

JANUARY 2021

inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION
EAST BAY CHAPTER

Scoop

In this issue

- East Bay Educational Opportunities
- CLCA Webinars
- Using Small Equipment Safely
- Human Resources File System Guide
- Landscape Lighting Conference
- Tree Town USA Announces Rebrand
- Sponsor Spotlight: Ewing Irrigation

On the cover: Glass Bay by Allied Landscape, achievement award winner in the Large Commercial Maintenance category at the East Bay Chapter Beautification Awards in 2019.



- Convenient Bay Area delivery
- Serving landscape professionals
- Order plant material online
- Ground covers to boxed trees
- Subscribe to our email Newsletter



Pacific Nurseries

www.pacificnurseries.com | 650.755.2330

~KURAPIA~

NEW

DROUGHT TOLERANT GROUND COVER SOD

- A turfgrass alternative changing the industry
- No need to sacrifice lawns to save water on landscape
- Grows low to the ground rarely exceeding 1"
- Dark green year round, and if left un-mowed produces small white flowers May-November

WEST COAST TURF

Ask us about other water saving turfgrasses, too!

westcoastturf.com
888/893-8873

Before you're ready to roll ...

Before you get rolling on a project, protect your lien rights. **Construction Preliens & Paperwork** helps CLCA members with:

- preliminary notices
- stop notices
- liens and lien releases
- bond filings
- and more



clca.org/lien



CLCA MEMBER ADVANTAGE



Education in 2021:

CLCA East Bay Has You Covered!

Safety Program Development

Thursday, January 14 | 1 p.m. to 2 p.m.
Webinar

Join us remotely Wednesday, January 14, at 1 p.m. and listen to Loren McIrvin, president of Allied Landscape, discuss how to develop a Safety Program. He will discuss how a focus on safety leads to an improved company culture, improved employee retention, improved client retention and improved profitability.

Topics include:

- Why safety is important
- Four critical components to an effective safety program
- COVID 19 compliance

Loren McIrvin

Mr. McIrvin is recognized as a leader in transforming how commercial landscapes in the San Francisco Bay Area are managed by pioneering a holistic and team approach to landscape asset management.

Loren is both an experienced practitioner and instructor of environmentally

conscious practices who is guided by the conviction that managing landscapes in a sustainable and environmentally conscious way is both pragmatic and responsible for all stakeholders.

Registration

CLCA Members FREE, Non-members \$25.
Register at <https://conta.cc/2WRmKWK>

East Bay Firescaping: Creating Fire Protected Properties and Communities in California

Thursday, February 4 | 1 p.m. to 2 p.m.

Zoom Meeting

As California's population and temperatures continue to grow, so does the likelihood of devastating wildfires. Join Douglas Kent, author of Firescaping, as he highlights the essential qualities of a protected property. Doug will be focusing on roads, structures, defensible space, and plants.

Check the events page on the chapter website at clcaeastbay.org for registration information.

CLCA Webinars

Get the basics, dig deep, or just brush up on your skills. CLCA hosts webinars, featuring a variety of professional development topics, throughout the year – open to both members (free) and non-members (for a nominal fee).

Past webinar topics include:

- Drought update
- Hiring right the first time
- Benchmarking your business
- Workplace investigations: He said, she said
- Unlocking secrets of native landscaping
- Immigration update
- Employee handbooks
- What keeps employers up at night?

Can't attend a webinar? CLCA members, you are in luck. Archived webinars are available on-demand for members only. Visit <https://www.clca.org/member-resources/member-benefits/webinars/>.

Using Small Equipment Safely

Provided by CLCA Insurance Solutions

Lawn mowers, chain saws, leaf blowers, trimming equipment and grinders are all examples of small equipment used in landscaping. This equipment can cause injuries if it is not used properly. Common landscaping injuries include the following:

- Cuts, lacerations or amputations from fast-moving mower blades
- Bruises or broken bones from flying objects
- Burns from hot equipment parts
- Electrical shock from faulty grounding or defective electrical cords
- Back strain from improper equipment usage
- Slips, trips and falls

To avoid injuries when using small equipment while landscaping, follow these guidelines from OSHA and the Professional

Landcare Network (PLANET) Alliance.

- Read and understand the operator's manual for the equipment you're using.
- If you have not been trained on a piece of equipment, do not use it! This is critical to your safety.
- Make sure all safety guards are in place and the equipment is in good working order. Do not alter or remove safety guards.
- Always wear the recommended personal protective equipment (PPE).

Eye and ear protection are especially important.

- Clothing should fit well and be free of dangling or ragged edges that can become tangled in controls or fast-moving parts.
- Don't use equipment when someone walks by. Aim blowers away from cars, people and houses. Flying debris can

cause injuries.

- Don't operate small equipment when it's dark and you have limited visibility.
- Turn off equipment when it's not in use.
- Allow equipment to cool off before refueling.
- Never smoke when fueling a piece of equipment.
- Disconnect spark plug wires before performing maintenance.
- Keep your hands on the handles of all hedge trimmers and do not reach up into plants to clear debris until trimmers are shut off.
- Keep hands and feet away from mower chutes and blades.
- When using chain saws, make sure the chain brake works and the chain tension is correct.

This is for general informational purposes only, and is not intended as medical or legal advice. © 2007-2010, 2016 Zywave, Inc. All rights reserved.

Human Resources File System Guide

Steven Cesare, Ph.D.

The Harvest Group, Landscape Business Consulting | harvestlandscapeconsulting.com

A landscaper from Michigan called me to talk about being overwhelmed with all the paperwork generated by Human Resources, and how the company can get more organized. I suggested the three-step system for managing Human Resources files.

Personnel File. Every employee must have a personnel file designed to contain job-related information capable of being reviewed by managers, supervisors, and authorized staff. Examples of documents that should be included in this file are as follows: job application; job description; selection test or interview results; acknowledgment forms (e.g., Employee Handbook, Confidentiality, Arbitration Agreement); driver's license with photograph; official DMV driving record and proof of auto insurance; Uniform Reimbursement Acknowledgment; Issuance Forms (e.g., cell phone, vehicle, equipment, computer); training records; performance evaluations; awards and honors (e.g., letters of commendation or recommendation); letters of reprimand or other disciplinary correspondence; Payroll Status Change Forms (e.g., change in salary, tenure, deductions, job title, promotion); Personnel Information Change Form; time off requests; Termination Form; and Severance Agreements.

Confidential File. Every employee must also have a separate confidential file that stores all personal information that could conceivably serve as bias against the employee. Examples of documents that should

be included in this file are as follows: EEO information (e.g., Visa documentation); all information related to health (e.g., medical, dental, vision, LTD, life) insurance benefits; workers' compensation records (e.g., reporting forms, investigation notes, status/release forms); 401(k) payments, loans, and hardship statements; W-4 Form; wage collections, garnishments, and any additional payroll deductions; physical examination results; drug testing results; FMLA documentation; disability leave information (e.g., short-term, long-term, permanent); sick leave documentation; emergency contact information; background check information; Direct Deposit authorization; investigative files for harassment or discrimination claims; grievance process documentation; unemployment insurance documentation; and reference check information

I-9 Forms. Though not required by federal law, it is strongly recommended that all I-9 Forms be kept away from either the employee's Personnel File or his/her Confidential File, in separate three-ring binders, one for active employees and another for inactive employees.

To preserve file integrity and minimize the potential for bias, discrimination, or grievance, it is strongly recommended that the Personnel Files and Confidential Files for each employee be stored in separate file cabinets, or file drawers; never with both files for the same employee kept back-to-back in the same file drawer.

Irrigation Association Landscape Lighting Conference

January 11 | 9 a.m. - 1 p.m. 1 CLVLT CEC

If lighting is part of your business — or if you want it to be — this virtual landscape lighting conference is for you. Hear from experts in lighting as they discuss the latest trends and best practices used in the industry and see which products are put in the spotlight during our product showcase.

Cost

IA Member \$129 | Nonmember \$149

Schedule

9:00 a.m. - Welcome

9:05 a.m.

State of the Lighting Industry

9:30 a.m.

Panel Discussion – Shoot for the Top:
How to Create & Maintain a Successful
Lighting Business

10:10 a.m. - Break

10:25 a.m.

Panel Discussion – Speaking From
Experience: Successes & Failures

11:10 p.m.

Panel Discussion – Taking It Up a Notch:
Advanced Installation Techniques/
Specialty Lighting

11:55 p.m. - Break

12:10 p.m.

Landscape Lighting Technology Product
Showcase - Presentations from FX Lumi-
naire, Brilliance LED, Illumicare Group
Limited and Letzgo Products Inc.

Registration

[https://store.irrigation.org/events/
registration.aspx?event=CONFLITE21](https://store.irrigation.org/events/registration.aspx?event=CONFLITE21)

**village
nurseries**
ROOTED IN QUALITY®
a division of

TREE TOWN USA®

CHARLES CATES

TERRITORY MANAGER - SAN FRANCISCO & SOUTH BAY AREA
6901 BRADSHAW ROAD, SACRAMENTO, CA 95829
916-364-2945 / ccates@villagenurseries.com
www.villagenurseries.com

L.H. VOSS MATERIALS INC. Landscape Centers

Nyoka Corley

Territory Sales Manager

Email: nyoka.corley@gmail.com

Cell: 510.773.7063

MAIN OFFICE:
2445 Vista Del Monte
Concord CA 94520
FAX: 925.676.7976
Acct: 925.676.7910

AFFILIATED STORES:
Clarks U Save Rockery
Hayward 510.471.0755
San Leandro 510.357.5220

Mt. Diablo Landscape Ctr
Concord 925.687.2930
Pittsburg 925.778.3123
L.H. Voss Materials Inc.
Dublin 925.560.9920

Tree Town USA Announces Rebrand

Jonathan Saperstein, CEO of TreeTown USA, announced recently that the company has rebranded and will now operate under a new name: Everde Growers. The rebrand follows nearly six years of strategic acquisitions to expand the company's footprint nationwide, with farms operating in Oregon, California, Texas, and Florida.

"We have spent several years refining our processes, combining our policies, and setting a strong foundation for the future" Saperstein stated. "Now is the time to truly bring the company together as one."

Since their purchase of TreeTown USA in 2015, Saperstein and his family have been focused on the company's strategic growth. Each of the acquisitions have shared several qualities: a positive reputation in the industry, a plant mix that adds value to the company's offering, inventory to support that mix, land with a solid infrastructure, and an exceptional work force.

Everde Growers views the rebrand as an

opportunity to build and fortify its relationships in the industry. "Our commitment to our customers, employees, and suppliers is stronger than ever," Saperstein stated. "Having a single brand identity will help to streamline and improve our processes."

"The most rewarding part of bringing our company together as one has been creating best practices across the company based on rich experiences from our various backgrounds in the industry," stated David Kirby, Executive Vice President. "This year,

we made great strides in creating a consistent customer experience. For example, by organizing our national customer service team, our customers across the country will now have one point of contact to access our fourteen farms, as well as access to an updated national availability list with a consistent look and feel. We know that executing the Everde Growers brand will take time, but our employees and customers will immediately see the benefit of having one brand identity."

About Everde Growers

Everde Growers is a privately-owned business headquartered in Houston, Texas, with 14 farms totaling over 6,700 production acres across Texas, Florida, Oregon, and California. The company has a coast-to-coast footprint for its broad mix of high-quality plants that includes over 5,000 unique selections. To learn more about Everde Growers, visit www.everde.com.



Jeff Henninger
(925) 698-8295
www.deltabluegrass.com

C:27 752734



**LANDSCAPE CONTRACTORS
INSURANCE SERVICES, INC.**
Member owned. Service focused.

ELLEN MONTALBANO
ACCOUNT EXECUTIVE

1835 N. Fine Ave.
Fresno, CA 93727
emontalbano@lcisinc.com
www.lcisinc.com
P (800) 628-8735 Ext. 508
C (650) 492-1774
F (800) 440-2378

CA LIC # 0755906

Specialized Insurance & Business Services for Members of the Green Industry

2021 To-Do: Find Thumbtacks

Order your 2021 Labor Law Poster now!
Includes all state and federal updates. Available in English and Spanish.

CLCA members: \$34
Non-members: \$44
Plus tax and shipping

Size: 25.5"x39.5"



clca.org/store



CLCA East Bay Chapter Address

3130 Balfour Rd., Ste. D #215
Brentwood, CA 94513
www.clcaeastbay.org

2020 East Bay Chapter Board of Directors

IMMEDIATE PAST PRESEDENT

ERIC SANTOS (925) 924-8900
eric.santos@brightview.com

PRESIDENT

LEEANNA SCHOEDER (925) 584-4119

PRESIDENT ELECT

PAUL WONG (925) 518-6331
Imperial Sprinkler
paulw@imperialsprinkler.com

SECRETARY/TREASURER

DAVID MANLOVE (510) 898-1025
Indian Rock Landscapes
david@indianrocklandscapes.com

DIRECTOR-MEMBERSHIP

ERIC SANTOS (925) 924-8900
eric.santos@brightview.com

DIRECTOR-EVENTS

GREG WRENN (925) 313-9025
Past the Gate greg@pastthegate.com

ASSOCIATE MEMBER REPRESENTATIVE

DAMION ROSBY (510) 632-3535
Golden Gate Truck Center

EXECUTIVE ADMINISTRATOR

LAURA LEUER (510) 207-4350
lleuer@comcast.net F (866) 260-8869

NEWSLETTER EDITOR

JERRIE BEARD (530) 621-1701
jsb@beardassociates.com

East Bay Chapter Monthly Board Meetings

Board meetings are held on the 1st Thursday of the month at 4:00 p.m. (some exceptions). Check the calendar for locations.

The CLCA East Bay Chapter newsletter is published monthly. Copy and advertising deadlines are the 10th of the month preceding publication. Materials may be mailed to: Jerrie Beard & Associates, PO Box 96, Coloma, CA 95613. Or email to: jsb@beardassociates.com. For information on advertising and rates, contact Jerrie Beard at (530) 621-1701.

CLCA State Headquarters

1491 River Park Drive, Ste. 100
Sacramento CA 95815-8899
(916) 830-2780 • (800) 448-2522
(916) 830-2788 Fax
email: hq@clca.org

2020 CLCA State Executive Board

clca.org/about/board-of-directors/

Past CLCA State Presidents from the East Bay Chapter

2018	Aaron Huxley
2017	Tim Hendricks
1996	John Redmond Jr.
1986	Roger D. Fiske
1978	Joe Tanouye

East Bay Past Chapter Presidents

2018	Eric Santos
2017	Roxy Wolosenko
2016	Calvin Craig
2014-15	Peter Rosen
2012-13	Tim Hendricks
2011	DeeAnn Schuttish
2009-10	Nate Sillin
2007-08	Barry Minor
2006	Gregory Wrenn, Rick Martens, CLT
2005	Dennis Brewer
2003-04	Rick Martens, CLT
2000-02	Gregory Wrenn
1999	Rob Solomon CLT, CLP
1997-98	Dave Wolkenhauer, CLT
1996	Diane McNally
1995	Dan Berger, CLT
1994	Craig Hutchinson
1993	Steve Schlitt
1992	Matt Schiller
1991	Robert Battinich
1990	John Redmond
1989	Jim Kwiat
1988	Thomas Raeth
1986-87	John Nishizawa
1985	Thomas A. Adan
1984	David Burnley
1983	Don Young
1982	David Gutru
1981	Joe Tanouye
1979-80	J. Warren Thurston
1979	Peter Rumore
1978	Pat Nichols
1977	Joe Korematsu
1976	Chuck Rich

East Bay Chapter Life Members

Congratulations and Thank You to the following CLCA East Bay Chapter Members for their continued support for over 25 years.

Roger Fiske	Ken Gerlack
Jeffrey Jones	Joe Korematsu
George Sunayama	Jack Rydman
Thomas Raeth	Kevin Berndt

CLCA East Bay Chapter Contractor's Honor Code

The CLCA East Bay Chapter exists to support Contractor's AND their employees. To successfully meet this objective, and encourage the involvement of all levels of the landscape industry, the Board of Directors is committed to supporting the following Contractor's Honor Code:
The solicitation, recruitment of, or attempt to hire another Contractor's employees while attending any CLCA function is strictly prohibited.



Sponsor Profile:

Ewing Irrigation

Ewing Irrigation & Landscape Supply is the largest family-owned supplier of landscape and irrigation products in the country. Ewing supplies professional contractors with irrigation supplies, water efficient and sustainable solutions, landscape and turf products, agronomics and growing, hardscape and outdoor living, landscape lighting, water features, erosion control and more. Ewing also offers industry-leading training classes and events for professionals in the landscaping, sports field, golf and grower industries.

The company was founded in 1965 by King Ewing, who was considered one of the early pioneers in irrigation distribution. Ewing Irrigation, headquartered in Phoenix, Arizona, now has 200 branches from coast to coast in the United States.

Ewing provides not only a wide array of irrigation and landscape supplies, but also has tools for your business such as job tracking, accurate quoting and express will-call service for when you're short on time. Ewing customers also enjoy year-end rebates, early order programs, specials and EARN program discounts.

For contractors who are always on the go, Ewing provides online ordering, accounting and quotes, and mobile apps for landscape calculations and more. The trained service professionals and experts on the Ewing team can help you with your toughest questions.

Ewing offers affordable, CEU-approved training classes for you or your crew to keep everyone on your staff up to speed. Build your skills with classes focused on irrigation design and efficiency, auditing, and more.

As soon as you open the door and walk into Ewing Irrigation and Landscape Supply, you are greeted with a friendly smile. The staff makes you feel right at home and is attentive to all your landscape needs. They will walk by your side if you need help finding a product and answer any questions you may have. If staff doesn't know the answer they will take it upon themselves to find the answer because it is an opportunity to learn something new about the industry.

Visit www.ewingirrigation.com.



Member Standings

30+ Year Members

Joe Korematsu (1956)
 Roger Fiske (1962)
 Cagwin & Dorward (1963)
 Ken Gerlack (1966)
 Lafayette Tree & LS (1967)
 Horizon (1970)
 Ewing Irrigation (1973)
 BrightView Tree Co. (1973)
 SiteOne Landscape Supply (1974)
 Professional LS Mngmt (1980)
 Delta Bluegrass Co. (1980)
 Landscape Care Co. (1985)
 LandPlan's LS Inc. (1982)
 Village Nurseries (1983)
 L.H. Voss Materials (1987)
 P.J. McNamara (1987)
 Suma Landscaping Inc. (1988)
 Berndt Landscape & Garden Maint (1988)
 Trimacs Maint. & LS Const, Inc. (1988)
 Diamond K Supply Ltd. (1990)

Life Members

George Sunayama, Joe Korematsu, Roger Fiske, Paul Schultz, Ken Gerlack, William Rogers, Thomas Raeth, Dan Berger, Robert Battinich, Kevin Berndt, Stephen Lambert, Calvin Craig

21 Year Members

Bob Eagle, Contra Costa Water District

18 Year Members

Jon Ewing, Jon Ewing Consulting

17 Year Members

Edmund Morrissey, JPA LS & Const.

6 Year Members

Jeannie Fitch, Garden Nest Res. LS

5 Year Members

Julie Lienert, jGrow

4 Year Members

Marco Villasenor, Pacific Blue LS

3 Year Members

Paul Wong, Imperial Sprinkler Supply

2 Year Members

Rogelio Munoz, Bay Area Landscaping
 Wes Price, LandCare
 Shane Younes, Watersavers Irrigation
 Marcie Kramer, Mission Blue Gardens

The East Bay Chapter Thanks Our

2020 Partners for Success

Gold - \$1500

- Four Dinner Tickets to the Beautification Awards Banquet and sponsorship of a Judges or Sweepstakes Award plaque.
- Four Tickets to the Baseball Event (includes tailgate party).
- Free Admission to All Dinner Meetings during the year.



Silver - \$1000

- Three Dinner Tickets to the Beautification Awards Banquet and Sponsorship of an Award plaque for one of the award categories.
- Three Tickets to the Baseball Event (includes tailgate party).
- Free Admission to Three Dinner Meetings of your choice during the year.



Bronze - \$750

- Two Dinner Tickets to Beautification Awards Banquet and Sponsorship of an Award plaque for one category.
- Two Tickets to the Baseball Event (includes tailgate party).
- Free Admission to Two Dinner Meetings of your choice during the year.



All Partners Receive

- Company Name recognition in the chapter's monthly newsletter, Inside Scoop and the mid-monthly electronic newsletter E-Scoop. Company event promotion in electronic newsletter, E-Scoop.
- Company Name recognition at every event, logo on table-tents or event fliers, Company logo on the chapter website and event announcements.

For information, or to become a sponsor, call Laura Leuer at (510) 207-4350.

WHERE QUALITY GROWS...



Todd Gerrow
 (916) 216-2859
 tgerrow@agsod.com

12750 Guard Rd.
 Lodi CA 95242
 (800) 588-6882
 www.agsod.com

Growers of Quality Bluegrass, Fescue & Bermuda Sod



Buy better, buy different, buy Horizon.

Horizon has the products you need, when you need them—all under one roof.

IRRIGATION

controllers, valves, sprays, rotors, drip irrigation, central control, pvc fittings & pipe, valve boxes, drainage solutions, backflow preventers, and wire & accessories.



OUTDOOR LIVING

landscape lighting, pavers, ponds, waterscapes, BBQs and outdoor kitchens.



LANDSCAPE

seed & sod, fertilizer, pesticides, erosion control, sprayers & spreaders, safety products, and tools.



EQUIPMENT

mowers, blowers, trimmers, chainsaws, plows, trenchers, turf management, parts & service.



MORE THAN A STORE.

Visit us online, or stop in to your local branch to experience the Horizon difference today.

IRRIGATION
OUTDOOR LIVING
LANDSCAPE
EQUIPMENT

Horizon.

[f](#) @horizondistributors | [YouTube](#) HorizonDistributors

800.PVC.TURF | [HorizonOnline.com](#)