



**Monterey** **NOV**  
**8-11**  
**2023 CLCA CONVENTION**

**CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION**

2023 CONVENTION • NOVEMBER 8-11

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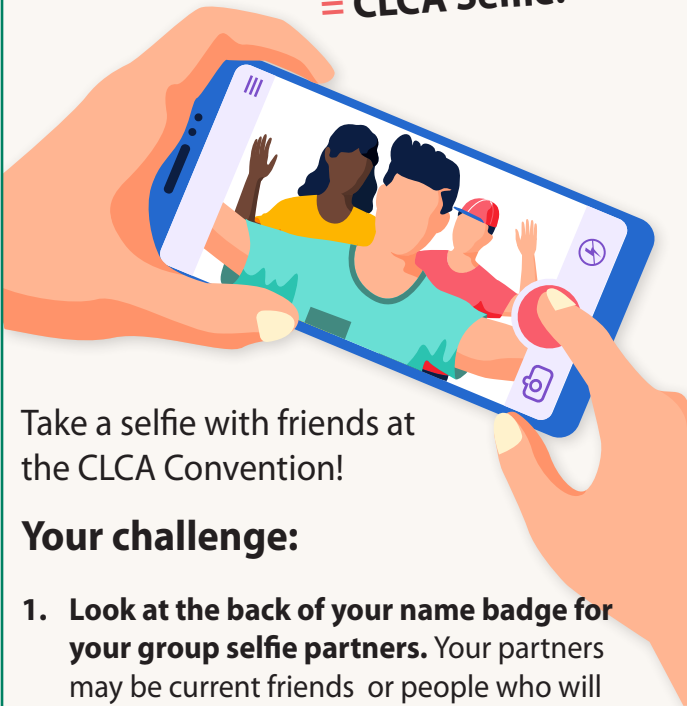
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# Get out your phones for CLICK CONNECT!

You + Current and Future Friends  
= CLCA Selfie!



Take a selfie with friends at  
the CLCA Convention!

## Your challenge:

- 1. Look at the back of your name badge for your group selfie partners.** Your partners may be current friends or people who will become friends once you introduce yourself!
- 2. Connect with your selfie partners and snap a group photo.** Ham it up and show that you're having a most excellent time at CLCA's Annual Convention. Smile for the camera!
- 3. Email the group selfie to [click@clca.org](mailto:click@clca.org) by 10 a.m. on Friday, November 10.** We'll share the entries at the Recognition Luncheon (and may use a few in future promotions for CLCA events).

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# President's Message *Evan Moffitt, CLCA 2023 President*



**W**elcome to Monterey for CLCA's 2023 Annual Convention!

It has been an honor to serve you as the 2023 state president. The year started off with a bang, with historic rain and flooding. Here, Monterey County, was one of the hardest hit. Quarter 1 was not good for many of us. However, we rebounded and made the best of it. As we learned at the CLCA Leadership Conference in January, we're all given a deck of cards. You have to do the best with the hand you're dealt.

Our membership is the lifeblood of our association. The more members we have, the more we can fight for the strength of the C-27 license and gain more support on the legislative front. With more members, we can have healthier chapter boards, provide more events and offer more services and resources. As you go back to your chapters, please encourage every member, of your board to reach out to other members and potential members and get them involved. Help to strengthen your association for the good of the industry and the success of our members. The more involved members we have, the more we can achieve.

This year CLCA has achieved great successes:

- In October, CLCA's Water Efficient Landscape Dual Certification Program was acknowledged with the US Environmental Protection Agency (EPA) WaterSense Award for Excellence in EPA WaterSense certification program growth. CLCA is proud to partner with the Metropolitan Water District of Southern California on this program.

- We retired our ancient membership database and are implementing a new system that will streamline and enhance association operations.
- We aggressively educated members about their eminent mandatory transition to a battery-powered future and helped them access state funding from the California CORE Program.

One of my passions is training and increasing the abilities and knowledge of every person in this industry. An update to CLCA's California Landscape Standards book has been in the works for many years, and it is time to get it done. I plan to continue to chair the committee to push for its completion. The same can be said for the Training Task Force launched to work on replacing CLCA's "hands-on" Certified Landscape Technician program, which enjoyed success for many years. I plan to continue to work on these two key initiatives for years to come.

Thank you to everyone who served on the 2023 state Board of Directors, the many committees and chapter boards. I greatly appreciate all the staff and the volunteers who have made this year the success it has been. I look forward to many more years supporting and growing this great organization.

Going forward, I encourage you to embrace the education, community and celebration opportunities the CLCA Annual Convention provides and to connect, learn and grow!

## Board of Directors

*President*

**Evan Moffitt, CLT**  
*SiteOne Landscape Supply*

*President Elect*

**Tom Sweeney, CWM**  
*Landscape Care Company*

*Immediate Past President*

**Megan Rios**  
*Rios Design Studio, LLC*

*Secretary/Treasurer*

**Alex Salazar, CWM**  
*Groundcare Landscape Company*

*Director of Education*

**Lindsay Ono**  
*Bakersfield College*

*Director of Events*

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

*Director of Legislation*

**Jay Martinez, RQP, CCPI, QWEL, ICPI**  
*JVM Landscape Construction, Inc.*

*Director of Membership*

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

*Director of Resource Management*

**Paul Hansen**  
*Southwest Landscape, Inc.*

*Chapter Presidents Council Co-Chairs*

**Ian Campbell**  
*MSE Landscape Professionals, Inc.*

**Lou Penning**

*Lou Penning Landscape, Inc.*

*Associate, Director*

**Chris McNairy**  
*Hunter Industries/FX Luminaire*

*Executive Director*

**Sandra Giarde, CAE**  
*CLCA Headquarters*

## Schedule of Events

### Wednesday *November 8*

- 3 – 6 p.m.** Registration Open – Monterey Ballroom Foyer
- 5:30 – 7 p.m.** Welcome Reception  
– Spyglass Promenade (Outside)

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### Thursday *November 9*

- 6 a.m. – Noon** Registration Open – Monterey Ballroom Foyer
- 7 – 8:30 a.m.** Breakfast of Champions – Monterey Ballroom
- 9 – 11:30 a.m.** Jim Huston – *Plan for Your Future: What's Your Exit Strategy?*  
– Monterey Ballroom



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- 11:30 a.m. – 1 p.m.** Lunch on your own

- 1 – 3 p.m.** Intrigue Media – *5 Mistakes Landscape Entrepreneurs  
Are Making in Their Marketing for 2023* – Monterey Ballroom



- Afternoon & Evening** Free time to enjoy Monterey

### Friday *November 10*

- 7 a.m. – Noon** Registration Open – Monterey Ballroom Foyer
- 7:30 – 8:45 a.m.** Associate Members Meeting – Big Sur 2-3 (Conference Center)
- 9 – 11 a.m.** General Membership Meeting – Monterey Ballroom
- 11:30 a.m. – 1 p.m.** Recognition Luncheon – Monterey Ballroom
- 1 – 2:45 p.m.** LEAF Meeting – Big Sur 1 (Conference Center)
- 1 – 5 p.m.** Chapter Presidents Council Meeting – Big Sur 2-3 (Conference Center)
- 3 – 5 p.m.** Auxiliary Meeting – Big Sur 1 (Conference Center)
- 4:30 – 6 p.m.** Registration Open – Monterey Ballroom Foyer
- 6 – 7 p.m.** Trophy Awards Reception – Monterey Ballroom Foyer
- 7 – 10 p.m.** Trophy Awards Dinner/Presentation – Monterey Ballroom



Coffee Break Sponsor

### Saturday *November 11*

- 8:30 a.m. Shotgun** Associate Member/LEAF Golf Tournament  
*Del Monte Golf Course, Monterey*

# 2024 CONVENTION Newport Beach

*See you here next year!*



## Knights of the Garter

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	



Violations 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, 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 10, 2023

## AGENDA

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

# Candidates for the 2024 Board of Directors

President: **Tom Sweeney, CWM**

President-Elect: **Lindsay Ono**

Director of Education: **Kristin Gallego**

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

Director of Membership: **Sal Hernandez, MBA, ICPI**



## **CLCA Bylaws:**

Proposed additions are underlined. Proposed deletions are in ~~strikeout~~.

### 3.12 Student Membership

Student Membership may be extended to any full-time undergraduate student attending a California accredited college or university who has an interest in the industry is majoring in a landscape-related program. A Student Member shall not have the right to vote or hold office. Students may serve on committees, but not serve as a committee chair for any committee other than the Student Club.

# Minutes: General Membership Meeting, November 11, 2022

## **Call to Order**

President Megan Rios called the meeting to order at 9:21 a.m. Quorum was established. Megan welcomed all.

Megan welcomed back James Stewart, PRP who is working with us at today's meeting.

## **President's Report**

President Rios welcomed all to the meeting. She expressed thanks for the honor of serving CLCA and the members this year. Megan noted that today is Veteran's Day and recognized those in the audience who have served in the various branches of our military. She thanked those companies who are sponsors of CLCA at the Elite Partner and Green Circle Partner levels. In reflecting on her year, Megan thanked and recognized the 2022 CLCA board of directors.

Megan noted the importance of chapters and recognized current chapter presidents and those who served in the past as chapter presidents. She also did a roll call of chapter members present.

The power of education and learning was emphasized as Megan noted that she learned so much about leadership in her years as a volunteer leader. She recognized the work the Association has done to education on the transition towards electric equipment and available funding via the California CORE voucher program which reminded her of the work CLCA did that lead to C-27's being recognized as essential workers during the early period of COVID. She noted other work being done including the change to a new, modern AMS system, the launch of a new modern membership marketing campaign, and the upcoming in-person Leadership Conference for 2023.

Her goals this year were to support the CLCA membership efforts and the Chapter Presidents Council. She intends to continue her support past her presidential year. Megan spoke about the work to assist the Inland Empire chapter rebuild and was pleased to note they have a new, full board for 2023.

The work of CLCA in the legislative area was noted and she encouraged all to participate in the LandPAC wine toss. In closing, Megan thanked the CLCA staff and reiterated her honor at serving as CLCA's President.

## **Approval of Previous Minutes**

Minutes approved as presented.

## **Treasurer's Report**

Treasurer Alex Salazar gave the treasurer's report. Alex reviewed the 2022 budget that CLCA has been operating under for this fiscal year. He reminded attendees that CLCA has weathered financial change over the years. In serving two years as President and four years as a member of the Ways and Means Committee, he is confident that the tide is turning.

He noted that in the last nine years, CLCA has had two profitable years and seven with a deficit. Alex noted that the steady decline in membership has been detrimental to the financial condition. He cited the benefits he has enjoyed as being a member, of the Association and how that has made a positive difference in his business.

Alex noted the work of various items he sees as beneficial to improving CLCA's financial condition. This includes the support from CLCA Insurance Solutions. He spoke about the growth of the water certification program and the

— continued next page





partnership with the Metropolitan Water District which has turned this program into profitability. He also noted the change from low yield CDs to market based investments for CLCA's reserves and the newly launched modern membership marketing program that was launched this year. The goal of the membership campaign is to obtain 100 new members and he recognized the hard work of Membership Director Eric Santos and Membership Chair Sal Hernandez. The upcoming launch of the Impexium membership database and the benefits for automatic and easier renewals plus putting in annual paced membership dues increases.

He noted that future work may include revising the membership dues structure. In conclusion, he thanked the board and staff for their work this year.

## Public Comment

Peter Estournes spoke about the Department of Water Resources and the work of the state to modify the water use targets to .8 for 2022 and lower to .63 by 2030 for existing landscapes not created under the Modern Water Efficient Landscape Ordinance. Water budgeting will continue gain in importance and be even more necessary. CLCA is uniquely positioned due to our existing Certified Water Manager program. A new stakeholder group will be convened for another update of MWELO.

Eric Watanabe spoke about CLCA Insurance Solutions. He thanked Megan for her recognition of CLCA's work in developing leadership skills in our members. Eric spoke of the creation and history of CLCA Insurance Solutions as a connected for-profit with the goal of supporting members and the Association. CLCA Insurance Solutions is continuing to support CLCA chapters and state endeavors. He noted that as CLCA Insurance Solutions has grown, sometimes questions are asked about how support is being provided back to the Association. Once a reserves target was reached, the work being done is to expand support further, continued education and dialogue with the board on financial condition and support offerings and is proud to note that every request to support CLCA initiatives and programs has been approved in their history. On behalf of the board of CLCA Insurance Solutions, he thanked all for their support.

Tom Lucas noted his satisfaction at his use of CLCA Insurance Solutions and the support provided to the Association. He wondered if other industry insurance entities who are members of the Association could be required to bring money back to the Association since they were promoting their connection to CLCA as a member.

Tom Ellington spoke that new times may call for creativity in how CLCA works with endorsements and associate members in the insurance space. He noted his work on the Ways and Means committee and that helping the financial condition is due to many factors, membership being just one and the work needed to build on the growth of non-dues revenue.

## Election of Directors and Officers

The slate of candidates for 2023 Board of Directors was presented.

Evan Moffitt – President

Tom Sweeney – President Elect

Alex Salazar – Secretary/Treasurer

Ana Cooper – Director of Events

Paul Hansen – Director of Resource Management

Tom Lucas nominated Ed Wallace from the floor as a candidate for President-Elect. Each candidate was given five minutes to speak.

Tom Sweeney noted his role as current director of Resource Management, his service on the committee for the past fourteen years and his certification as a CLCA Certified Water Manager when the program launched. He views his role as President-Elect is to give back to the Association after forty-five years in the industry. He spoke of his work in the industry and working with many different HOA boards and the lessons he learned as being a CLCA board member. Regardless of how the election turns out, he intends to continue to volunteer. His goal is to build on CLCA's success as a recognized leader in water conservation, resource management and more.

Ed Wallace noted his history of involvement with the Association and that he is a newly qualified Life Member. He shared of his past work the Legislative Committee, Director of Communications, Director of Resource Management before serving as Orange County chapter President. He noted his work to promote CLCA to various entities including the Metropolitan Water District and his recent service as the co-chair of the Chapter Presidents Council. His biggest takeaway is the work to help chapters like the Inland Empire chapter. He spoke of his honor of being named a Knight of the Garter years ago.

Parliamentarian James Stewart asked those in the room who cast absentee ballots to confirm if they wished to rescind their absentee ballot cast earlier. One of the two who were in the room chose to do so.

Candidates for President-Elect answered questions from the members in attendance regarding goals, addressing reduction of the budget deficit, consistency of their past engagement and commitment through their history of CLCA volunteer service, why jump in to run as a floor candidate, consistent attendance at board meetings, and intent to support newer CLCA members and contractors.

Voting for each position was done by a standing vote of the present members and added to the absentee ballots. Tom Sweeney was elected President-Elect by a vote of 56 to 22. All other positions were elected unanimously.

## Adjournment

Megan encouraged continued involvement in the Association and in leadership. The meeting adjourned at 10:44 a.m.



## **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.



## 2023 CLCA Financials & 2024 Budget — Summary

	Approved	Year-End	Approved	YTD	Approved
<b>INCOME</b>	<b>2022</b>	<b>2022</b>	<b>2023</b>	<b>9/30/23</b>	<b>2024</b>
<b>UNRESTRICTED REVENUE</b>					
Membership Dues (SCHED A)	680,000	570,577	750,000	458,893	655,000
Publishing (SCHED B)	6,000	14,931	7,500	11,464	12,000
State Functions (SCHED C)	190,695	114,120	135,930	83,045	193,205
Sales/Products (SCHED D)	9,105	4,542	8,255	4,428	8,550
Programs (SCHED E)	10,900	0	10,900	0	0
Special Programs (SCHED W)	157,010	119,909	153,710	98,383	248,500
<b>Total Unrestricted Revenue</b>	<b>1,053,710</b>	<b>824,079</b>	<b>1,066,295</b>	<b>656,213</b>	<b>1,117,255</b>
<b>OTHER INCOME</b>					
Interest (SCHED U)	40,163	(119,274)	6,448	47,792	56,448
Misc Income (SCHED V)	5,000	9,782	5,500	2,727	6,000
<b>Total Other Income</b>	<b>45,163</b>	<b>(109,492)</b>	<b>11,948</b>	<b>50,519</b>	<b>62,448</b>
<b>TOTAL INCOME</b>	<b>1,098,873</b>	<b>714,587</b>	<b>1,078,243</b>	<b>706,732</b>	<b>1,179,703</b>
<b>EXPENSE</b>					
<b>OPERATING EXPENSE</b>					
Chapter Rebates (SCHED F)	40,000	0	40,000	0	0
Publishing Expense (SCHED G)	10	0	0	0	0
State Functions (SCHED H)	160,712	83,656	104,767	13,567	136,030
Sales/Product Exp (SCHED I)	5,000	2,115	3,850	2,937	675
Special Programs (SCHED Z)	174,150	167,690	176,700	126,791	166,200
Board of Directors (SCHED J)	20,000	13,633	20,000	4,155	15,000
Committee (SCHED K)	164,195	76,715	185,437	65,231	63,409
<b>Total Operating Expense</b>	<b>564,067</b>	<b>343,809</b>	<b>530,754</b>	<b>212,681</b>	<b>381,314</b>
<b>FIXED ADMIN EXPENSE</b>					
Salary Cost (SCHED L)	621,166	562,665	614,552	416,689	649,880
Insurance (SCHED X)	25,459	24,822	25,834	18,505	26,562
Retirement Benefits (SCHED M)	19,000	15,885	14,329	10,505	15,000
<b>Total Fixed Admin Expense</b>	<b>665,625</b>	<b>603,372</b>	<b>654,715</b>	<b>445,699</b>	<b>691,442</b>
<b>VARIABLE ADMIN EXPENSE</b>					
Automobile - (SCHED N)	6,000	6,000	6,000	4,500	6,000
Equipment (SCHED O)	16,000	9,403	9,750	7,131	8,180
Office (SCHED P)	44,055	50,958	43,008	46,943	40,832
Professional Fees (SCHED Q)	39,400	32,687	46,125	35,045	52,270
Travel (SCHED R)	8,500	6,466	10,500	2,285	9,750
Building (Schedule Y)	118,500	112,842	112,000	52,032	113,000
<b>Total Variable Admin Expense</b>	<b>232,455</b>	<b>218,356</b>	<b>227,383</b>	<b>147,936</b>	<b>230,032</b>



## 2023 CLCA Financials & 2024 Budget — Summary — *continued*

	Approved	Year-End	Approved	YTD	Approved
	2022	2022	2023	9/30/23	2024
<b>INCOME</b>					
<b>OTHER ADMIN EXPENSE</b>					
Dues (SCHED S)	1,529	2,033	1,549	1,079	1,609
Misc Administrative (SCHED T)	23,800	19,705	22,000	11,178	22,000
<b>Total Other Admin Expense</b>	<b>25,329</b>	<b>21,738</b>	<b>23,549</b>	<b>12,257</b>	<b>23,609</b>
<b>TOTAL EXPENSE</b>	<b>1,487,476</b>	<b>1,187,275</b>	<b>1,436,401</b>	<b>818,573</b>	<b>1,326,397</b>
<b>PROFIT/LOSS</b>	<b>(388,603)</b>	<b>(472,688)</b>	<b>(358,158)</b>	<b>(111,841)</b>	<b>(146,694)</b>
	100,000*		100,000*		
	45,000**		42,000**		
<b>FINAL PROFIT/LOSS</b>	<b>(243,603)</b>		<b>(216,158)</b>		
<b>CHAPTERS</b>					
Revenue from Individual Chapters		518,275		70,500	
Expenses from Individual Chapters		(543,799)		(24,586)	
<b>CHAPTER PROFIT/LOSS</b>		<b>(25,524)</b>		<b>45,914</b>	
CLCA Insurance Solutions Income		303,826		149,247	
CLCA Insurance Solutions Expenses		(254,422)		(118,788)	
<b>CLCA Insurance Solutions Profit/Loss</b>		<b>49,404</b>		<b>30,459</b>	
<b>Overall Profit/Loss</b>		<b>(448,808)</b>		<b>(35,468)</b>	

\*Anticipated/requested CLCA Insurance Solutions support

\*\*Manually subtracting the depreciation amount

# Financial Reports



## 2023 CLCA Financials & 2024 Budget

### Supplementary Information

SUPPLEMENTARY INFORMATION	Approved 2022	Year-end 2022	Approved 2023	YTD 9/30/23	Approved 2024
<b>REVENUE</b>					
<b>SCHEDULE A - MEMBERSHIP DUES</b>					
Regular Membership		382,863		306,328	
Associate Member		73,910		53,673	
Affiliate Membership		7,989		5,864	
Satellite Membership		13,473		14,348	
Sustaining Reg Membership		69,196		49,331	
Sustaining Assoc Membership		20,000		27,000	
Student Membership		826		359	
Inactive Membership		160		0	
Regular Additional Company		1,080		1,270	
Associate Additional Company		1,080		720	
<b>Total Dues Income</b>	<b>680,000</b>	<b>570,577</b>	<b>750,000</b>	<b>458,893</b>	<b>655,000</b>
<b>SCHEDULE B - PUBLISHING</b>					
Advertising	6,000	14,931	7,500	11,464	12,000
<b>Total Publishing Income</b>	<b>6,000</b>	<b>14,931</b>	<b>7,500</b>	<b>11,464</b>	<b>12,000</b>
<b>SCHEDULE C - STATE FUNCTIONS</b>					
Annual Convention	45,020	52,362	47,980	15,820	48,000
Trophy Awards	16,500	23,058	20,125	18,050	17,500
Annual Convention Sponsors	25,000	14,600	24,500	18,500	30,000
Trophy Awards Sponsors	13,200	14,700	13,200	16,850	15,200
Leadership Conference Sponsors	2,500	2,500	2,500	4,350	4,000
Reserves for Events	5,000	5,650	5,000	9,000	8,000
Webinars/Seminars	83,475	1,250	22,625	475	70,505
<b>Total State Functions Income</b>	<b>190,695</b>	<b>114,120</b>	<b>135,930</b>	<b>83,045</b>	<b>193,205</b>
<b>SCHEDULE D - SALES / PRODUCTS</b>					
Contract Forms	50	0	0	0	0
Promotional Items	100	257	100	0	0
Landscape Data Manual	5,655	1,425	5,155	2,473	6,250
Employee Handbook	1,300	1,908	1,500	784	1,000
Labor Law Posters	2,000	952	1,500	1,170	1,300
<b>Total Sales/Products Income</b>	<b>9,105</b>	<b>4,542</b>	<b>8,255</b>	<b>4,428</b>	<b>8,550</b>
<b>SCHEDULE E - CLT PROGRAMS</b>					
Trainings Income	10,900	0	10,900	0	0
<b>Total CLT Programs Income</b>	<b>10,900</b>	<b>0</b>	<b>10,900</b>	<b>0</b>	<b>0</b>
<b>SCHEDULE U - INTEREST &amp; DIVIDEND</b>					
Interest on CDs	3,000	6,448	6,448	16,286	6,448
Dividend Income	13,242	21,993	0	17,540	50,000
Unrealized Gains	36,000	(147,507)	0	695	0
Investment Management Fees/Other Income	(12,079)	(208)	0	13,271	0
<b>Total Interest &amp; Dividend Income</b>	<b>40,163</b>	<b>(119,274)</b>	<b>6,448</b>	<b>47,792</b>	<b>56,448</b>

# Financial Reports



## 2023 CLCA Financials & 2024 Budget

### Supplementary Information

continued

SUPPLEMENTARY INFORMATION	Approved 2022	Year-end 2022	Approved 2023	YTD 9/30/23	Approved 2024
<b>SCHEDULE V - MISC INCOME</b>					
Flyers Program	3,000	2,921	3,000	785	3,000
Unanticipated Income	500	4,273	0	541	0
Heartland Member Programs	1,500	2,588	2,500	1,401	3,000
<b>Total Miscellaneous Income</b>	<b>5,000</b>	<b>9,782</b>	<b>5,500</b>	<b>2,727</b>	<b>6,000</b>
<b>SCHEDULE W - SPECIAL PROGRAMS</b>					
Rent Income	0	0	0	0	0
Water Certification Program	36,810	35,880	36,810	26,655	44,000
Member Benefits	500	159	300	68	100
LandPAC	3,000	6,335	3,000	850	3,000
NorCal Show	16,000	0	12,900	21,000	21,000
MWELO Workshops	20,700	26,110	20,700	6,410	20,400
WELDCP Program	80,000	51,425	80,000	43,400	160,000
<b>Total Special Programs Income</b>	<b>157,010</b>	<b>119,909</b>	<b>153,710</b>	<b>98,383</b>	<b>248,500</b>
<b>EXPENSE</b>					
<b>SCHEDULE F - CHAPTER REBATES</b>					
Central Coast		1,875		1,400	
Channel Islands		800		800	
East Bay		2,475		1,600	
Inland Empire		800		1,000	
Kern County		600		600	
Los Angeles/San Gabriel Valley		2,075		1,800	
North Coast		2,200		2,400	
Orange County		2,275		1,800	
Sacramento Valley		3,225		1,600	
San Diego		3,600		2,000	
San Fernando Valley		2,325		800	
San Francisco Bay Area		3,934		3,000	
San Luis Obispo		1,475		800	
Yosemite		1,792		400	
Offset by CLCA Insurance Solutions		(29,450)		(20,000)	
<b>Total Chapter Rebates Expense</b>	<b>40,000</b>	<b>0</b>	<b>40,000</b>	<b>0</b>	<b>-</b>
<b>SCHEDULE G - PUBLISHING</b>					
Unrelated Business Income Tax	10	0	0	0	0
<b>Total Publishing Expense</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>SCHEDULE H - STATE FUNCTIONS</b>					
Annual Convention	62,859	56,817	63,912	6,881	63,425
Trophy Awards	28,003	26,039	29,605	6,636	27,055
Webinars/Seminars	69,850	800	11,250	50	45,550
<b>Total State Functions Expense</b>	<b>160,712</b>	<b>83,656</b>	<b>104,767</b>	<b>13,567</b>	<b>136,030</b>
<b>SCHEDULE I - SALES / PRODUCTS</b>					
Products/Promotional Items	100	0	0	0	0
Contract Forms	2,800	1,513	2,800	1,555	0
Landscape Data Manual	600	1,052	250	1,781	4,000
Offset by CLCA Insurance Solutions for data manual		(981)		(891)	(4,000)
Labor Law Posters	1,500	531	800	492	675
<b>Total Sales / Products Expense</b>	<b>5,000</b>	<b>2,115</b>	<b>3,850</b>	<b>2,937</b>	<b>675</b>

# Financial Reports



## 2023 CLCA Financials & 2024 Budget

### Supplementary Information

*continued*

SUPPLEMENTARY INFORMATION	Approved 2022	Year-end 2022	Approved 2023	YTD 9/30/23	Approved 2024
<b>SCHEDULE J - BOARD OF DIRECTORS</b>					
President		1,659		989	
President-elect		1,033		0	
Immediate Past President		1,402		387	
Director AM		529		0	
Directors CPC		1,794		381	
Director Resource Management		854		451	
Secretary/Treasurer		526		430	
Director Legislation		529		0	
Director Events		529		0	
Director Membership		529		507	
Director Education		617		375	
Meeting Expense		3,632		636	
<b>Total Board of Directors Expense</b>	<b>20,000</b>	<b>13,633</b>	<b>20,000</b>	<b>4,155</b>	<b>15,000</b>
<b>SCHEDULE K - COMMITTEE</b>					
Associate Member Organization	2,415	1,455	2,520	0	2,940
Offset by CLCA Insurance Solutions - AMO		(1,455)			(2,940)
Budget Finance / Ways Means	2,800	2,647	3,200	1,436	3,000
California Standards Book Task Force	500	0	1,000	0	0
Certification/Trainings	10,900	0	10,900	10	0
Chapter President's Council	12,000	3,969	10,000	927	7,000
Offset by CLCA Insurance Solutions - CPC		(3,969)			(7,000)
Chapter Services	30,000	4,215	35,500	29,305	30,550
Offset by CLCA Insurance Solutions - Chapter Services		(4,215)		(29,305)	(30,550)
Communications	29,800	28,716	38,407	5,555	8,909
Education	0	0	0	0	0
Events/State Meetings	1,500	352	2,000	1,145	1,500
Legislation / LandPac	55,930	45,000	56,560	54,314	50,000
Membership	18,000	31,274	25,000	17,740	6,100
Offset by CLCA Insurance Solutions - Membership		(31,274)		(15,896)	(6,100)
Resource Management	350	0	350	0	0
<b>Total Committee Expense</b>	<b>164,195</b>	<b>76,715</b>	<b>185,437</b>	<b>65,231</b>	<b>63,409</b>
<b>SCHEDULE L - SALARIES &amp; BENEFITS</b>					
Employee Health Plan	52,116	47,284	45,252	38,400	61,830
401k Fees	500	500	500	125	500
Contract Labor	1,050	2,368	1,200	0	850
Salaries & Wages	520,000	471,536	520,000	348,950	540,000
Payroll Fees	1,500	1,716	1,600	1,439	1,700
Payroll Taxes	46,000	39,261	46,000	27,776	45,000
<b>Total Salaries &amp; Benefits Expense</b>	<b>621,166</b>	<b>562,665</b>	<b>614,552</b>	<b>416,689</b>	<b>649,880</b>
<b>SCHEDULE M - RETIREMENT</b>					
Staff Retirement	19,000	15,885	14,329	10,505	15,000
<b>Total Retirement Expense</b>	<b>19,000</b>	<b>15,885</b>	<b>14,329</b>	<b>10,505</b>	<b>15,000</b>
<b>SCHEDULE N - AUTOMOBILE</b>					
Auto Expense	6,000	6,000	6,000	4,500	6,000
<b>Total Automobile Expense</b>	<b>6,000</b>	<b>6,000</b>	<b>6,000</b>	<b>4,500</b>	<b>6,000</b>



# Financial Reports



## 2023 CLCA Financials & 2024 Budget

### Supplementary Information

*continued*

SUPPLEMENTARY INFORMATION	Approved	Year-end	Approved	YTD	Approved
	2022	2022	2023	9/30/23	2024
<b>SCHEDULE O - EQUIPMENT</b>					
Computer	8,000	969	750	1,953	2,180
Other Equipment	0	0	1,000	0	500
Equip. Lease/Maintenance	8,000	8,434	8,000	5,178	5,500
<b>Total Equipment Expense</b>	<b>16,000</b>	<b>9,403</b>	<b>9,750</b>	<b>7,131</b>	<b>8,180</b>
<b>SCHEDULE P - OFFICE</b>					
Software	30,455	39,723	28,808	37,541	28,132
Printing	300	84	300	152	200
Postage	7,000	6,337	8,000	5,871	7,000
Postage Meter Rental	1,800	840	1,800	420	2,000
Stationery & Supplies	4,000	3,888	3,500	2,084	3,000
Office Equipment	0	0	100	550	0
Office Improvements/Maintenance	500	86	500	326	500
<b>Total Office Expense</b>	<b>44,055</b>	<b>50,958</b>	<b>43,008</b>	<b>46,943</b>	<b>40,832</b>
<b>SCHEDULE Q - PROFESSIONAL FEES</b>					
Accounting	26,000	28,623	29,125	24,280	32,650
Legal	5,000	3,814	5,000	737	2,500
Other Professional Fees	0	250	0	1,814	0
Website Maintenance	8,400	0	12,000	8,214	17,120
<b>Total Professional Fees Expense</b>	<b>39,400</b>	<b>32,687</b>	<b>46,125</b>	<b>35,045</b>	<b>52,270</b>
<b>SCHEDULE R - TRAVEL</b>					
ASAE Annual Meeting/NLAE	3,000	809	3,000	1,061	3,250
Executive Director Travel	5,000	4,446	6,000	1,224	6,000
Staff Travel	500	1,211	1,500	0	500
<b>Total Travel Expense</b>	<b>8,500</b>	<b>6,466</b>	<b>10,500</b>	<b>2,285</b>	<b>9,750</b>
<b>SCHEDULE S - DUES</b>					
CalSAE	579	589	599	629	659
Other Dues and Subscriptions	500	994	500	0	500
NLAE Dues	450	450	450	450	450
<b>Total Dues Expense</b>	<b>1,529</b>	<b>2,033</b>	<b>1,549</b>	<b>1,079</b>	<b>1,609</b>
<b>SCHEDULE T - MISC ADMIN</b>					
Staff Professional Development	3,800	75	1,000	8	1,000
Bank Charges	20,000	19,630	21,000	11,170	21,000
<b>Total Misc Administrative Expense</b>	<b>23,800</b>	<b>19,705</b>	<b>22,000</b>	<b>11,178</b>	<b>22,000</b>
<b>SCHEDULE X - INSURANCE</b>					
ERISA Bond	87	87	87	87	87
Volunteer Travel Accident	1,300	1,050	1,200	788	1,050
Employee Travel Accident	750	750	750	563	750
Small Business Package (bldg, prop, gen liab)	8,212	8,393	8,312	5,502	7,500
D & O/EPLI	7,500	7,499	7,510	5,624	7,500
Workers Comp	3,000	2,212	2,700	1,911	3,600
Cyber Liability	1,835	2,057	2,500	1,938	3,300
Other/Umbrella	2,775	2,775	2,775	2,092	2,775
<b>Total Insurance Expense</b>	<b>25,459</b>	<b>24,822</b>	<b>25,834</b>	<b>18,505</b>	<b>26,562</b>



## 2023 CLCA Financials & 2024 Budget

### Supplementary Information

continued

SUPPLEMENTARY INFORMATION	Approved	Year-end	Approved	YTD	Approved
	2022	2022	2023	9/30/23	2024
<b>SCHEDULE Y - BUILDING</b>					
Building Maintenance	18,000	17,978	18,000	12,799	19,000
Property Taxes	17,500	16,314	17,000	8,260	17,000
Utilities/Phone	30,000	26,231	27,000	20,892	24,000
Landscape	8,000	9,168	8,000	9,173	10,000
Building Improvements/Repairs	0	437	0	909	0
Depreciation	45,000	42,714	42,000	0	43,000
<b>Total Building Expense</b>	<b>118,500</b>	<b>112,842</b>	<b>112,000</b>	<b>52,032</b>	<b>113,000</b>
<b>SCHEDULE Z - SPECIAL PROGRAMS EXPENSE</b>					
Water Certification Program	32,200	35,584	32,750	24,228	15,800
Member Benefits	52,000	44,730	52,000	35,984	53,000
LandPAC	15,000	9,650	15,000	12,050	10,000
NorCal Show	1,000	20,172	1,000	0	100
MWELC Workshops	15,250	9,310	17,850	4,108	16,650
WELDC Program	58,700	48,244	58,100	39,752	70,650
Benevolent Fund	0	0	0	10,670	0
<b>Total Special Programs Expense</b>	<b>174,150</b>	<b>167,690</b>	<b>176,700</b>	<b>126,791</b>	<b>166,200</b>



## BECOME A 2024 CLCA PARTNER


When you become a valued CLCA partner, we work with you to help your company develop and strengthen relationships with green industry professionals.



### Associate with Excellence.

Help further the mission of enhancing quality of life and the beauty of our state as you gain recognition among leaders and experts in the landscape industry.

Take advantage of opportunities to address the audience at CLCA webinars, conferences and events to promote your company image and message. Grow along with CLCA — and grow the relationships that are key to long-term success.

ELITE PARTNERSHIP | \$5,000 

GREEN CIRCLE PARTNERSHIP | \$1,500

YOU+ OPPORTUNITIES | EXTRA VALUE OPTIONS

Please contact Michey Barnett to learn more about CLCA 2024 partnership opportunities:  
micheybarnett@clca.org or (916) 830-2780

*"Our partnership with CLCA has enabled us to get to know our clients — and potential clients — better. CLCA members recognize our company as a proponent of their growth and success."*

Chris McNairy  
Hunter Industries/FX Luminaire



## Balance Sheet Comparison as of September 30, 2023

	Total		
	30-Sep-23	30-Sep-22	Variance
<b>ASSETS</b>			
<b>Current Assets</b>			
<b>Bank Accounts</b>			
<b>1000000 CLCA Accounts</b>			
1110000 Petty Cash	110.00	130.00	-20.00
1220011 Umpqua Bank CLCA Checking	372,461.68	611,676.34	-239,214.66
1220012 Umpqua Bank LandPAC Checking	62,609.83	70,944.83	-8,335.00
1220013 Umpqua Bank Member Benefits	144,952.73	191,030.22	-46,077.49
1220025 Bank of Commerce CLCA Insurance Solutions	0.00	269,097.27	-269,097.27
<b>Total 1000000 CLCA Accounts</b>	<b>580,134.24</b>	<b>1,142,878.66</b>	<b>(562,744.42)</b>
<b>1000001 CLCA CDs</b>			
1150000 CD - CLCA	248,000.00	248,000.00	0.00
1150030 TD Ameritrade - CLCA Investments	137.37	1,062,409.25	-1,062,271.88
1150040 Charles Schwab	1,125,398.48		1,125,398.48
<b>Total 1000001 CLCA CDs</b>	<b>1,373,535.85</b>	<b>1,310,409.25</b>	<b>63,126.60</b>
<b>1350000 Chapter Accounts</b>			
1351000 Central Coast Checking	34,106.96	34,773.55	-666.59
1351001 Central Coast Savings	5.00	5.00	0.00
1351002 Channel Islands Checking	5,926.78	9,502.07	-3,575.29
1351003 East Bay Checking	34,364.38	24,814.78	9,549.60
1351004 East Bay Savings	7,744.33	7,743.59	0.74
1351005 Inland Empire Checking	8,664.20	7,821.21	842.99
1351006 Inland Empire Petty Cash	187.00	187.00	0.00
1351007 Kern County Checking	45,463.63	46,978.78	-1,515.15
1351009 LA/San Gabriel Valley Checking	6,911.11	6,597.63	313.48
1351010 North Coast Checking	17,469.45	6,406.06	11,063.39
1351011 North Coast Savings	26,698.60	36,687.85	-9,989.25
1351013 North Valley Checking	0.00	0.00	0.00
1351014 North Valley CD	0.00	0.00	0.00
1351015 Orange County Savings	14,403.78	24,398.96	-9,995.18
1351016 Orange County Checking	4,566.57	632.66	3,933.91
1351017 Pacific Coast Checking	8,476.84	8,476.84	0.00
1351018 Sacramento Valley Checking	33,466.93	31,874.74	1,592.19
1351019 Sacramento Valley CD	19,928.85	19,459.29	469.56
1351020 San Diego Savings	24,125.77	24,123.32	2.45
1351021 San Diego Checking	38,844.46	9,797.12	29,047.34
1351022 San Fernando Checking	15,097.58	17,998.33	-2,900.75
1351023 San Francisco Bay Area Checking	38,341.19	34,106.00	4,235.19
1351024 San Francisco Bay Area CD	83,570.38	82,247.41	1,322.97
1351025 SFBA Petty Cash	31.00	31.00	0.00
1351026 San Joaquin Valley Checking	0.00	0.00	0.00
1351027 San Luis Obispo Checking	36,884.67	45,602.50	-8,717.83
1351028 Yosemite Checking	10,812.36	13,378.81	-2,566.45
<b>Total 1350000 Chapter Accounts</b>	<b>516,091.82</b>	<b>493,644.50</b>	<b>22,447.32</b>



## Balance Sheet Comparison as of September 30, 2023 — *continued*

	Total		
	30-Sep-23	30-Sep-22	Variance
<b>Total Bank Accounts</b>	<b>2,469,761.91</b>	<b>2,946,932.41</b>	<b>(477,170.50)</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	597.92	597.92	0.00
1200020 A/R Leaf	0.00	40.99	-40.99
1200025 Accrued A/R	0.00	0.00	0.00
1200027 A/R CLCA Insurance Solutions	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
1200065 Prepaid Expense Asset	34,771.39	40,275.94	-5,504.55
1200069 Prepaid Benefits	3,938.12	4,314.76	-376.64
1200070 Prepaid Insurance	12,636.50	17,546.56	-4,910.06
1200072 Prepaid Workers Comp	1,357.50	1,107.00	250.50
1200077 Prepaid Exp - CLCA Insurance	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	1,099.45	-1,099.45
1480002 Due from LandPAC	0.00	0.00	0.00
1480003 Due from Water Foundation	1,177.56	1,177.56	0.00
1499 Undeposited Funds	0.00	0.00	0.00
<b>Total Other Current Assets</b>	<b>54,478.99</b>	<b>66,160.18</b>	<b>(11,681.19)</b>
<b>Total Current Assets</b>	<b>2,524,240.90</b>	<b>3,013,092.59</b>	<b>(488,851.69)</b>
<b>Fixed Assets</b>			
1610000 Land	149,000.00	149,000.00	0.00
1620000 Building & Improvements	1,075,253.66	1,075,253.66	0.00
1630000 Office Equipment/Fixtures	112,685.10	112,685.10	0.00
1641110 Website	100,331.81	100,331.81	0.00
1650000 Accumulated Depreciation	-708,451.71	-665,737.97	-42,713.74
<b>Total Fixed Assets</b>	<b>728,818.86</b>	<b>771,532.60</b>	<b>(42,713.74)</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>\$3,253,059.76</b>	<b>\$3,784,625.19</b>	<b>-\$ 531,565.43</b>



## Balance Sheet Comparison as of September 30, 2023 — *continued*

	Total		
	30-Sep-23	30-Sep-22	Variance
<b>LIABILITIES AND EQUITY</b>			
Liabilities			
Current Liabilities			
Accounts Payable			
2110000 Accounts Payable	0.00	0.00	0.00
<b>Total Accounts Payable</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
Other Current Liabilities			
2100000 Cash Clearing	0.00	0.00	0.00
2120000 Other Liabilities	0.00	0.00	0.00
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
2180005 Deferred Dues	0.00	0.00	0.00
2180100 Deferred Dues Regular	195,368.58	187,034.49	8,334.09
2180200 Deferred Dues Associate	27,185.85	31,958.43	-4,772.58
2180300 Deferred Dues Affiliate	1,408.46	0.00	1,408.46
2180400 Deferred Dues Satellite	2,946.92	2,322.50	624.42
2180500 Deferred Dues Sustaining Regula	56,385.43	44,393.18	11,992.25
2180600 Deferred Dues Sustaining Assoc.	5,000.16	3,675.42	1,324.74
2180700 Deferred Dues Student	145.52	370.76	-225.24
2180800 Deferred Dues Inactive	0.00	0.00	0.00
2180900 Deferred Dues Regular Additiona	450.00	660.00	-210.00
2180950 Deferred Dues Associate Add'l.	0.00	0.00	0.00
2180980 Deferred - Copy Machine	0.00	0.00	0.00
2300000 Sales Tax	-27.03	20.46	-47.49
2350000 Accrued Payroll	19,314.89	20,404.58	-1,089.69
2352000 Accrued PTO	26,682.40	32,536.63	-5,854.23
2400001 HSA Liability	0.00	0.00	0.00
2400005 401K Liability	2,184.08	2,240.29	-56.21
2900000 Security Deposits	0.00	0.00	0.00
2900500 Temp Restricted Contributions	0.00	0.00	0.00
3110000 A/P Leaf	180.00	0.00	180.00
3120000 A/P LandPAC	50.00	0.00	50.00
3150000 CA L/S Water Conserv Foundation	50.00	0.00	50.00
3170000 A/P Leaf Research	0.00	0.00	0.00
State Franchise Tax Board Payable	0.00	0.00	0.00
<b>Total Other Current Liabilities</b>	<b>337,325.26</b>	<b>325,616.74</b>	<b>11,708.52</b>
<b>Total Current Liabilities</b>	<b>337,325.26</b>	<b>325,616.74</b>	<b>11,708.52</b>
<b>Total Liabilities</b>	<b>337,325.26</b>	<b>325,616.74</b>	<b>11,708.52</b>
Equity			
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	2,968,919.44	3,670,998.00	-702,078.56
3100015 W Donor Restrictions	12,743.00	12,743.00	0.00
3160000 Building Fund	0.00	0.00	0.00
3180000 Investment in Fixed Assets	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	-65,927.94	-224,732.55	158,804.61
<b>Total Equity</b>	<b>2,915,734.50</b>	<b>3,459,008.45</b>	<b>(543,273.95)</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>3,253,059.76</b>	<b>3,784,625.19</b>	<b>(531,565.43)</b>



# Associate Members Committee

Welcome to Monterey and CLCA's 2023 Annual Convention!

This has been a busy year for the association, with many positive outcomes. The Board of Directors have been busy working on projects throughout the organization. I am serving on the committee overseeing our investments in support of Mr. Alex Salazar, who will be providing the update at the General Membership Meeting. I also serve on the Resource Management Committee in support of Mr. Paul Hansen. I completed my fifth year serving on the Ways and Means Committee.

We are locked in for the annual golf tournament, in support of LEAF, on Saturday November 11, 2023. We will be playing at the Del Monte Golf course, located adjacent to the Hyatt Regency Monterey.

Here are the current sponsors we have at the state level for 2023 with a total of \$45,950 committed. This is an increase of \$17,950 over 2022. This is the highest total in my six years of serving on the board. Thank you to all the sponsors listed below. If you are not already a sponsor, please consider supporting CLCA at the state level in 2024.

## Elite Sponsors

- CLCA Insurance Solutions
- Hunter Industries/FX Luminaire
- Landscape Contractors Insurance Services
- Proven Winners Color Choice
- SiteOne Landscape Supply
- Smith Pipe & Supply
- South Coast Wholesale, Inc
- STIHL, Inc.

## Green Circle Sponsors

- Delta Bluegrass Company
- Ewing Outdoor Supply

This year completes my sixth year serving as your Associate Member Director. It has been a pleasure serving on the state board representing all members of CLCA.

Chris McNairy  
Associate Member Director  
2018 - 2023

# Bylaws Committee

I would like to thank the members of this year's Bylaws Committee for their time working with me to review the current bylaws. We felt there was a need to tighten and revise the student definition. In the last couple of years, there have been instances where some took advantage of the vague student definition to skirt the membership titles and still have optimum benefits. The proposed new definition encompasses the items our staff needs to verify for students and students within the Water Management System.

The Bylaws Committee met and proposed the following amendment to section 3.12 (student membership).

*Student Membership may be extended to any full-time undergraduate student attending a California accredited college or university who has an interest in the industry is majoring in a landscape-related program. A Student Member shall not have the right to vote or hold office. Students may serve on committees, but not serve as a committee chair for any committee other than the Student Club.*

## BYLAWS COMMITTEE

- Chair, Megan Rios, *Rios Design Studio, LLC*
- Regan Barry, *Coastal Evergreen Company, Inc.*
- Paul Hansen, *Southwest Landscape, Inc.*
- Stephen Jacobs, *CWM, Nature Designs Landscaping*
- Sandra Giarde, *CAE, CLCA Staff Liaison*

This change will help ensure that students who are dedicated within the landscape industry are on the right path.

Megan Rios  
Committee Chair



# Chapter Presidents Council

This year, 2023, is the first year since the pandemic where we were all able to get back to full in-person events! While COVID-19 doesn't seem to be going anywhere anytime soon, our ability to function with its existence has improved from where we started. We would like to thank all chapter presidents for their commitment to the Chapter Presidents Council, both with their time and their wisdom. Without your help, none of this would be possible.

While chapter events were able to get back into full swing, participation throughout the state for most all events was less than expected/hoped for. While this is a troubling trend, let's not forget about the accomplishments of 2023 that your Chapter Presidents Council produced:

- Launch of the peer consulting program for CLCA members! (Thank you to our consultants and task force members for their time and expertise.)
- Chapter presidents met in person again, once in Sacramento and once in San Diego. As a state organization, being able to meet throughout the state is huge for our members!
- Continued to utilize hybrid meeting schedules. A mix of in person and online meetings has managed to keep us connected but saving us all time.

The goals for your CLCA CPC in 2024 will be:

- Increasing member participation. From chapter board meetings and beautification awards to state-held functions, we need our members to stay active to fully realize all the benefits of CLCA.
- A singular beautification awards entry award form for all chapters that allows state participation. (This will be huge for our participation goal)
- Reinforce struggling chapters to help improve membership/participation.
- Ensure continuation of leadership for CPC for 2025.

## CHAPTER PRESIDENTS COUNCIL

### *Co-Chairs, Chapter Presidents Council*

Ian Campbell, *MSE Landscape Professionals, Inc.*

Lou Penning, *Lou Penning Landscape, Inc.*

Jeff Dibble, *Dibble Landscaping*

Phil Dundas, *The Landscape Company*

Juan Carlos Esparza, *Urbanscapes Landscape Company*

Kristin Gallego, *Artistic Landscape*

David Horton, *So Cal Concepts, Inc.*

Marybeth MacNaughton, *MSE Landscape Professionals, Inc.*

Malcolm McLaren, *EcoTech Services, Inc.*

Tim Pflueger

Omar Rivera, *EcoTech Services, Inc.*

Francisco Salazar, *Groundcare Landscape Company*

Ivan Salazar, *Groundcare Landscape Company*

Gina Stanley, *CLCA Insurance Solutions*

Jose Valenzuela, *Js' Garden Works LLC*

Brandon West, *805 West Landscape*

Maria Abero, *CLCA Staff Liaison*



Every year I am astonished by the accomplishments of CLCA Insurance Solutions. We have grown from a wholly owned start up for the California Landscape Contractor Association to a major resource for the association.

The astonishment is amplified by the continued support of CLCA members, who prove this is a complete member benefit. Insurance Solutions is providing an incredible service for our members while providing non-dues revenue for the association. This is a winning combination — a program for the members has become a value as well as a benefit for both CLCA and its membership.

I have observed the dedication of Lisa Isom and her team. Without their commitment, CLCA Insurance Solutions would not have the success we have been able to achieve. They all deserve recognition for their devotion toward the achievements we have accomplished.

Over the years, I have served on many committees and boards, all of them memorable with their own accomplishments. Although CLCA Insurance Solutions has not been the easiest, it has been one of the most gratifying. Insurance Solutions has shown me that a group of people with a common goal can achieve just about anything.

Volunteering with Insurance Solutions has been enhanced by a wonderful Board of Directors whose common goal of planning strategic priorities for the health of both the CLCA and CLCA IS.

Our purpose as volunteers as your Board of Directors:

- Support CLCA and its members
- Support a revenue strategy
- Develop and advise

The Insurance Solutions Board of Directors is looking forward to continually serve and grow with the success of the program and provide for the benefit of the CLCA.

Eric Watanabe  
CLCA Insurance Solutions Board President

## CLCA INSURANCE SOLUTIONS BOARD OF DIRECTORS

Eric Watanabe, President

Chuck Carr, *Heartland*

Tim Hendricks

Lisa Isom, *CLCA Insurance Solutions*

Stephen Jacobs, *CWM, Nature Designs Landscaping*

Javier Lesaca, *Lesaca Landscape Company*

Frank Niccoli, *Foothill College*

Megan Rios, *Rios Design Studio, LLC*

Sandra Giarde, *CAE, CLCA Staff Liaison*

### CLCA Insurance Solutions Supports CLCA

In addition to being a CLCA Elite Partner, Insurance Solutions also:

- Underwrote the 2023 CLCA Leadership Conference
- Sponsored the hole-in-one contest for the LEAF/AM golf tournament
- Donated \$10,000 to LEAF
- Sponsored the convention Yeti mugs
- Underwrote printing costs for the Landscape Data Manual
- Supports the upcoming supervisor training program
- Underwrote New Member Recruitment Campaign
- Sponsored chapters at their top year-long sponsorship level







As my tenure as Director of Education comes to an end, I want to express my heartfelt gratitude to the committee members and the dedicated CLCA staff who have worked tirelessly to provide valuable learning opportunities to our membership in the past years. We have faced numerous challenges, including COVID, labor and drought, which have tested our businesses. Throughout this period, our committee has been unwavering in its commitment to delivering timely and informative education to our members. I kindly request that you extend my thanks to our committee members for their dedication and their invaluable service to the CLCA.

In the past year, the CLCA hosted various business webinars, with a notable presentation on “How to Stay in the Good Graces of the CSLB.” We collaborated with Associate Member companies to provide free webinar viewing parties at their facilities for all CLCA members.

The 2023 convention is set to offer a day of learning with exciting events, including the Breakfast of Champions roundtables, Jim Huston’s “Plan for your Future” and Intrigue Media with Marketing Mistakes. The primary objective of the Breakfast of Champions is to create a platform for professionals in the green industry, including landscape contractors, to exchange their practical experiences and gain insights from their peers. Attendees are strongly encouraged to bring and share their experiences, questions and success stories.

Our next webinar, the 2024 Labor Law Update, will be held on Tuesday, December 12, from 3 to 4 p.m. Staying informed about the new laws set to take effect in 2024 is crucial, as it will provide CLCA members with a valuable head start and peace of mind as they prepare for the coming year. Make sure not to miss this opportunity to keep up to date with the latest labor law changes.

## EDUCATION COMMITTEE

### *Director of Education*

Lindsay Ono, *Bakersfield College*

### *Committee Chair*

Mike Madewell, *Hunter Industries/FX Luminaire*

Gordon Larson

Evan Moffitt, CLT, *SiteOne Landscape Supply*

Frank Niccoli, *Foothill College*

Micheyl Barnett, *CLCA Staff Liaison*

John Sassaman, CAE, *CLCA Staff Liaison*

## Upcoming 2024 Educational Presentations

- How To Make Money with Your Landscape Business workshops will take place in six different venues.
- Five Department of Pesticide Regulations CEU Webinars
- Five webinars in conjunction with CLCA’s Resource Management Committee
- Three HR webinars presented by the California Employers Association
- For individuals looking to enhance their management skills, especially new managers, signing up for the “Navigate Your Role as a Supervisor” webinar series is highly recommended. This six-session series, presented by the California Employers Association and underwritten by CLCA Insurance Solutions, is designed to provide training for supervisors and contractors who are new to a supervisory role.

Lindsay Ono

Director of Education



As I sit here and think of what your Events Committee has accomplished for the year, I can't help but think of those who helped us get where we are now. The ones who went before us planning meetings, mixers or get-togethers, golf tournaments or picnics, dinners, or lunches. Those who do the maintenance by making phone calls and sending emails, sending out reports, picking up someone to take to an event, or simply giving advice on "how to..." or "what not to do".

I think of all the new members coming and wondering if this is what you are looking for to help grow and maintain you and your business. Hint: YES, it is!

But mostly, I think of the relationships I have because of this association. Sometimes people are only in our lives for a short period of time, someone to help us learn in a certain situation, teachers if you will. While others will become long lasting friendships we can't live without. We'll go on vacations with them and watch each other's families grow. But regardless of the type of relationship, it all starts because we all want to grow as individuals.

So, what we as the Events Committee try and do is create for you a place where you can start and build a relationship. And maybe win a Trophy Award along the way or even take home a bottle of wine. We are going to do our best to make things fun, educating, tasty and beautiful.

All these things I have mentioned would not be a reality if it weren't for a small staff I think of as a "David," as in David and Goliath. They are maybe small in number, but they are very mighty. Not to mention your Events Committee, who faithfully meets every month to bring you all the new

## EVENTS COMMITTEE

### Director of Events

Ana Cooper, Frank & Grossman Landscape Contractors, Inc.

Heath Bedal, JPH Group LLC

Jeff Calhoun, Hunter Industries/FX Luminaire

Gordon Larson

Bronwyn Miller, Eyescapes

Gina Stanley, CLCA Insurance Solutions

Tom Sweeney, CWM, Landscape Care Company

Gregory Wrenn, Past the Gate

Micheyl Barnett, CLCA Staff Liaison

Sandra Giarde, CAE, CLCA Staff Liaison

John Sassaman, CAE, CLCA Staff Liaison

thoughts and ideas we can, and incorporate as many of yours as well.

While you are attending our Annual Convention and Trophy Awards, make a toast to those who are no longer with us, as well as with an old friend and new one, but mostly have fun as we all continue to learn and grow and make lasting memories.

Thank you for allowing me to be of service to such an amazing group of individuals. I look forward to seeing you all soon. Til then, stay healthy and happy.

Ana Cooper  
Director of Events

California Landscape Contractors Association

Growing Forward

**FEB 8** 8 A.M. TO 4 P.M.  
**2024**

Trade Show and Educational Seminars  
San Mateo Event Center

**NorCal**  
Landscape & Nursery Show

Join us at the show! | 530-458-3190 | [norcaltradeshow.org](http://norcaltradeshow.org)



**LEAF VISION STATEMENT:** LEAF ensures the professional integrity of the landscape industry by providing significant scholarships to students seeking careers in landscape contracting related fields.

In our continued commitment to fulfill our vision statement and with gratitude for the hard work of the Scholarship Selection Committee, led by Chair Marianne Estournes, LEAF awarded 64 scholarships this year to 10 very worthy students.

The scholarships totaled \$48,500 and ranged from \$1,000 to \$12,000! Since CLCA's Auxiliary began awarding scholarships in 1977, 630 students have been awarded 1,197 scholarships totaling \$756,775! Remember, only the earnings of fund balances are available for scholarship and grant awards, thus guaranteeing the continuation of these awards in perpetuity.

The Grant Funds remain available to support programs, organizations and institutions of learning that support the Green Industry. If you know of a school or program that might benefit from a LEAF grant, please reach out to CLCA Headquarters or me and we'll gladly provide an application.

Our current named funds include 38 memorial, 13 chapter, eight honorarium, three company, three grant and, one family. CLCA's Associate, Organization and Auxiliary also support funds. CLCA companies, suppliers and members, please consider establishing a named fund, thus memorializing your continued support of the Green Industry and LEAF (see [clca.org/leaf/](http://clca.org/leaf/)). Alternatively, or additionally, 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 non-profit 501 (c)(3) organization and contributions to LEAF are tax deductible as allowable by law. For information, request a brochure from Headquarters or see a full description at [clca.org/leaf/](http://clca.org/leaf/).

I'm pleased to report the LEAF Board of Trustees has completed its planning process and has determined the time is right to expand the board and add appropriate committees. This will allow for the addition of individuals

## LEAF BOARD OF TRUSTEES

---

Mary Cohen, Chair  
Wendy Emeterio, Treasurer  
Marianne Estournes, Scholarship Selection Committee Chair  
Chris McNairy  
Lebo Newman  
Jon Singley  
Sandra Giarde, CAE, CLCA Staff Liaison

## LEAF SCHOLARSHIP SELECTION COMMITTEE

---

Marianne Estournes, Chair  
Ellin Chariton  
Mary Cohen  
Wendy Emeterio  
Jill Hertzler  
Jan Nord  
Cindy Singletary

with expertise in different complimentary areas, all with a common goal to fulfill LEAF's mission to be the primary source of financial support to students entering the Green Industry. If you are interested in giving of your time and expertise to this dynamic board or adding your talents in other ways, please reach out to any of the trustees and we will gladly discuss this in more detail.

If you see any of the trustees or me during this convention, please stop us, say hello and feel free to ask us about LEAF. LEAF is our passion, and we look forward to the opportunity to share our passion with you!

Mary Cohen  
2023 LEAF Chair



## LEAF Fund Balances — September 30, 2023

Fund Name	Established By	Balance
Allen Chariton Memorial	Chariton Family	16,175.60
Associate Member Organization	AMO	46,930.92
Auxiliary		57,675.59
Barry Cohen PhD Honorarium	The Cohen Family	10,075.00
Ben Slade Memorial	SFV Chapter	9,285.74
Bill Hayes Memorial	SFBA Chapter	13,520.62
Bud Fellenberg Memorial	Lebo Newman	29,580.61
Candy Fiske Honorarium	CLCA Auxiliary Fund	7,125.12
Central Coast Chapter		29,938.82
Chris Grampp Honorarium	Jeannie Fitch	6,120.00
CLCA Environmental Research Grant		113,418.18
CLCA San Luis Obispo Chapter		5,100.00
Dan Lassanske Memorial	Jon Singley	5,900.00
Dave Kruger-Thomas Lucas Fund	Tom Lucas	640.00
David Penry Memorial		11,090.39
East Bay Chapter		13,328.26
East Bay/Sigrid Raeth Scholarship	Raeth Family	21,020.00
Edron Schneider Memorial	SFBA Chapter	11,574.81
Educational Grant		43,747.49
Elizabeth Lloyd-Davis Foundation		6,227.14
Fred Hanker Memorial	SFBA Auxiliary	21,294.00
Gary Vallen Memorial	SFV Chapter	9,165.47
George Kunimoto Memorial	SFBA Chapter	12,770.00
George Schaaf Honorarium		10,522.55
Hans Biland Memorial	SFBA Chapter	12,745.88
Henry Soto/Rose Marie Head Memorial	LA/SGV Chapter	6,543.76
Herb Frank Memorial	SFBA Chapter	16,531.83
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	6,650.82
John Brauns Memorial	SFV Chapter	7,941.98
John Gachina Memorial	Gachina Family	14,335.00
John Redmond Memorial	CLCA BOD	16,316.90
Jon Robert Alsdorf Memorial	JRA Lansdcape	8,792.77
Joy & Warren Thurston Memorial	Thurston Family	37,034.52
Ken Jenner Memorial	SFBA Chapter	12,201.99
Klaus R. Hertzner Memorial	Hertzner Family	11,544.49
Los Angeles/San Gabriel Valley Chapter		8,573.24
Mas Tsuda Memorial	SFBA Chapter	10,068.98
Mike Zohn Scholarship	Jon Singley	5,663.77
Nelson Colvin Memorial	Lebo Newman	11,604.19
North Coast Auxiliary		15,187.14
North Coast Chapter	Lebo Newman	34,113.83
North Valley Chapter		68,494.91
Orange County Chapter		9,227.81
Paul Shogren Memorial	SFBA Chapter	16,963.56
Ray Yamasaki Honorarium	Ray & Caroline Yamasaki	20,050.00
Redwood Landscaping	Lebo Newman	28,260.02
Robert Kaplanek Memorial	OC Chapter	6,412.73
Robert Wade Memorial	CLCA Insurance Solutions	10,550.00
Ron Heaviland Memorial	Tom Heaviland	27,908.32

— continued next page

LEAF Fund Balances *continued*

Fund Name	Established By	Balance
Sacramento Valley Chapter		23,048.92
San Diego Chapter		35,729.53
San Fernando Valley Chapter		30,814.60
San Francisco Bay Area Chapter		10,589.25
San Joaquin Valley Chapter		172.46
Sharon McGuire Honorary	CLCA BOD	7,995.25
Singley Family	Jon Singley	1,125.00
Signature Coast	Lebo Newman	25,250.00
Steve Whitehill Memorial	SFBA Chapter	9,000.00
Stuart J. Sperber Memorial	Robert & Jill Crudup	18,000.00
The John & Mary Lyngso	SFBA Chapter	15,982.15
Tom Bloss-SFBA/E Memorial	East Bay Chapter	5,420.81
Tom Matsuoka Memorial	LA/SGV Chapter	11,111.40
Tom Takehara Memorial	SAC Valley Chapter	13,961.31
Tom Yanase Pacific Coast Chapter	PC Chapter	12,884.73
Walt Young Memorial	SFV Chapter	9,627.15
Zone 24 Landscape	Elizabeth Burns	10,550.00
CLCA Insurance Solutions Pass Through Fund	CLCA Insurance Solutions	10,000.00
CalPoly Pass Through Grant Fund	Jon Singley	5,000.00
	TOTALS	1,219,211.03
	General Fund	24,213.39

THANK YOU LEAF DONORS *January - September, 2023*

All Seasons Gardening  
 Andy Gagnon Landscape Inc.  
 Aqua-Green Landscape Irrigation Co.  
 Aqua-Terra  
 Camille Domine  
 Central Coast Chapter  
 Change of Seasons  
 Chuck Carr  
 CLCA Insurance Solutions  
 Don John Landscaping  
 Gardens & Gables  
 Gardenworks Inc.  
 Adam Graham  
 Greenstreak Landscaping Inc.  
 Grover Landscape Services Inc.  
 Harold Jones Landscape Inc.  
 JPH Group LLC  
 Klaus Kumme, CLT

Lafayette Tree & Landscape Inc.  
 Landscape Contractors Insurance Services  
 Lebo Newman  
 Littlepage Landscaping  
 Lyngso Garden Materials Inc.  
 Marc Mason  
 Nature Designs Landscaping  
 New Image Landscape Company  
 Tim Nord  
 Past the Gate  
 Craig Pauley  
 Lou Penning  
 Rice Trucking-Soil Farm  
 Romneya  
 Sansei Gardens  
 Steven Smith Landscape Inc.  
 Specialized Landscape Mgmt. Svcs.  
 Suma Landscaping Inc.



The Legislative Committee remains hard at work, meeting monthly to review legislation and monitor future legislation that effects our industry. Our committee remains strong and active, has a fully staffed committee, and our members continue to grow within their roles in their committee, understanding and influencing legislation in our state.

An update of our bill tracking:

- Total bill count in 2023 session: 3,030
- Assembly Bills: 1,974
- Senate Bills: 1,056
- Tracked for CLCA in 2023: 117 (as of October 4)

Our top three accomplishments in 2023:

- Elected a new chair for the Legislative Committee
- Held our 2023 Legislative Conference in Sacramento
- Strengthened our relationships with lawmakers statewide, during a time where there was a substantial amount of turnover for lawmakers

Our goals in 2024 include:

- Continuing to monitor legislation and take positions on legislative bills that may impact our members

## LandPAC Presents Wine and Whiskey Toss

At this year's convention, LandPAC is doing something different — instead of a wine toss, the LandPAC fundraiser will feature a Wine and Whiskey Toss!

This is one of LandPAC's strongest fundraisers of the year, and we would like to thank you for always making this event hugely successful!



Please find us again this year, and win some wine and/or whiskey while supporting LandPAC!

## LEGISLATIVE COMMITTEE

### Director of Legislation

Jay Martinez, RQP, CCPI, QWEL, ICPI  
*JVM Landscape Construction, Inc.*

### Committee Chair

Rick Oropeza, *Frank & Grossman Landscape Contractors, Inc.*

Regan Barry, *Coastal Evergreen Company, Inc.*

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

Peter Dufau

John McCabe, *McCabe's Landscape Construction*

Megan Rios, *Rios Design Studio, LLC*

Mickey Strauss

Paul Wait, *Zurn Industries*

Edward Wallace, *Midwest Landscaping*

Sandra Giarde, *CAE, CLCA*

- Preparing for the 2025 Legislative Conference in Sacramento by continuously holding committee meetings, and
- Getting the word out to chapters to meet with their legislators

Tom Sheehy, our Legislative Advocate, has done a stellar job this year submitting letters and outlining CLCA's positions to legislators and committees in the Capitol, and we know that we have played a role in letting legislators know our positions on what constitutes good business and good business practices.

Tom and his staff also guided us at this year's Legislative Conference back in April, which was a success. We had some new committee members come to the conference as their first time, and they gained experience spending two fully days advocating on all our behalf. Please thank the committee members for their service to our committee and making a difference for our Industry.

It is only when we step up and make our voices heard that we have an opportunity to ensure our laws work for us so we can all have successful businesses and careers. It is truly a pleasure to serve as your Legislation Director, helping to ensure a robust future for this committee and this Association.

Cheers to an excellent 2024!

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



## 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.

As of October 22, LandPAC has made \$11,000 in contributions to California State Senate and Assembly candidates. We have raised \$850 in donations to LandPAC this year.

### 2023 Contributions

Senator Brian Jones (R) .....	\$1,500
Senator Suzette Valladares (R) .....	\$1,000
Senator Richard Roth (D) .....	\$1,000
Senator Janet Nguyen (R) .....	\$1,000
Assemblymember Marc Berman (D) .....	\$1,000
Senator Bill Dodd (D) .....	\$1,000
Assemblymember Robert Rivas (D) .....	\$2,000
Assemblymember James Gallagher (R) .....	\$1,500
Senator Shannon Grove (R) .....	\$1,000

### THANK YOU LANDPAC 2023 DONORS *January - September, 2023*

- Aqua-Green Landscape Irrigation Co.
- Coastal Evergreen Co. Inc.
- Don John Landscaping
- Harold Jones Landscape Inc.
- Klaus Kumme, CLT
- Lafayette Tree & Landscape Inc.
- Nature Designs Landscaping
- Past the Gate
- Craig Pauley
- Rice Trucking-Soil Farm
- Siteworks Landscape Inc.
- Steven Smith Landscape Inc.





# Membership Committee

As we reflect on the past year, we would like to thank the entire committee and everyone who has supported the growth of our association through membership. The Membership Committee is thrilled to share the key highlights and achievements that have defined our journey in 2023.

## Membership Recruitment by Intrigue Media

One of our most remarkable achievements this year was the successful execution of the marketing campaign with Intrigue Media. This initiative not only captured the attention of our existing members, but also piqued the interest of potential new members. Through engaging storytelling, captivating visuals and thought-provoking content, we drew members deeper into the world of CLCA. A major triumph was our ability to produce a series of impactful membership testimonials stemming from this campaign, showcasing the genuine value and community that CLCA provides. These testimonials have become powerful tools for member recruitment, reinforcing the fact that CLCA is more than just an association — it's a family of landscape professionals working together to elevate our industry.

## Chapters

Our collaboration with CLCA chapters was instrumental in our outreach efforts for new, recruitment and retention. Working closely with these regional teams, we fostered a sense of belonging and unity among members. Our collective efforts have resulted in an impressive increase in chapter membership, proving that when we work together, we can achieve remarkable results.

## Benefits Evaluation

In a continuous effort to improve our offerings, we dedicated significant time to evaluating our current benefits. We meticulously examined which benefits resonated most with our members and which did not. This evaluation has been invaluable in ensuring that our resources are channeled into providing services and perks that truly benefit our members. By doing so, we are not only meeting the needs of our current members but also making CLCA an even more attractive association for prospective members.

With that being said, as we set our sights on the year 2024, the CLCA Membership Committee is committed to pursuing two key goals that will further enhance our association and strengthen our position in the landscape industry:

**Goal 1: Comprehensive Association Evaluation for Industry Leadership.** In 2024, our primary objective is to conduct a

## MEMBERSHIP COMMITTEE

- Director of Membership*  
Sal Hernandez, *Pacific Breeze Landscape, Inc.*
- Committee Chair*  
Damion Rosby, *Golden Gate Truck Center*
- Guillaume Lemoine, *Picture This Land*
- Terri Baker, *Graniterock*
- Will Barragan, *West Coast Turf*
- Anthony Blanco, *Kern Turf Supply*
- Blake Boyd, *Southwest Landscape Inc.*
- Ana Cooper, *Frank & Grossman*
- Kyle Hillendahl, *SPJ Lighting*
- Steven Kinzler, *SK Landscape*
- Ian Parker, *Madrone Landscapes*
- Lindsey North, *Creative Environments*
- Megan Rios, *Rios Design Studio, LLC*
- Gina Stanley, *CLCA Insurance Solutions*
- Eric Santos, *BrightView*
- Maria Abero, *CLCA Staff Liaison*

thorough evaluation of our association to position CLCA as the foremost resource in the landscape industry.

**Goal 2: Transition to a New Marketing Partner for Enhanced Member Attraction.** In 2024, we recognize the importance of effective marketing in attracting new members and conveying the value of CLCA. Given the change in our marketing strategy, our second goal is to select a new marketing partner. As Intrigue Media will no longer be working with us, we will embark on a diligent hunt to identify a new marketing company that can elevate our association to the next level. Our objective is to partner with a marketing agency that not only understands our industry, but also shares our vision for growth, member engagement and enhancing our digital presence.

With this in mind, the Membership Committee welcomes everyone who wishes to participate in leading our association to new heights in 2024. Thank you for your unwavering support and commitment to the California Landscape Contractors Association.

Sal Hernandez  
Membership Director

Damion Rosby  
Committee Chair





# Resource Management Committee

CLCA's Resource Management Committee is pleased with the progress of our Water Efficient Landscape Dual Certification Program. This unique certification and education opportunity for landscape professionals in Southern California combines CLCA Water Management Certification with the Qualified Water Efficient Landscaper program. In October, the program won a prestigious award from the U.S. Environmental Protection Agency (EPA) for Excellence in Certification Program Growth.

CLCA has hosted WELDCP workshops in February, March, April, and October. November and December workshops are also planned in the Orange County and San Diego County area. In addition, the Metropolitan Water District of Southern California has obtained new, exclusive contracts to provide QWEL and, thus, dual certification classes, for the San Diego County Water Authority, Chino Basin and Metropolitan Water District of Orange County. This will increase the number of WELDCP class offerings to a minimum of eight in 2024. When the program was first started, it was for four class offerings per year. Each class is three full days of content, including a water audit and exam. Revenue to CLCA is currently fixed at \$20,000 per class offering. This allows CLCA to budget \$160,000 in non-dues revenue for the association, double what was proposed for 2023.

The Resource Management Committee has closely monitored the health and growth of the Mastering Water Efficient Landscapes workshops in 2023. These workshops are a descendant of the MWEL (Model Water Efficient Landscape Ordinance) workshops and created to promote CLCA and the Water Management Certification Program. Our 2023-2026 contract with the Metropolitan Water District of Southern California also includes significant increases in the amount paid to CLCA for each MWEL class held.

In 2023, our committee focused on updating the CLCA Engine, the online site where CLCA Certified Water Managers create their landscape water budgets and update their monthly irrigation usage, receiving approval for the revamp in September to benefit the Certified Water Manager program.

## RESOURCE MANAGEMENT COMMITTEE

*Director of Resource Management*  
Paul Hansen, *Southwest Landscape, Inc.*

Peter Estournes, CLP, CLT, CWM

Brian Maynard, *BrightView Landscape Services*

David McLeroy, CWM

Chris McNairy, *Hunter Industries/FX Luminaire*

Evan Moffitt, CLT, *SiteOne Landscape Supply*

Dylan Pack, CWM, *Park West Landscape Maintenance*

Paul Schultz, CWM, *Cagwin & Dorward*

Tom Sweeney, CWM, *Landscape Care Company*

Joe Villarreal, CWM, *Park West Landscape Maintenance*

Zarogina Azocar, *CLCA Staff Liaison*

Sandra Giarde, CAE, *CLCA Staff Liaison*

John Sassaman, CAE, *CLCA Staff Liaison*

Our committee is reviewing and commenting on the State Water Resources draft of "Making Water Conservation a Way of Life" proposal.

Additionally, the Resource Management Committee monitored the progress of participation related to the California Air Resource Board's CORE program, which provided vouchers to landscape businesses to assist with the cost of transitioning to electric landscaping equipment. This program launched in early November 2022 with \$27 million in vouchers available. As of early October, the entirety of the voucher funds is exhausted.

Paul Hansen  
Director of Resource Management



# Ways & Means Committee

Firstly, I would like to offer my sincere gratitude to the CLCA Board of Directors and the Ways & Means committee for their trust in me as the serving chair of this year's committee. A special thank you is to be given to Gordon Larson for his many years of chairing the committee and being a great contributor to this year's work.

At the beginning of our time together, our staff and committees presented a deficit budget of (\$250,677) for 2024. The committee evaluated each revenue and expense line item of the association's budget. At our meeting's conclusion, a deficit budget of (\$147,444) or (\$104,444) if considering eliminating depreciation from our P&L statement was approved for recommendation to the state Board of Directors. After several years of deficit spending, the association has had to take the measures necessary to operate with diligence and look at innovative ways to generate increased dues and non-dues revenue categories. Through the wisdom of our staff leadership, past Ways & Means committees and the state Board of Directors, the tide is shifting toward less deficit spending, a balanced budget and the hope to see profits come into the association again.

Though not at a balanced budget, the committee highlighted many positives and items to be considered as encouraging for our association's future. Below are a few highlights in our 2024 Ways & Means budget:

1. A thriving Water Efficient Landscape Dual Certification Program has allowed CLCA to add \$80,000 in non-dues revenue to the 2024 budget.
2. Interest income from our investment portfolio could give us higher returns in 2024, depending on the strength of the market.
3. CLCA Insurance Solutions continues to pour significant non-dues revenue into the state's and local chapter's budgets through their hard work and increased operating profits.

## WAYS & MEANS COMMITTEE

### *Committee Chair*

Paul Hansen, *Southwest Landscape, Inc.*

Tom Ellington, *CWM, Bayscape Management, Inc.*

Gordon Larson

Chris McNairy, *Hunter Industries/FX Luminaire*

Megan Rios, *Rios Design Studio, LLC*

Alex Salazar, *CWM, Groundcare Landscape Company*

Tom Sweeney, *CWM, Landscape Care Company*

Eric Watanabe

Sandra Giarde, *CAE, CLCA Staff Liaison*

4. State board-approved dues increases will begin to provide appropriate increases to the membership dues revenue categories.
5. Ways & Means recommended forgoing a Legislative Action Conference in 2024 and for it to be reconsidered in 2025.
6. The committee also recommended saving money by continuing to work with the association's existing strategic plan and pushing a new strategic planning session for discussion at the 2024 budget meetings.

Paul Hansen

Committee Chair



## Look for the Medallion

**W**ho 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 42 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

- 2022: Heath Bedal and Steve Jacobs, CWM
- 2021: Elizabeth Burns and Javier Lesaca
- 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 and David Norred
- 2013: Barbara Alvarez
- 2012: Jon Singley
- 2011: Robert Crudup Jr.
- 2010: Gary Vallen and Scott McGilvray
- 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



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