

Alex Salazar, CWM, QAL

Candidate for CLCA President

My name is Alex Salazar, and I am a candidate for President this year.

Currently I am serving in my President-Elect role, the first year of a three-year commitment. If elected as President I'd like to guide the CLCA through some special objectives, but first I'd like to tell you a little more about me.

I joined CLCA in 2014. Shortly thereafter I was a volunteer at large for the San Fernando Valley Chapter. I was quickly recruited to help re-activate the Los Angeles/San Gabriel Valley Chapter. In this chapter, I served as Secretary/Treasurer, President and Chair. At the same time, I was invited to be part of the state Ways and Means Committee, a role which opened my eyes on how significant CLCA truly is for the landscape contractor.

It was during this time that I immersed myself in the volunteer experience. I learned how to network. How to communicate with other professionals, to organize and work on common goals. I learned how to run board meetings. How to identify opportunities for the chapter and how to best place willing volunteers in suitable roles. We made great progress in a small amount of time. In two years we revived an awards program that received statewide participation and even gained sponsorship from CAT and LMN, who are juggernaut affiliates in our industry.

For the following four years, I served as state Secretary/Treasurer. I gained a keen understanding of the challenges the association faced. These include:

- Accelerated membership attrition, a reality all other trade associations face
- A historic creation of a new insurance partner in CLCA insurance Solutions, an initiative that was borne of necessity
- And, the development of our water management certification program, among other remarkable ventures that have finally helped us reach a new fiscal balance.

I am supremely proud of all that has been accomplished thanks to the support of our members, who continue to believe in our purpose; our staff, who have shown us the degree of their competency, particularly during these past five challenging years; and our volunteers, both past and present, whose labor and guidance are instrumental.

In the next year, in coordination with our state board, I aim to implement the new initiatives that were created during our Strategic Planning Session this past summer. These include better identifying and recruiting highly capable landscape professionals and associates to help fill local and state volunteer positions. At the same time, we want to strengthen communication and trust between staff and our state and chapter leaders.

I thank you for your support.

Andrew Johnson

Candidate for CLCA President-Elect

I am honored to formally announce my candidacy for President-Elect of the California Landscape Contractors Association. Having been an active member of CLCA for 15 years, I have seen firsthand the tremendous impact this organization has in advancing professionalism, promoting sustainable practices and fostering community within our industry.

Throughout my time with CLCA, I have served on the North Coast Chapter Board as Treasurer, Membership Chair, Education Chair and President (twice!). I worked to strengthen our chapter membership, foster higher education of employees and ownership, and promote best landscape practices. I am currently Director of the CPC North and have worked on the CLT committee while that program was active. These experiences have deepened my commitment to our mission and prepared me to lead with both vision and collaboration.

As President-Elect, my goals will be to:

- Strengthen advocacy for landscape contractors at the state and local levels.
- Expand professional development opportunities for members.
- Foster innovation in sustainable and water-wise practices.
- Encourage mentorship to support the next generation of landscape professionals.

I believe that together, we can continue to elevate our profession while building a strong and supportive community for all members. It would be my privilege to serve as your President-Elect and work alongside each of you to shape the future of our association.

Thank you for your trust, your support, and your dedication to CLCA. I look forward to the opportunity to serve and represent you.

Evan Moffitt, CLT, PCA

Candidate for Director of Education

My name is Evan Moffitt, and I am honored to be running for Director of Education. I have been an active member of CLCA since I was a student member at Cal Poly San Luis Obispo, roughly 25 years ago. I have been a student member, contractor member, and am currently an associate member.

During my time as a CLCA member, I served many years on the boards of the San Luis Obispo, LA/San Gabriel and Channel Islands chapters. Currently, I am the LA/San Gabriel Valley Chapter President and serve on the Education and Resource Management committees and chair the Standards Book Task Force.

I have known I wanted to be in the landscape industry from a very young age. When I was 11 years old, I asked my parents for a gift certificate to the nursery so I could go buy plants for our yard. Around that time, I got a fortune cookie that said, "Look to Nature to Discover Your Talents." So, I did what every plant-loving kid would do. I went to Cal Poly San Luis Obispo to pursue a degree in Environmental Horticulture with a concentration in Landscape Contracting.

After attending Cal Poly, where I met my wife Diana,

I went to work for KD Janni Landscaping, where I spent most of my career. I started as a construction foreman and eventually worked my way up to Director of Landscape and Tree Management. For the past eight years, I have been with SiteOne Landscape Supply. Recently, I became the Director of Sales and Business Development at Farm Supply Company based out of San Luis Obispo.

My passion is training and education in the landscape industry. I want to help everyone learn and grow. This is why I am involved with the Education and Resource Management committees. The Training and Standards Book Task Forces will hopefully bring back a training program that will help increase the industry's knowledge and proper application. Work on the much-needed update to CLCA's Landscape Standards Book continues, and I look forward to its publication. I hope that one day we can create a genuine training program based off the standards book and supported by in-person hands-on training, along with a video library for each process.

CLCA has something for everyone in this industry. I hope to continue to inspire CLCA members and nonmembers to use their passions to support legislation, education, and growing membership for the next generation.

Sal Hernandez

Candidate for Director of Legislation

My name is Salvador “Sal” Hernandez, owner of GroXmart Solutions, and I am honored to accept the nomination for Director of Legislation.

Many of you know me as a contractor and past Director of Membership. What you may not know is that over the last two years, I have been actively walking the halls of the California Capitol, advocating for the veteran community and small business owners. My recent move to Northern California placed me in direct proximity to these critical conversations, and it has opened doors to relationships and experiences that uniquely prepare me to serve in this role.

My background is rooted in service, leadership, and building organizations from the ground up. After graduating high school, I served in the United States Navy aboard the USS Curts (FFG-38), PHIBCB-ONE, and EODMU-ONE, including a deployment to Afghanistan in support of Operation Enduring Freedom. Following my service, I earned both a bachelor’s and master’s degree in business.

In 2016, I founded Pacific Breeze Landscape, which grew into Pacific Breeze Building Solutions, where I served as President until I transitioned in 2024. Under my leadership, the company grew from a small start-up into a respected multi-licensed design-build company.

Today, I continue my mission to help others as the owner of GroXmart Solutions, a service that streamlines business organization coaching and insurance solutions for contractors. In this role, I specialize in contractor insurance and coaching — helping professionals protect their businesses while navigating the complexity of running a business in California’s regulatory and financial landscape.

Within CLCA, I have been privileged to serve as Director of Membership. In that role, I learned firsthand how important it is to demonstrate value, connect members, and grow the association with urgency. That experience translates directly into legislative advocacy, where the challenge is not just to be present, but to be persuasive; showing policymakers why our industry matters to California’s economy, environment, and communities.

As your Director of Legislation, my vision is threefold:

1. Strengthen CLCA’s presence at the Capitol through proactive engagement, not just reaction.
2. Build alliances with other industries and associations to amplify our collective voice.
3. Educate members on how legislative decisions directly impact their businesses, so together we can advocate more effectively.

I would be honored to serve and ensure our voice remains strong in Sacramento.

Damion Rosby

Candidate for Director of Membership

My name is Damion Rosby and I am honored to be considered for the position of Director of Membership for the 2026 CLCA Board of Directors.

Back in 2019, I joined my local CLCA chapter and I've seen firsthand the value that our association brings to contractors, suppliers and the landscape industry as a whole. From education and certification programs to advocacy and networking, CLCA continues to elevate our industry and strengthen the businesses that are involved.

For the last few years, I have actively been involved with membership at my local chapter and at the state level. As the current chair of the state Membership Committee, I understand the importance of growth, retention and member engagement.

As Director of Membership, my goal is to grow and engage our membership by:

- Actively reaching out to prospective members and clearly communicating the benefits of CLCA.
- Supporting current members through connection opportunities, mentorship and resources that help them thrive.
- Ensuring that CLCA remains inclusive, welcoming and representative of the diverse professionals that make up our industry.
- Leveraging my background in sales (I'm currently an Account Manager at the Golden Gate Truck Center) to build meaningful relationships that encourage long-term membership.

I believe that a strong and connected membership is the foundation of CLCA's success. I am committed to listening, collaborating, and working hard to make sure every member feels the full value of their investment in this great organization.

Thank you for your consideration and I look forward to the opportunity to serve.