



inside

FEBRUARY 2021



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION
EAST BAY CHAPTER

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On the cover: Life After Lawn by Calvin Craig Landscaping, winner Renovation Installation category at the East Bay Chapter Beautification Awards in 2018.

Distinguished Members

CLCA's recent successes in water management, legislation and member benefit programs are not the product of a liberal application of pixie dust, but the result of dedication and commitment by a special cadre of your colleagues. Each year, the association honors those who have made an exceptional impact on the association and the green industry. The 2020 awards were presented during the association's annual Leadership Conference, held online on January 13, 2021.

Allegiance Award Winners

In recognition of their years of service and leadership, the California Landscape Contractors Association presented Frank Niccoli and Tom Noonan (see page 6) with its Allegiance Award, the association's most prestigious honor.

The award, which is given only to a green industry professional who has been a member of the association for a minimum of 15 years and who has had a significant effect on the industry, was presented during the association's annual Leadership Conference, held on-line on January 13, 2021.

Each Allegiance Award winner has served on at least three of the association's committees, task forces or boards for a total of 10 years. They are the driving force of many of the association's most innovative and substantial programs and efforts.



Frank Niccoli

Frank served as CLCA's first-ever Director of Resource Management. During his four two-year terms, CLCA developed the CLCA Water Management Certification program. This EPA WaterSense recognized program received the prestigious Power of A award from the American Society of Association Executives.

Frank has also excelled in a variety of

chapter roles and served as CLCA's 2013 President. In 2018, he was named Member of the Year.

"By his peers, he is recognized as a long-time supporter of the industry, diligent and focused on the future of the CLCA's best interest," CLCA President Paul Hansen said.

He has devoted countless hours to the revision of the association's Landscape Data Manual and Landscape Standards Book.

At heart, Frank is a teacher. At Foothill College, where he is the Horticulture Department director, he founded the CLCA student club in 2002 to better connect students to industry. He also built a 25-module teaching center at Foothill College patterned after CLCA's Certified Landscape Technician program to teach students real-life hands-on skills. He is currently working with 12 other colleges interested in building their own learning centers.

Frank re-wrote and spearheaded CLCA's How to Make Money with Your Landscape Business series and has presented many other seminars, workshops and webinars. He draws rave reviews from students and green industry professionals for his practical "been there, built that" attitude.



East Bay Chapter Member Eric Santos, CLT Named CLCA's 2020 Member of the Year

The California Landscape Contractors Association named Eric Santos, CLT its 2020 Regular Member of the Year, honoring his professionalism and leadership.

The award, which is given annually to a contractor member who is involved with a significant project or accomplishment during the current year, was presented during the association's annual Leadership Conference on January 13, 2021.

Eric, the Vice President of Irrigation Services at BrightView Landscape Services, served as CLCA's 2020 Director of Membership. His work with the Membership Committee and Chair Sal Hernandez will benefit the association for years to come.

While presenting the award, CLCA 2021 President Paul Hansen praised Eric for his tremendous leadership on both the state and chapter level. Quoting those who nominated Eric for the recognition, Paul said that fellow members have recognized Eric as "extremely detailed and engaged. He has reinvigorated his leadership position and made a positive improvement for the association."

"I am grateful and proud to work alongside Eric and even more honored to present this award now," Paul said.

(continued on page 6)
CLCA East Bay Chapter



president's message

Paul Wong, Imperial Sprinkler Supply

Ring in the New Year

Goodbye 2020, HELLO 2021!!!! As we embark on another year for the CLCA East Bay Chapter I want to thank our 2020 board President- Leeanna Schoeder, Immediate Past President and Director of Membership Eric Santos, Secretary / Treasurer David Manlove, Director of Events Greg Wrenn, Associate Member Rep Damion Rosby, and of course the one who is trying to make sure we are steered in the right direction, our Executive Director Laura Leuer. You all have been phenomenal to work with, and once again I thank you.

With that being said I would like to introduce the CLCA East Bay Chapter Board of Directors for 2021.

Immediate Past President - The lovely Leeanna Schoeder with Roxy Designs who was so generous to do back to back terms as chapter president is finally off the hook! She has had great passion to be a part of this board, and I look forward to working with her again in 2021.

President Elect - Loren McIrvin, owner of Allied Landscape Services, is a huge add for the 2021 board. He brings extensive knowledge, many ideas on how we can help grow the chapter and how we can offer better support to our members.

Secretary/Treasurer - David Manlove, owner of Indian Rock Landscapes, will be holding on to his roll as Secretary / Treasurer. He has been a great board member for the past two years. He always comes ready to help with suggestions to make our programs better for our members. Very excited to have David back in this leadership role.

Director of Membership - Damion Rosby of Golden Gate Truck Center. Damion will be joining us for a second straight year as he was new to the industry when he came to our first board meeting. You wouldn't have thought that though,

because Damion has been very valuable to the CLCA East Bay Chapter with his ideas. Thank you, Damion, for moving up and tackling the important position of Director of Membership.

Director of Events - Barry Sacher, owner of Rock, Paper, Scissors Landscape, has been an advocate of the CLCA East Bay Chapter for a long time. We finally get to have her as a board member. We are excited to have her voice and enthusiasm on the board. We all look forward to working with Barry in 2021.

Associate Member Representative - Douglas Anthony of Urban Farmer Store will also be joining the board for the first time. We look forward to working with Doug and getting his insight, not just on what is going on in the landscape industry, but what new products and other materials we might look forward to having in 2021.

Say hello to your CLCA East Bay Chapter 2021 board. Just like me they all strive to be the next President of the CLCA East Bay Chapter! I think.....LOL

Please don't forget to visit our new revised web site <http://clcaeastbay.org>, which was beautifully done by Jerrie Beard. The website features upcoming events and news that might be going on in the landscape industry.

We are ever hopeful that we can hold some events this year in person or as a group. Last year was challenging for all. To the members and sponsors of our chapter THANK YOU for your support and willingness to work together as we as an industry continue to grow and better our communities.

HAPPY NEW YEAR! Let's all have the best year in the landscape industry.

Sponsor Profile:

The Lumber Baron

Known for quality Redwood Lumber since 1978, The Lumber Baron, Inc. has expanded its inventory to include a full line of #2 Clear Western Red Cedar, a large selection of Reclaimed Lumber, and in a very short amount of time, live edge slabs. Having developed special relationships with the best redwood mills around, we are still committed to offering our customers the highest quality, widest selection, and lowest prices on new redwood lumber in the Bay Area and beyond. However, with a new 3.5 acre site in the works, complete with inside storage, an expanded milling operation, a show room and a vast hardware selection, we feel now is the perfect time to incorporate these new products lines in the same large selection, high quality fashion you have come to expect from us.

Over the years we have acquired some special historical lumber from locations such as the Bay Bridge, Hangar One on Moffett Field, reclaimed pilings from Treasure Island in San Francisco, massive clear all heart redwood bridge timbers, and Kapur from an old copper mine. Our new show room at 1140 Harbour Way in South Richmond, expected to open spring 2021, will be the perfect place to appreciate all the beauty reclaimed lumber possess. With numerous story board, installed flooring, and paneling applications, a real "hands on" feel can be achieved. Our one of a kind display will make picking out the perfect slab a breeze. Curly Redwood, Monkey Pod Rain Tree, Curly Maple, and Acacia are just some of the species we will be offering.

Family owned and operated since 1978, The Lumber Baron would like to thank you for your continued support over the last 42 years. We realize this expansion would not be possible without you and hope the new lumber products will make your shopping experience with us more enjoyable.

Visit www.thelumberbaron.com.

Employee Handbook Distribution

Steven Cesare, Ph.D.

The Harvest Group, Landscape Business Consulting | harvestlandscapeconsulting.com

A landscaper from Michigan called me to talk about her company's employee handbook. While revising the employee handbook was straightforward and successful, the landscaper took a cavalier approach to its distribution and more importantly, the process associated with receiving the signed Handbook Acknowledgment Form from every employee. Her approach was to simply distribute the employee handbooks as part of an ongoing event (e.g., safety tailgate meeting) and then have the employees drop off the signed acknowledgment forms to the main office sometime afterward.

In place of that haphazard plan, here is the annual employee handbook distribution process I proposed:

1. Employee Handbooks are distributed through the management team to all employees. Given that managers are responsible for supervising their staff and holding them accountable for policy compliance, it must be the managers, not the office staff, who hand deliver the employee handbook to each of their employees.
2. Each Manager receives a payroll roster of his/her employees. The Payroll Department must generate a roster of each Manager's direct and indirect subordinates, based on the organizational chart, to alert each Manager of the number of employee handbooks that must be distributed and to whom. As the employee handbooks are distributed, the Manager must put the date when each employee received the employee handbook, on that roster, next

to the employee's name, for documentation purposes.

3. At the time of distribution, the Manager must inform each subordinate that the signed Employee Handbook Acknowledgment Forms must be returned to the Manager within one week.
4. Each name on employee roster is exhausted to ensure 100% return rate. Using the same roster as previously-mentioned in Step 2, the Manager documents the date the employee returns the Employee Handbook Acknowledgment Form to the Manager. The Manager must not deliver the Employee Handbook Acknowledgment Forms to the main office until every one of the names on his/her roster has returned the Employee Handbook Acknowledgment Form.
5. All signed Acknowledgment Forms are returned to the office for compliance check. Once received from the Manager, the office confirms that each employee has submitted a signed and dated, Employee Handbook Acknowledgment Form.
6. The office then scans and files Handbook Acknowledgment Forms in every employee's personnel file.

In much of the country, this process should be completed on all current employees by January 20th each year. By the same token, those companies which close for the snow season should have this process completed on all returning employees within one week of beginning the landscape season.

Sponsor Profile: Watersavers

Watersavers has been greening the way for landscape contractors and gardeners since 1988 with a commitment to water management, water conservation, quality service, and providing professional grade irrigation supplies and landscape products. Watersavers is the one-stop shop for all your gardening and landscaping needs such as sprinkler systems, landscape tools, erosion control products, outdoor lighting, fertilizers, sod, and water conserving drip irrigation.

Watersavers sets a new agricultural and landscaping industrial standard that is unprecedented with its knowledgeable, friendly, experienced staff and technical support, guaranteed 4 hour local delivery (no minimum purchase), guaranteed inventory availability, and online store.

Watersavers' One-Stop shopping gives you access to all the best irrigation and landscape products and everything else you need to complete all of your landscape projects. Watersavers guaranteed inventory availability assures you that their shelves are always fully stocked with the products you need right now. You can shop for landscape and irrigation supplies by visiting any one of six California locations or by visiting the Online Store at watersaversinc.com.

California Locations

- Brentwood Store - 395 Carrol Ct. Suite D
- Concord Store - 4025 A Nelson Avenue
- Dublin Store - 6302 Houston Place
- Petaluma Store, 840 Perry Lane
- San Rafael Store - 508 Irwin Street
- San Jose Store - 980 North 11th Street

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Irrigation Association Leadership Summit

During the Irrigation Association's Leadership Summit on Wednesday, February 10, we will discuss insights to help current business executives build skills for success in leading projects, teams and organizations. We will also identify the common traps that many business leaders fall into, and learn how to build positive, lasting change in your company — all through the lens of irrigation. This opportunity is open to both seasoned and future leaders of our industry.

Cost

Member \$119 | Nonmember \$149

Registration

Register online at <https://bit.ly/39IEaBX>

Schedule

Times and schedule are subject to change.

8:00 a.m.

Welcome & Keynote: Kelly Schulz, Maryland Secretary of Commerce

8:30 a.m.

CEO Roundtable – Leadership & Resilience

- Greg Hunter, Hunter Industries Inc.
- Doug York, Ewing Irrigation

Learn leadership strategies that have worked for CEOs and their businesses.

9:15 a.m.

Cutting Through the Noise: Communication Strategies

- David Almay, Founder, CapitalGig, LLC (former White House Internet and E-communications Director for George W. Bush)
- Johanna Maska, host of Pod is a Woman and CEO of the Global Situation Room communications firm (former Director of White House Press Advance for Obama)

This session will focus on the best strategies to build your business through sound communication.

10:00 a.m. | Break

10:15 a.m.

Leadership in the Irrigation Industry

- Kurtis Kammerer, Senior Director, SolutionView
- Phil Stephens, General Manager, Horizon

Learn what leadership means to these leaders in the green industry.

10:45a.m.

Technology & the Future of Global Business

- Tim Day, Principal, Calfee Strategic Solutions (former Director of the U.S. Chamber of Commerce Technology Engagement Center)
 - Karen Hildebrand, Head, Solutions Agriculture, Amazon Web Services
 - Julie Bushell, President, Paige Wireless
- This panel of experts will talk about global technology development and what we can expect in the future.

11:45 a.m.

Strategies for Success in a Post-Pandemic World

- Tina May, VP, Rural Services and Chief of Staff to the CEO, Land O' Lakes
 - Joel Lipsitch, VP, Product Management and Marketing, Sound Agriculture
- This panel will discuss topics such as employee engagement, work-life balance and diversity and inclusion. They will also address any questions from the attendees relating to success strategies for leaders.



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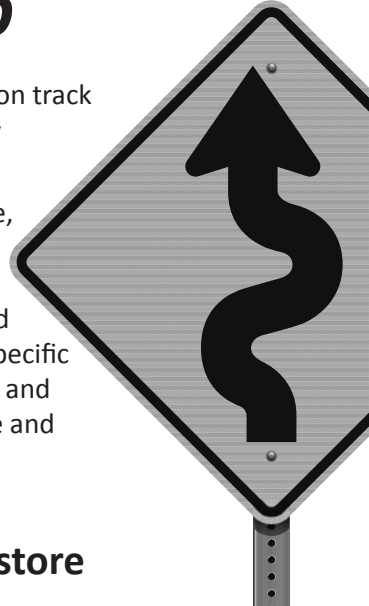
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CLCA MEMBER ADVANTAGE

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Communication can stay on track by keeping your company policies up to date.

Available at clca.org/store, the fully customizable **Employee Handbook** is created in Microsoft Word and features guidelines specific to the landscape industry and includes all required state and federal policies.



 **clca.org/store**

CLCA East Bay Chapter Address

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

2021 East Bay Chapter Board of Directors

IMMEDIATE PAST PRESEDENT

LEEANNA SCHOEDER (925) 584-4119

PRESIDENT

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

PRESIDENT ELECT

LOREN McIRVIN (925) 280-0161
Allied Landscape
l.mcirvin@contactallied.com

SECRETARY/TREASURER

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

DIRECTOR-MEMBERSHIP

Damion Rosby (510) 632-3535
Golden Gate Truck Ctr.

DIRECTOR-EVENTS

BARRY SACHER (510) 459-9547
Rock Paper Scissors Landscape Inc.
rockpaperscissorslandscape@gmail.com

ASSOCIATE MEMBER REPRESENTATIVE

DOUGLAS ANTHONY (415) 710-7707
The Urban Farmer Store
doug@urbanfarmerstore.com

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

2021 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

2019-2020	Leeanna Schoeder
2018	Eric Santos
2017	Roxy Wolosenko
2016	Calvin Craig
2014-15	Peter Rosen
2012-13	Tim Hendricks
2011	DeeAnn Schuttish
2009-10	Nate Silin
2007-08	Barry Minor
2006	Gregory Wrenn, Rick Martens, CLT Dennis Brewer
2005	Rick Martens, CLT
2003-04	Gregory Wrenn
2000-02	Rob Solomon CLT, CLP
1999	Dave Wolkenhauer, CLT
1997-98	Diane McNally
1996	Dan Berger, CLT
1995	Craig Hutchinson
1994	Steve Schlitt
1993	Matt Schiller
1992	Robert Battinich
1991	John Redmond
1990	Jim Kwiat
1989	Thomas Raeth
1988	John Nishizawa
1986-87	Thomas A. Adan
1985	David Burnley
1984	Don Young
1983	David Gutru
1982	Joe Tanouye
1981	J. Warren Thurston
1979-80	Peter Rumore
1979	Pat Nichols
1978	Joe Korematsu
1977	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.

Tom Noonan Receives Allegiance Award

Tom served as the association's Associate Member Director in 2010-11 and was a dedicated member of the Landscape Industry Show Committee until the show sunset after the 2019 event. He continues to represent CLCA on the NorCal Landscape and Nursery Show steering committee.

"By his peers, he is recognized as a 'faithful, supportive participant of our industry trade shows and resource management.' He is always praised for this 'activism for CLCA's efforts in water use efficiency,'" CLCA President Paul Hansen said. One member has said that Tom's "tenure in the volunteer leadership has given voice to representing CLCA in the best possible light and professionalism."

He chaired the Resource Management Committee and later served as Director of Resource Management as CLCA grew the Water Management Certification Program. This EPA WaterSense recognized program received the prestigious Power of A award from the American Society of Association Executives.

Tom is a Water Management Specialist at Ewing Irrigation & Landscape Supply, and his passion and expertise for the efficient use of water has been of immense benefit to CLCA's programs. He also maintains certifications from the Irrigation Association as both a Landscape Irrigation Auditor and Irrigation Designer.

Bronwyn Miller Named Associate Member of Year

The California Landscape Contractors Association named Bronwyn Miller its 2020 Associate Member of the Year, honoring her enthusiasm and efforts to inform and promote California's green industry.

The award, which is given annually to an Associate Member who is involved with a significant project or accomplishment during the current year, was presented during the association's annual Leadership Conference, which has held online January 13, 2021.

While presenting the award, CLCA 2021 President Paul Hansen praised Bronwyn for her dedication to CLCA's Trophy Awards and Events Committee. Quoting those who nominated her for the recognition, Paul said that fellow members have recognized Bronwyn as "dedicated, always extending a hand to help and producing fantastic content."

"I have had the honor of serving alongside Bronwyn at both the state and chapter level leadership," Paul said. "I have consistently been amazed at her creativity, capabilities and integrity. I am honored and delighted to present this award."

Bronwyn is the founder and owner of Eyescapes, a graphic design agency that focuses on California's green industry.



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)
 Tony Franchetto (1991)

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

15 Year Members

Susan Royter, Landtech Design Inc.

13 Year Members

John Serviss, Devil Mountain Nursery
 Adan Rodriguez, Vision Recycling

11 Year Members

Leeanna Schoeder, Roxy Designs
 Roxy Wolosenko, Roxy Designs

6 Year Members

Stephen Carmassi, Interwest Ins. Srv.

4 Year Members

Joshua Fookes, Deborah Fookes, Josh Hughes, Nick Smith - Bee Green Recycling and Supply
 Sai Duhamel, Home Grown Gardens

2 Year Members

Mathew McGrath, Farallon 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.

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ADVANTAGE

