015 W Donor Restrictions	18,119.00	18,119.00	0.00
3160000 Building Fund	0.00	0.00	0.00
3180000 Investment in Fixed Assets	0.00	0.00	0.00



## Balance Sheet Comparison as of September 30, 2021 — *continued*

	Total		
	As of Sep 30, 2021	As of Sep 30, 2020	Variance
3200000 LIS Fund Balance	0.00	0.00	0.00
3200005 Net Assets - Member Benefits	0.00	0.00	0.00
3200010 Net Assets - Water Management	0.00	0.00	0.00
3200015 Net Assets - LIS	0.00	0.00	0.00
3200020 Net Assets - Land PAC	0.00	0.00	0.00
3210000 Net Assets - Chapters	0.00	0.00	0.00
3900 Retained Earnings	0.00	0.00	0.00
9999000 Prior Period Adjustment	0.00	0.00	0.00
Net Income	231,965.50	-21,507.54	253,503.04
Total Equity	<b>\$3,961,334.50</b>	<b>\$3,709,783.46</b>	<b>\$ 251,581.04</b>
TOTAL LIABILITIES AND EQUITY	<b>\$4,350,384.45</b>	<b>\$4,108,115.58</b>	<b>\$ 242,098.87</b>

## Associate Members Committee



Welcome to the CLCA Annual Convention being held in beautiful Maui!

This has been a busy year for changes that affect the associate members. Staff worked collaboratively in 2020 to make changes to the state sponsorship program which were implemented in 2021. This new program was instrumental in getting new sponsors this year. The choices offered are new and fresh, and the results show that they are being well received.

The Board of Directors was presented with the findings and recommendations from the group tasked with evaluating the best direction to take moving forward now that Landscape Industry Show has ended.

This year completes my second term serving on the board and I look forward to passing the baton on to another associate member at our breakfast meeting during the convention. It has been a pleasure serving on the state board representing all members of CLCA.

Chris McNairy  
Associate Member Director

### LANDSCAPE DATA MANUAL!

### AVAILABLE ON AMAZON

*"An indispensable tool!"*

*"Essential information for accurate estimating."*

**Every Landscape Contractor Should Have This Valuable Resource!**

**ORDER YOUR COPY NOW!**

[clca.org/data-manual](http://clca.org/data-manual)

THANKS TO THE SUPPORT OF: **CLCA Insurance Solutions** CLCA's Only Owned Agency License #0172721 [insureclca.com](http://insureclca.com)



### CLCA MEMBER ADVANTAGE

## Hunting for something?

Use **CLCA's Supplier/Material Search** to easily locate member suppliers and vendors who have what you want!

[clca.org/supplier-search](http://clca.org/supplier-search)

## Chapter Presidents Council



To begin 2021, everyone was ready for continued lockdowns but optimistic about potential reopenings. Many chapters began increasing their activities as the year progressed with great results. The biggest challenge was getting members to continue to prioritize and attend virtual meetings. The novelty of virtual activities was waning as the pandemic restrictions persisted. Meeting participation has increased now that chapters are again starting to meet in person.

This year we focused on public outreach — social media, marketing, Hispanic outreach, and more. Most of what we continued to work on this year and last is being put into action by the Membership Committee. We look forward to continued progress in 2022.

Beautification Awards season is upon us and many of the chapters' early reports of entries and interest has been very promising. Chapters have been successful with their awards, golf tournaments, and other mixers, which is a good indication that they will continue to thrive as the state gradually emerges from pandemic protocols.

Evan Moffitt  
Chapter Presidents Council Co-Chair, North

Ed Wallace  
Chapter Presidents Council Co-Chair, South



**CLCA MEMBER ADVANTAGE**

### Sharpen your leadership skills

**Find opportunities that align with your interests.**

Serving on a board or committee at the chapter or state level is a great opportunity to develop your leadership ability. Gain contacts and different skill sets in decision making, governance, group process, financial management and more.

The experience you acquire can be applied in many aspects of your professional life — no matter where you are in your career!

[clca.org/volunteer](https://clca.org/volunteer)



### CHAPTER PRESIDENTS COUNCIL

Beth Abalos  
*River City Landscaping, Inc.*  
Sacramento Valley chapter

Kyle Hillendahl  
*SPJ Lighting, Inc.*  
Channel Islands chapter

Chris Stewart, CLT  
*Anthony Bertotti Landscaping, Inc.*  
North Coast chapter

Kenneth Coverdell  
*Blue Sky Designs, Inc.*  
San Francisco Bay Area chapter

Malcom McLaren  
*Ecotech Services, Inc.*  
Los Angeles/San Gabriel Valley chapter

Willie Valdez  
*Free Flow Products, LLC*  
San Diego chapter

Matthew Hames  
*Landscape Development, Inc.*  
San Luis Obispo chapter

Francisco Salazar, CWM  
*Groundcare Landscape Company*  
San Fernando Valley chapter

Justin White  
*K & D Landscaping, Inc.*  
Central Coast chapter

Sal Hernandez, MBA, ICPI, QWEL  
*Pacific Breeze Landscape, Inc.*  
Orange County chapter

Omar Salazar  
*Groundcare Landscape Company*  
Kern County chapter

Paul Wong  
*Imperial Sprinkler Supply, Inc.*  
East Bay chapter



This year has continued to be a challenge for everyone, with many unknowns. The Education Committee continues to serve our members with educational offerings and timely webinars on topics such as drought, fires and, of course, COVID. However, we have not forgotten to address informational topics so important to daily business operations.

Below is a recap of the diverse educational offerings made available to our members in 2021:

- Labor Law Update
- California Pay Data Reporting
- Hire Slow, Fire Fast
- Top 10 Ways to Stay out of Court
- Drugs & Alcohol in the Workplace
- COVID-19 (2)
- Drought Updates (2)
- Firescaping
- Water Certification
- Convention Education

In the Green Industry Technology Survey sent to our membership, we learned that education is very important to everybody. Improving daily business operations and learning to operate proficiently were important to all of our businesses. Some businesses are using the latest in technology to ensure profitability, while others still operate using antiquated business practices. Our aim is to introduce, promote and educate about the best business practices using the latest and greatest information available to make our companies grow and profit. We also want business sustainability and stability when transitioning ownership to the younger generations and to explore changing business models to keep us competitive in today's market. Our mission is to be inclusive of both small and big operations. We are planning to bring a variety of online, in-person and hands-on education and training in 2022. That's what you asked for, and here's a look at what's in the forecast.

- California Employers Association business webinars
- Technology Day — a face-to-face educational and training workshop on business programs
- How to Make Money workshop roadshow with Frank Niccoli
- A face-to-face, all-day educational event in Southern California
- A possible presentation involving real estate agents and focusing on building curb appeal
- IPM with CEUs available
- Contractor Best Practices
- A series of on-demand technology training videos

- A series of on-demand best practices podcasts featuring CLCA members
- Tailgate crew member safety trainings
- Landscape Technician training in landscape and irrigation installation

These and a few additional topics are in the works for our CLCA membership in 2022. We have great teachers in our association. Remember, "Teachers open the door, but you must enter by yourself." Take advantage of the opportunities the CLCA has to offer.

I want to thank our dedicated committee members, Roland Zamora, Education Committee Chair, and the CLCA staff for their hard work on continuing to bring education to our membership. I would like to quote another Chinese proverb: "If you are planning for a year, sow rice; if you are planning for a decade, plant trees; if you are planning for a lifetime, educate people."

There are many ways you can make an impact on the world. But there is no greater impact you can make than spreading education and empowering people who, in turn, will empower and teach more people.

Lindsay Ono, QWEL  
Director of Education

## EDUCATION COMMITTEE

Lindsay Ono, QWEL, Director of Education  
*Bakersfield College*

Andrew Johnson  
*Johnson's Tree & Garden Service, LLC*

Gordon Larson  
*Larson Landscaping*

Evan Moffitt, CLT  
*SiteOne Landscape Supply*

Frank Niccoli  
*Foothill College*

Edward Wallace  
*Midwest Landscaping*



## Events Committee



I hope that every one of you is reading this while sitting on the beach in Maui, sipping a mai tai or a cool beverage of some sort, prior to our General Membership Meeting — and hoping that the COVID restrictions have not interfered with our convention plans.

The Events Committee had a busy year this year, following 2020's guided tour of COVID. Our judging for the 2021 Trophy Awards was back on track and done *live*. We are excited that we have 126 entries for the awards program. During convention we have our usual Recognition Luncheon at which we honor our green industry leaders.

Education at convention will delve into the exploration of organic landscaping and environmental safeguards. This will be taught by Duane Sparkman, an industry veteran and horticulturalist. We will also be offering a guided "behind the scenes" tour of The Westin Maui 12-acre property. We will see what steps they take to keep the grounds green and eco-friendly. There is also a special tour at Kipuka Olowalu, which is where we'll learn what Hawaiians did 400 to 600 years ago, along with modern organic farming techniques.

And of course, back by popular demand is the Associate Member/LEAF Golf Tournament, which will be played at the Ka'anapali Royal Course at Ka'anapali Golf Course.

Elizabeth Burns  
Director of Events

### EVENTS COMMITTEE

Elizabeth Burns, Director of Events  
*Zone 24 Landscaping, Inc.*

Ana Cooper, Chair  
*Frank & Grossman Landscape Contractors, Inc.*

Heath Bedal  
*JPH Group LLC*

Jeff Calhoun  
*Hunter Industries/FX Luminaire*

Fred Hanker  
*Delta Bluegrass Company*

Gordon Larson  
*Larson Landscaping*

Bronwyn Miller  
*Eyescapes*

Gina Stanley  
*CLCA Insurance Solutions, Inc.*

### Have questions? Need info?

CLCA MEMBER  
ADVANTAGE

About | News | Store | Join | Renew



Sign In



Search **clca.org**

treated wood waste



COVID



drought



how to make money



can dogs be trained to mow?



So many answers.

So many resources. Just for you.



**clca.org**

## Keep that happy-go-lucky feeling

CLCA MEMBER  
ADVANTAGE

Use **CLCA's legal contracts** before you start a new project. Then you can go about your merry way knowing you've protected yourself and your business.

Free to download!

**UPDATED!**  
to comply with  
new 2021 laws



**clca.org/contracts**





**LEAF MISSION STATEMENT:** In its desire to perpetuate the future of the landscape industry, LEAF fosters, promotes and supports the education of students pursuing careers in fields relating to the landscape contracting industry.

While we continue to traverse our way through the COVID challenges for businesses, organizations and citizens of our majestic country, LEAF has continued its important work. The management of LEAF has continued by the devoted Board of Trustees. The Foundation is in very capable hands with the support and advice of the Foundation's portfolio manager and CLCA Executive Director, Sandra Giarde.

Scholarship selection was held virtually again this year. The committee reviewed 16 scholarship applications, scored based on career goals, outside activities, work experience, financial need, letters of recommendation and GPA in their major. Eight students received scholarships totaling \$43,850. The scholarships ranged from \$750 to \$12,000!

Since CLCA's Auxiliary began awarding scholarships in 1977, 611 students have been awarded scholarships totaling \$655,775! Only the earnings of fund balances are available for scholarship and grant awards, thus guaranteeing the continuation of these awards in perpetuity. A great big "Thank You" to Marianne Estournes, Chair, and her committee.

The grant funds remain available to support programs, organizations and institutions of learning that support the green industry on an application basis. Since the very first grant of \$500, given by the Auxiliary before 1995, the three grant funds currently in LEAF have awarded 24 grants totaling more than \$85,000.

As of August 31, 2021, LEAF holds an impressive \$1,586,658 in its portfolio. Currently, there are 35 memorial, nine honorarium, 13 chapter, three company, three grant, the AMO and the CLCA Auxiliary funds. I encourage owners of CLCA companies and suppliers to consider establishing a named fund, thus memorializing your continued support of the green industry and this amazing foundation. Thank you to everyone who contributes to LEAF. Your support ultimately benefits this great industry that has provided us with successful careers and the ability to provide for our families.

Please consider including the "LEAF Legacy Fund" in your estate gift-giving plan and join those who have already made this commitment. A legacy fund may be established with a contribution in the form of cash, appreciated securities or other charitable gifts, such as a bequest. The

donors specify the details of the fund's objectives and LEAF serves as a steward of the legacy funds. The Foundation is a nonprofit 501(c)(3) organization and contributions to LEAF are tax deductible as allowable by law. For information, request a brochure from CLCA headquarters or see a full description on the CLCA website at [clca.org/leaf](http://clca.org/leaf).

In closing, to members of our CLCA family who have been affected by COVID or the fires throughout our great state, I pray for everyone's safety and well-being as well as that of our businesses and industry.

Mary Cohen  
LEAF Chair



## LEAF BOARD OF TRUSTEES

Mary Cohen, Chair  
Ellin Chariton, Secretary  
Wendy Emeterio, Treasurer  
*Specialized Landscape Management*  
Marianne Estournes, Scholarship Selection Committee Chair  
*Gardenworks, Inc.*  
Chris McNairy  
*Hunter Industries/FX Luminaire*  
Lebo Newman  
*Signature Landscapes*  
Jon Singley  
*Blue Spruce Landscape*

## LEAF SCHOLARSHIP SELECTION COMMITTEE

Marianne Estournes, Chair  
Ellin Chariton  
Mary Cohen  
Wendy Emeterio  
Lani Hanker  
Jan Nord  
Cindy Singletary



## LEAF Fund Balances — August 31, 2021

Fund Name	Established By	Balance
Allen Chariton Memorial	Golden Oak Board	15,255.60
Associate Member Organization	AMO	46,629.26
Auxiliary		57,625.59
Barry Cohen PhD Honorarium	The Cohen Family	8,915.08
Ben Slade Memorial	SFV Chapter	9,285.74
Bill Hayes Memorial	SFBA Chapter	13,520.62
Bud Fellenberg Memorial	Lebo Newman	28,898.27
Candy Fiske Honorarium	CLCA Auxiliary Fund	7,125.12
Central Coast Chapter		28,825.82
Chris Grampp Honorarium	Jeannie Fitch	6,025.00
CLCA Environmental Research Grant		105,629.30
CLCA San Luis Obispo Chapter		5,100.00
Dan Lassanske Memorial	Jon Singley	5,850.00
David Penry Memorial		10,990.39
East Bay Chapter		13,328.26
East Bay/Sigrid Raeth Scholarship	Raeth Family	20,020.00
Edron Schneider Memorial	SFBA Chapter	11,574.81
Educational Grant		40,952.72
Elizabeth Lloyd-Davis Foundation		6,227.14
Gary Vallen Memorial	SFV Chapter	8,015.47
George Kunimoto Memorial	SFBA Chapter	12,770.00
George Schaaf Honorarium		10,522.55
Hans Biland Memorial	SFBA Chapter	12,095.88
Henry Soto/Rose Marie Head Memorial	LA/SGV Chapter	6,543.76
Herb Frank Memorial	SFBA Chapter	16,481.83
Hi Kellogg Memorial	Kellogg Family	6,658.87
Inland Empire Chapter		8,265.09
Jaie Wallace Memorial	Ed Wallace	5,418.46
Jere Driscoll Memorial		6,661.30
Joe & Sally Tanouye Memorial	SFBA Women's Auxiliary	5,250.82
John Brauns Memorial	SFV Chapter	7,941.98
John Gachina Memorial	Gachina Family	14,335.00
John Redmond Memorial	CLCA BOD	16,216.90
Jon Robert Alsdorf Memorial	JRA Lansdcape	8,692.77
Joy & Warren Thurston Memorial	Thurston Family	36,180.24
Ken Jenner Memorial	SFBA Chapter	12,201.99
Klaus R. Hertzer Memorial	Hertzer Family	11,544.49
Los Angeles/San Gabriel Valley Chapter		8,473.24
Mas Tsuda Memorial	SFBA Chapter	7,018.98
Mike Zohn Scholarship	Jon Singley	5,363.77
Nelson Colvin Honorarium	Lebo Newman	6,049.19
North Coast Auxiliary		14,076.18
North Coast Chapter	Lebo Newman	32,813.83
North Valley Chapter		6,807.29
Orange County Chapter		8,527.81
Paul Shogren Memorial	SFBA Chapter	16,863.56
Ray Yamasaki Honorarium	Ray & Caroline Yamasaki	20,000.00
Redwood Landscaping	Lebo Newman	26,760.02
Robert Kaplanek Memorial	OC Chapter	6,412.73
Robert Wade Memorial	CLCA Insurance Solutions	10,050.00
Ron Heaviland Memorial	Tom Heaviland	26,908.32
Sacramento Valley Chapter		22,748.92
San Diego Chapter		33,561.00

— continued next page

LEAF Fund Balances *continued*

Fund Name	Established By	Balance
San Fernando Valley Chapter		30,664.60
San Francisco Bay Area Chapter		10,489.25
San Joaquin Valley Chapter		163.21
Sharon McGuire Honorary	CLCA BOD	7,995.25
Signature Coast	Lebo Newman	25,250.00
Steve Whitehill Memorial	SFBA Chapter	7,433.50
Stuart J. Sperber Memorial	Robert & Jill Crudup	17,950.00
The John & Mary Lyngso	SFBA Chapter	15,832.15
Tom Bloss-SFBA/E Memorial	SFBA/E Chapter	5,420.81
Tom Matsuoka Memorial	LA/SGV Chapter	11,111.40
Tom Takehara Memorial	SAC Valley Chapter	12,822.25
Tom Yanase Pacific Coast Chapter	PC Chapter	12,884.73
Walt Young Memorial	SFV Chapter	9,627.15
Zone 24 Landscaping	Elizabeth Burns	5,050.00
CLCA Insurance Solutions Pass Through Fund	CLCA Insurance Solutions	10,000.00
CalPoly Pass Through Grant Fund	Jon Singley	5,000.00
	<b>TOTALS</b>	<b>1,087,705.26</b>
	General Fund	498,952.85

# Let the stress flutter away

Streamline your accounting with hassle-free payroll and credit card processing.

**Heartland**

entrepreneurs  
respectfully  
serving  
entrepreneurs

[clca.org/heartland](http://clca.org/heartland)

**CLCA MEMBER  
ADVANTAGE**





For our association, 2021 proved to be a pivotal year in many ways. The Legislative Committee was challenged to continue its legislative efforts largely remotely, due to the pandemic. However, even with challenges, our committee accomplished the following:

- Held all committee meetings in 2021 virtually while still recruiting new members — growing our committee and presence
- Held virtual meetings and compliant in-person meetings with California legislators throughout the state. These meetings increased awareness of LandPAC and helped to further develop meaningful relationships between California legislators, CLCA and LandPAC.
- More chapters took initiative to hold their own LandPAC fundraisers, notably in the Central Valley, San Fernando Valley and Northern California. Chapter involvement in LandPAC fundraising was at a decade high, indicating greater awareness of the importance of advocating for our industry. The positive snowball continues to build, as other chapters have expressed interested in holding their own LandPAC fundraiser.

Goals for 2022 will be to again hold our 2022 Legislative Conference at the State Capitol in person, contingent on how the pandemic proceeds. Regardless, we will continue our success and continue to focus our resources on building relationships with our state legislators and advocating for our industry into the future.

Our committee is continually looking for dedicated members who are interested in the legislation as it pertains to our association. Members commit themselves to attending monthly meetings and locally strengthening relationships with legislators via networking and other events as they come up through the year. As a Legislative Committee member, you will gain a deeper understanding of the legislative process, sharpening your networking and communication skills, and truly making a big difference to CLCA and the industry at large. If interested, please contact us to learn more.

Jay Martinez, RQP, CCPI, QWEL  
Director of Legislation

## LEGISLATIVE COMMITTEE

Jay Martinez, RQP, CCPI, QWEL, Director of Legislation  
*JVM Landscape Construction*

Richard Cohen  
*Richard Cohen Landscape & Construction, Inc.*

Peter Dufau, CLT, CWM  
*Dufau Landscape, Inc.*

Pam Kinne  
*CLCA Insurance Solutions*

Megan Rios  
*Rios Design Studio, LLC*

Leeanna Schoeder  
*Roxy Designs*

Mickey Strauss  
*MSM Landscape Services, Inc.*

Edward Wallace  
*Midwest Landscaping*

Paul Wait  
*Zurn Wilkins*

CLCA MEMBER  
ADVANTAGE

## Tip the balance in your favor

Stand out to potential clients! Let them know your status as a CLCA member with free member logos and decals.

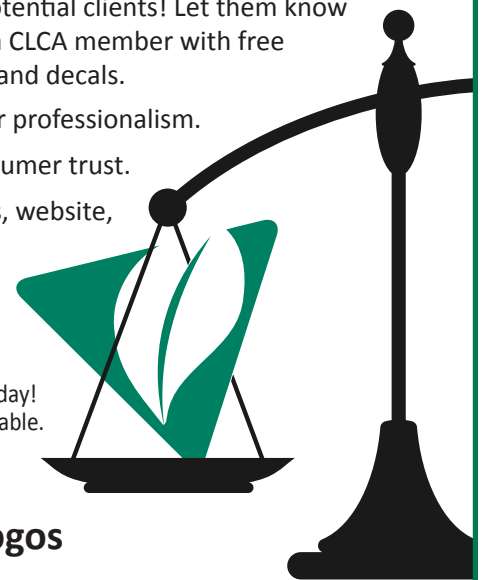
- Spotlight your professionalism.
- Increase consumer trust.

Use on vehicles, website, business cards, proposals and more!

Request decals or download logos today!  
Various styles available.



[clca.org/logos](https://clca.org/logos)







## Why do we have LandPAC?

Although small in comparison with the political action committees of many other organizations, LandPAC has increased the landscape industry's visibility and put us on the political map.

Through LandPAC, CLCA educates our elected representatives about the landscape industry. For example, the unlicensed operator problem—let's face it—does not move the masses as an issue. But it's a burning issue among landscape contractors. And that makes it a major LandPAC issue.

When LandPAC contributes to a candidate, you can be sure the candidate has been educated about this problem and the myriad of other issues that affect the survival of landscape contractors. LandPAC also helps level the playing field for the landscape industry's political battles against better-financed opposition groups. LandPAC doesn't guarantee us victories, but it makes us a player in Sacramento who has a seat at the table. And if you aren't at the table...you're on the menu.

## We need your help!

LandPAC, and the good it accomplishes, is only possible through contributions from CLCA members like you. It is very easy to contribute. One way to do so is with your dues renewal. Another way is to go to the LandPAC website at [clca.org/landpac](http://clca.org/landpac), click on "Contribute to the LandPAC Fund" button, download the Here's My Vote for LandPAC form, and mail it to CLCA Headquarters with a check for any amount. Every dollar helps us to advocate for the green industry!

## Advocating for Your Industry ...

Since 1976, LandPAC has been the definitive political action committee for the landscape contracting profession. Supporting LandPAC with your donation keeps CLCA involved and visible in our advocacy efforts.

Part of our work is supporting qualified candidates who support business and recognize the importance of California's landscape contractors. LandPAC is key in our strategy.

LandPAC has supported winning candidates over 80% of the time. This is proof that your LandPAC donations are spent wisely to support qualified candidates in California government.

LandPAC has made \$3,250 in campaign contributions year to date. The candidates for office who received the contributions and the corresponding dollar amounts are as follows:

Assemblymember Vince Fong (R) - \$250.00  
 Senator Scott Wilk (R) - \$1,000  
 Assemblymember Suzette Valladares (R) - \$1,000  
 Senator Evan Low (D) - \$1,000



## THANK YOU LANDPAC 2021 DONORS *As of September 24, 2021*

A Growing Concern  
 Rick Abalos  
 Addison Landscape  
 Ambience Landscape Corp  
 James Antonowitsch  
 Aztec Landscaping  
 Regan Barry  
 Henry Buder  
 Buena Vista Landscape Inc.  
 Ryan Burke  
 Jeff Calhoun  
 Ian Campbell  
 Chuck Carr  
 Coastal Evergreen Co Inc.  
 Columbine Landscape Inc.  
 Cornerstone Landscape  
 Care Inc.

Don John Landscape  
 El Dorado Communications  
 Emerald Green Landscape  
 Services  
 Gardens & Gables  
 George Schandelmier Jr.  
 Landscaping  
 Barry Goch  
 Groundcare Landscape  
 Alex Gutierrez  
 Michael Jelensky  
 JVM Landscape Construction  
 Jack Karleskind  
 Anthony Kerr  
 Pam Kinne  
 Klaus Kume  
 Gordon Larson

Ernst Lehmann  
 Javier Lesaca  
 Paul Lewis  
 Midwest Landscaping  
 MSM Landscape Services  
 Charles Nunley  
 Old Village Landscape Inc  
 Pacific Breeze Landscape  
 Tim Parker  
 Past the Gate  
 Jerod Peterson  
 George Schandelmier, Jr.  
 Gino Sciandri  
 Andy Simpson  
 SiteOne Landscape Supply  
 Siteworks Landscape Inc.  
 SK Landscape Design

Dave Sorenson  
 South Coast Wholesale  
 Specialized Landscape  
 Management  
 SPJ Lighting, Inc.  
 Stay Green Inc.  
 Mark Sterk  
 Trimacs Maintenance  
 & Landscape  
 Vision Recycling  
 Visionscape, Inc.  
 Mark Werzel  
 Greg Wrenn  
 Zone 24 Landscaping





As we started the year off with news of vaccinations, many of us were hopeful that the pandemic would soon be behind us, but as California started to reopen, we were faced with additional challenges. For many of our members, gathering to discuss business challenges and solutions is a huge benefit of being a CLCA member. With the onset of virus variants, the opportunities for getting together to learn, connect, and grow, have been limiting.

The 2021 drought, along with extreme labor shortages in our industry, have made it difficult for many of us to find time to catch all the Zoom meetings and webinars that have taken the place of chapter gatherings. As our industry evolves before our eyes, the Membership Committee has been looking for ways to attract new members, and retain existing members.

Recognizing that annual renewals are just as important as recruiting new members, the Membership Committee has been working with staff to ask former members why they decided to not renew their memberships. The goal is to obtain real information and reasons for non-renewal, instead of developing assumptions. The better we understand member motives, the better we can focus programs and benefits to meet their needs and improve retention.

In addition, the Membership Committee has been working on the first step of a modernized marketing plan. The committee has determined that we should be marketing to four different types of regular members since the needs of small contractors varies greatly with those of larger contractors and companies. In the remainder of the year, the committee hopes to define the offerings that will be geared toward each of the four types of regular members. Once we define the wants, needs and desires of those member segments, the next step will be to craft customized, effective messaging, including the use of social media platforms.

The Membership Committee is also working on the concept of a coupon book to enhance the connection between Regular Members and our valued Associate Members. The goal is to develop a coupon book that would be beneficial for large, statewide members as well as local and regional members.

The committee would like to thank staff members Maria Abero and Allison LoDolce for their tremendous assistance with membership outreach. I also would like to thank all of our membership committee members for actively participating in our monthly conference calls and exchanging incredible ideas.

Special thanks go to Membership Committee Chair, Sal Hernandez, for his dedication, creativity and passion. Sal's constant desire to give CLCA members a clear advantage is always inspiring.

Finally, I would like to thank Sandra Giarde and the CLCA Board of Directors for dynamically adapting to new industry challenges facing CLCA Members.

Eric Santos, CLT  
Director of Membership

## MEMBERSHIP COMMITTEE

Eric Santos, Director of Membership  
*BrightView Landscape Services*

Rick Abalos  
*River City Landscaping, Inc.*

Anthony Blanco  
*Kern Turf Supply*

Ian Campbell  
*The Davey Tree Expert Company*

Nathan De Guzman  
*Marina Landscape, Inc.*

Jeff Dibble, CLT  
*Dibble Landscaping*

Juan Carlos Esparza  
*Urbanscapes Landscape Services*

Sal Hernandez, MBA, ICPI, QWEL  
*Pacific Breeze Landscape, Inc.*

Steven Kinzler  
*S.K. Landscape Design, Inc.*

Guillaume Lemoine  
*Picture This Land*

Gregory Miller  
*Green and Growing Landscapes, Inc.*

Evan Moffitt, CLT  
*SiteOne Landscape Supply*

Damion Rosby  
*Golden Gate Truck Center*

Josue Solis  
*SiteOne Landscape Supply*

Brandon West  
*805 West Landscape*



**W**hew! We made it through the past year, but not without a few changes. So this is the new normal? Funny, I don't remember it being "normal" before.

While the Resource Management Committee mission is the same, our process of delivering resource management and water management education is now different. Due to the pandemic, we adapted to the new normal by implementing webinars via Zoom — offering a safe, convenient avenue for our members and continuing our mission. Webinars included the Water Management Program, Mastering Water Efficient Landscapes (MWEL) and workshops in Southern California with Metropolitan Water District (MWD). We also partnered with the Education Committee to create a series of webinars offering CEUs and highlighting tree care in droughts, plant selection and pest management.

Another change approved by the CLCA Board of Directors was combining the Resource Management Committee and the Water Management Certification Task Force. With similar missions, we felt that we were duplicating much of our scope and that consolidating the two committees would better serve our members. We will continue to offer CLCA members and other landscape industry professionals the Water Efficient Landscape Dual Certification Program (WELDCP) which combines the Water Management Certification Program (WMCP) and Qualified Water Efficient Landscaper (QWEL) program. This has been a popular program in MWD's service area as it offers participants an opportunity to earn two EPA WaterSense certifications for free. The next sessions will be offered via webinar in December 2021 and January 2022.

We don't plan to stop there! Once again, we plan to partner with the Education Committee on a larger scale to offer members even more valuable resource management webinars on relevant subjects. We will continue to find new and useful topics related to water and drought management to further our cause.

## HIGHLIGHTS

WELDCP Success  
MWEL Success  
Webinar Education Series  
Virtual Training Series  
New CWMs with new goals for 2022

I would like to thank and recognize all of the Resource Management Committee members (many of whom have been involved for more than a decade) for their participation, dedication and input throughout this past year.

I encourage any and all CLCA members reviewing this statement to consider becoming involved in the Resource Management Committee. Our livelihoods depend upon the appropriate management of California resources through education, training and practical regulation.

Tom Sweeney, CWM  
Director of Resource Management

## RESOURCE MANAGEMENT COMMITTEE

Tom Sweeney, CWM, Director of Resource Management  
*Landscape Care Company*

Peter Estournes, CWM, CLP  
*Gardenworks Inc.*

Brian Maynard  
*BrightView Landscape Services*

Chris McNairy  
*Hunter Industries/FX Luminaire*

David McLeroy, CWM  
*Green Leaf Landscape Management*

Gabriel Michael, CWM, CLIA  
*Blue Watchdog, Inc.*

Evan Moffitt, CLT  
*SiteOne Landscape Supply*

Paul Schultz, CWM  
*Cagwin & Dorward*

Ed Wallace  
*Midwest Landscaping*

David Silva, CWM, CLIA, QWEL  
*CLCA*



# Look for the Medallion



Who goes above and beyond to promote the vision and mission of CLCA? Recipients of CLCA's Allegiance Award medallion!

The Allegiance Award is the most prestigious award bestowed by the California Landscape Contractors Association. The award recognizes and honors members whose dedication, service and achievements have significantly impacted the landscape profession throughout the years. The Allegiance Award was started in 1990 and has been awarded to 38 outstanding individuals. In order to qualify for the Allegiance Award, the recipient must have been a member of CLCA for a minimum of 15 years and selflessly given time, effort, and talent to the betterment of the association by serving on numerous committees, projects, or boards for a minimum of 10 years.

Next time you are at an in-person CLCA event, take note — and if you see someone with this medallion, thank them for their commitment to the industry and to CLCA.

## Allegiance Award Recipients

2020: Tom Noonan and Frank Niccoli  
2019: Jerrie Beard  
2018: Mike Baron  
2017: Marianne Estournes and Eric Watanabe  
2016: Chris McNairy and Wendy Emeterio  
2015: Henry Buder, CLT, CLP  
2014: Pete Dufau, CLT, CWM and David Norred  
2013: Barbara Alvarez  
2012: Jon Singley  
2011: Robert Crudup Jr.  
2010: Gary Vallen and Scott McGilvray, CWM  
2009: Gordon Larson  
2008: Peter Estournes, CLP, CWM  
2007: Allen Chariton and Tom Ellington, CWM  
2006: Cindy Strauss and Dave Penry  
2005: Jay Tripathi, CLP, CWM  
2004: Fred Hanker  
2003: Jon Alsdorf, CLT  
2002: Anthony Bertotti, CLP, CLT and Mary Cohen  
2001: John Redmond Jr.  
2000: Charles Nunley  
1999: Lebo Newman  
1998: Richard Cohen  
1995: Timothy Nord  
1994: Richard Angelo, CLT  
1993: Herbert S. Frank  
1992: Mickey Strauss  
1990: Barry Cohen, Nelson Colvin, Roger Fiske





# There's a Way To Do It Better



## We Found It!

- **One stop shopping experience**
- **Stable placement** – providing dependable carriers for your insurance needs
- **Providing a total solution** – designed to help you run your business more efficiently
- **Service beyond your expectations**
- **Utilizing sales agents** – with extensive experience and in-depth knowledge
- **Giving you superior** – loss control service, risk management and claims handling
- **Providing exclusive** – coverage and on-line safety tools
- **Allowing you** – to get certificates, auto ID 24/7 on-line access

### Program Coverages:

- ✓ Workers' Compensation
- ✓ General Liability
- ✓ Inland Marine/Equipment
- ✓ Personal Property
- ✓ Automobile
- ✓ Umbrella/Excess Liability
- ✓ Errors & Omissions/Professional
- ✓ Employment Practices
- ✓ Pollution Liability
- ✓ Licensing & Contract Bonds
- ✓ Personal Lines and Health/Life/Disability Insurance

**Wholly owned by CLCA –  
call 855.662.2522 today for a FREE  
insurance check-up.**



Phone: 855-662-2522 (CLCA) • Fax: 530-662-1710 • Email: [clca.insurance@arm-i.com](mailto:clca.insurance@arm-i.com) • [www.insureclca.com](http://www.insureclca.com) • License #0172721

AD#AU1820