

## Lindsay Ono

### Candidate for CLCA President

The California landscape industry is facing challenges. With 39 million people calling California home and projections to reach 44 million by 2030, owning a business will have its challenges and benefits. California has some of the highest housing and real estate costs, housing shortages, traffic, and legislative regulations. Being the most populous state in the nation with those issues, why are people still moving here? Because it is BEAUTIFUL!

California is unlike anywhere else in the nation. Our geography, climate and topography are so diverse. From the beaches to the deserts, forests, mountains, and wetlands, we have something for everyone. It's also our Mediterranean climate that allows us to landscape with a plant palette full of variety and beauty. Mild winters and sunny weather allow landscaping work to be done year-round, providing consistent opportunities for maintenance, installation, and new projects.

California, however, is not always business friendly. Water scarcity, climate change, wildfires, business mandates and labor shortages influence environmental and legislative regulations. This may look like a barrier to some, but to me, this is an opportunity for growth. "How is this an opportunity?" you ask?

CLCA monitors the legislative bills proposed in Sacramento to keep an eye on any legislation that may affect the landscape industry or businesses in general. We continue to lobby against poorly written laws and alert you when they arise.\*

With our population growing to 44 million in only a few years, residential and commercial construction projects requiring landscaping services will provide steady business opportunities. California's consumers are becoming more aware of environmental changes dictating regulations that limit water usage. With frequent droughts and water scarcity issues, there is a growing demand

for drought-tolerant, water-efficient landscapes. This opens opportunities for landscapers who can design and install sustainable, low-water-use gardens and irrigation systems. Becoming a Certified Water Manager can give you and your company an edge when irrigation systems are closely regulated.\*

Understanding how to make money with a landscape business by keeping an eye on rising costs and expenses is a must. Knowing where our money goes or how it is wasted can determine if the doors stay open or get closed. Learning from CLCA classes or from other CLCA members you meet (industry veterans, who have been through a recession — they know a thing or two!\*) may also help benefit your business and profits.

Looking back is good, but we must always look ahead. Contractors must keep up with new and emerging technologies to save on labor, improving efficiency or increasing knowledge. Staying in contact with CLCA Associate Members will keep you forging ahead.\*

Smart irrigation systems have been around for years, but they are evolving. The way we do business today is also changing. The Internet of Things (IoT) devices integrate data from the cloud and apply it in real time at the job site. Drone technology with high-resolution cameras is used for aerial mapping. LiDAR sensors help landscapers make precise decisions on irrigation, fertilization, and pest control. To help us sell the landscape, Augmented Reality (AR) and Virtual Reality (VR) technology will allow clients to visualize landscaping projects before they are built. Designers can create 3D models of landscapes, and clients can virtually "walk through" their future gardens or outdoor spaces.

Embracing technology, connecting with others, learning constantly, and understanding the benefits of CLCA and our many programs will help your company face the challenges of being a landscaper in California. As your CLCA President, I pledge to help your company bloom and grow!\*

\*A CLCA member benefit. Take a look and profit.

## Alex Salazar

### Candidate for CLCA President-Elect

My name is Alex Salazar. I am a third-generation gardener and first-generation contractor. I operate a small yet mighty family-owned landscaping business in the San Fernando Valley. We have been in business formally for the past 11 years.

Being an active volunteer for the CLCA has helped me become a more well-rounded business owner. I also credit the organization for connecting me with other local professionals who have mentored me and referred me to incredibly good customers, enabling my business to grow.

This year, I am completing my second term as State Secretary Treasurer. This is one of several roles I have had the privilege to volunteer for, including Chapter President for Los Angeles/San Gabriel Valley and committee member for Ways & Means.

As president-elect, I aim to use my experience from the past few years to support the state and executive boards effectively. I'm excited to support Lindsay Ono during his presidency and to help further his goals while I begin to refine my own.

I envision our association as a hub for education, advocacy, and professional advancement. There are two areas I believe will greatly benefit us:

#### 1. CLCA Professional Brand Anchoring

- Position the CLCA as the best place to find educational programs, mentorship, and professional contractors.
- Through marketing or other creative means, communicate to members and the general public about the importance of hiring knowledgeable and experienced contractors.
- Develop or refine a Trophy Awards application process that is easily compatible with chapter awards programs. Create partnerships with key chapters during the development phase and encourage others to join as needed.
- Create workshops on how to promote award-winning properties.

#### 2. Legislative Advocacy

- Create a historical accounting of the impacts of our legislative advocacy efforts and how it has improved and protected the landscape trade.
- Educate CLCA members and newly licensed C27 contractors on the work of our legislative committee in partnership with Tom Sheehy.

I seek your vote to ensure the CLCA remains relevant and influential, allowing our members to thrive and prosper through changing times.

## Paul Hansen

### Candidate for Secretary-Treasurer

I am Paul Hansen, Vice President of Client Services for SouthWest Landscape Inc., a commercial landscape maintenance, irrigation management, and tree care company serving the Orange, Los Angeles, and Inland Empire counties. As a second-generation landscaper, I have been immersed in the industry my entire life, and I have worked professionally for over 20 years. I hold ISA Certified Arborist and Tree Risk Assessment certifications and have completed other notable certifications through the Irrigation Association and the Department of Pesticide Regulation. My commitment to serving CLCA members is demonstrated through leadership roles in my local chapter, including two terms as chapter president, and on the state board of directors as CPC South Representative (2017-2018), Director of Resource Management (2019 & 2023-2024), and President (2022). I also currently serve as the Ways & Means Chair.

I am deeply honored to be considered for the role of Secretary-Treasurer. My extensive experience in the green industry, coupled with a passion for both people and the environment, uniquely positions me to bring

valuable insights and strategic oversight to this role. My two decades of experience, particularly as an ISA Certified Arborist and past state president of the California Landscape Contractors Association, have provided me with a deep understanding of the industry's financial and operational complexities. I am committed to ensuring the association's financial integrity and transparency while fostering an environment of collaboration and growth.

I believe my dedication to our industry aligns perfectly with the responsibilities of the Secretary-Treasurer position. By leveraging my experience and passion, I am confident in my ability to contribute effectively to the association's ongoing success and to advocate for the interests of all members.

I would like to express my sincere gratitude to the association for considering me for this important role. Serving in this capacity is not only a professional honor but also a personal one, as it allows me to give back to the community that has significantly shaped my career and values. I look forward to the possibility of working together to continue advancing the goals of our association.

## Ana Cooper

### Candidate for Director of Events

Howdy Y'all,

I can hardly believe that it's been two years since I became your CLCA Director of Events. WOW, time flies when you're having fun!

I want to say Thank You to the nominations committee for allowing me to be here once again asking for your support, as I seek to be your Director of Events for another term of two years.

My induction to the green industry came in 2001 when I married My Beloved Mr. Cooper, who's own growth has helped elevate my love and growth in the industry. In 2014, I attended my first ever CLCA Annual Convention and Trophy Awards. In 2018, I began to volunteer for the events committee, two years later I became chair of the events committee, and two years later I humbly became your Director of Events.

They say it takes a village to raise a child. I believe that our green industry and CLCA is that "village," and our industry professionals are that "child" we want to raise

up and see be successful. And in doing so, we will have an even better association to elevate and strengthen our industry's voice, its leaders, influencers, and supporters — and our local chapters as well— in these ever-evolving times.

I believe in green industry professionals that create and maintain beautiful and amazing yards, community gardens, golf courses and parks. Simply put, places for us to gather with family and friends — places to relax and be refreshed, to be energized and inspired, and to learn and grow. I also believe in the people of this association being able to work together to create and maintain amazing, stronger, lasting relationships that will help continue to build and grow this industry, thereby growing the landscape professional as well.

My goal, with the help of a great team, is to help create an event where we can all come together to learn with our friends, new and old, and have a great time doing it. Together let's make our CLCA a destination where the landscape professionals come to gather with friends and family, to relax, be energized, inspired, be refreshed, to learn and grow and just have some fun. Let's set a new standard of professionalism and fun!

Life is short, let's have fun.

**Eric Santos, CLT**  
**Candidate for Director of**  
**Resource Management**

Thank you for your nomination and the opportunity to serve as CLCA Director of Resource Management.

I have worked in the landscape maintenance industry for over 30 years, and a majority of my time in the industry has been spent working for a large national maintenance company, focused on water management and water use efficiency for commercial customers.

During my career, I spent several years volunteering as a board director for the East Bay Chapter in several roles, including chapter president. In 2023, I transferred my chapter affiliation from the East Bay Chapter, to the Yosemite Chapter to help support one of our chapters that was struggling with membership participation. During this time, I volunteered to serve on the board as Yosemite Chapter Director of Events.

In 2020, I proudly served on CLCA's state board as Director of Membership as our state board worked incredibly hard to provide support to our members during California's Covid shutdown.

In addition to serving CLCA, I have also served as a director on the board of the Irrigation Association, chair of the Irrigation Association's Education Committee and on the board of directors for ReScape California.

At the beginning of 2024, I made the decision to obtain my own C-27 and to start my own company specializing in irrigation services. During this year, I have had the pleasure of working with clients and other CLCA members as a sub-contractor offering backflow testing, water auditing, and water management services. In the evenings, I am an instructor at Las Positas College in Livermore and teach Landscape Irrigation, Sustainable Landscapes, and Landscape Construction.

It would be a great honor to join the state board once again and serve as CLCA's Director of Resource Management. As California continues to roll out regulatory changes around resource conservation, the work of the CLCA Resource Management Committee will be critical as we work side by side with our legislative committee and our education committee to represent, inform, and educate CLCA members.

Again, it would be an honor to contribute, serve and represent our association. Thank you for your consideration.