



inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION  
EAST BAY CHAPTER

MARCH 2021

## Irrigation Technology and Rebate Updates Webinar

Thursday, March 4th | 1pm-2pm

Do you have questions about the newest irrigation technology? Would you like to learn more about the latest products that successful landscape contractors are using to save customers water and the latest rebates being offered by our water agencies? Here is an opportunity to get your questions answered. CLCA East Bay Chapter will be hosting a virtual panel discussion on new technologies and rebates designed to save customers money.

CLCA Members FREE, Non-members \$25

Register online at [www.clcaeastbay.org](http://www.clcaeastbay.org).

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*On the cover: Affordable Elegance by Calvin Craig Landscaping, winner Small Design Build category at the East Bay Chapter Beautification Awards in 2018.*



# It Will Just Blow Over

Steven Cesare, Ph.D.

The Harvest Group, Landscape Business Consulting | [harvestlandscapeconsulting.com](http://harvestlandscapeconsulting.com)

A business owner from California called to discuss a claim of sexual harassment. At a crowded trade show attended by numerous vendors, business partners, and competitors, one of the business owner's female employees was walking through the crowd, when a male attendee "more than patted her on the butt." Startled, she turned around quickly, only to realize the aggressor was an employee of one of the Company's key clients. His glance was indirect; words were not exchanged.

Upon returning to the Company office, she notified the human resources manager who informed the business owner. He called me seeking guidance.

The Company Employee Handbook contained a straightforward Anti-Sexual Harassment Policy, which included offensive behavior committed by a third-party (e.g., vendor, contractor, visitor) against a Company employee, as part of its definition

of "unwanted sexual behavior."

I advised him to meet with the victimized employee with human resources in the room, review the written claim she had provided, express sincere disgust toward the action, and take appropriate action to prevent reoccurrence.

That's when the owner got nervous.

"Appropriate action," in my mind, constituted the business owner writing a formal letter (i.e., documentation) to the owner of the harasser's company explaining the situation to that owner, expressing disapproval of the offensive action directed toward his female employee, demanding a formal apology, and requiring a commitment from the other owner refusing to allow the harasser any future contact with the victim. A pretty standard response pattern: Completely in line with the Company's Anti-Harassment Policy, characteristically indicative of an owner defending employees against unjust

actions and demonstrating righteous support to the victimized employee.

"But you see, Steve, that owner is one of our key clients. He pays us a lot of money. Something like this could jeopardize future business between our two companies. Do you understand what I'm saying?"

I completely understood what he was saying; the message, context, and expectation. I reminded him of his principled position as a role model within the Company, connected the ethical line from the Anti-Harassment Policy to his intrepid honor in standing tall in defining moments of this sort, and his anticipated chivalrous support toward the victim seeking public protection.

The conversation became silent.

After a lengthy pause, the owner said "Let me think about this for a while. We shouldn't just jump in and stir things up. If we just see how things go, maybe it will just blow over as time passes."

Which is exactly what he did.


A missed opportunity: For the business owner's character, the Company culture, and accountability against the harasser.



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## president's message

*Paul Wong, Imperial Sprinkler Supply*

# Power of a Landscaper

As we march on into the end of winter, we are beginning to see the full beauty of the landscape projects that our members have been installing and/or maintaining. Thank you for giving us something beautiful to look at. Many folks don't take notice of these masterpieces until they have their own home or they stumble across an extraordinary lighting project, hardscape or exotic plants. For those of us in the industry it's art, it's what makes us get out of bed in the morning--knowing that we are going to be getting our hands dirty doing something creative with Mother Earth.

With all the troubling news that came with 2020, our industry was one of the bright spots. Our labors created something of beauty that brought joy to others during the tough times of the pandemic. As we move forward into 2021, let's continue to come together to spread the joy of working with our hands, building something from scratch, and designing projects that we can all be proud of.

I have been lucky enough to be a part of this industry for six years now. The people I have met along the way have been inspir-

ing. As I write this, I hope it can inspire you to continue to love, laugh, and learn and know that all the hard work you put into this industry does not go unnoticed.

The CLCA East Bay chapter has scheduled monthly educational webinars covering topics such as firescaping and irrigation technologies. Watch your email and our website at [www.clcaeastbay.org](http://www.clcaeastbay.org) for upcoming webinar information.

I look forward to the time we can once again meet in person and share information and friendship. In the meantime, please join us for our next virtual event "Irrigation Technology and Rebate Updates" on Thursday, March 4. The panel includes:

- Susan Cordone – Conservation Coordinator, California Water Service
- Anya Kamenskaya – East Bay Municipal Utility District
- Chad Sutton – Water Resource Manager, Gachina Landscape Management
- Mike Valentine – Irrigation Technology Specialist, Imperial Sprinkler Supply

I hope to see you all on the Zoom call. Have a wonderful March everyone!

work allowed under the C-27 (landscape contractor) license.

## Being Active

The decision to be active in this trade association is what makes a difference for us. There is an old saying that comes to mind... "You only get out of something what you put into it." Well, simply put, we're putting into the association by being active volunteers. CLCA has hundreds of members throughout the state. Only a fraction of those are active volunteer members. These are the people that help keep the organization alive. We joined CLCA in November 2013 and made the decision to be active members four years later. We've seen the fruits of this commitment in the success of our company ever since.

My brothers and I each serve in different chapters within CLCA. Francisco serves as President for the San Fernando Valley Chapter. Omar serves as President for the Kern County Chapter. Ivan serves as Secretary for the Channel Islands Chapter. I'm serving as Chairman of the Board for the Los Angeles/San Gabriel Valley Chapter. This year I am also serving on the CLCA state board as Secretary/Treasurer. Needless to say, we are committed and as active as can be!

## Volunteerism

As a family we learned the importance of volunteering early on. My father, Javier Salazar, helped create and lead a volunteer group that accomplished great things for his hometown in Mexico. Over a span of three years, they remodeled the junior high school in their community and installed a new potable water deposit that has provided 24-hour clean water for the last 20 years. Most of the organizing and fundraising was done here in Los Angeles and our dad made sure we participated. We would print and sell tickets and organize all sorts of fundraising events. Because of this, we witnessed their accomplishments as teenagers from beginning to end. We learned how good it felt to give back and volunteer.

Being a part of CLCA makes us feel good. We feel like we are giving back into

(continued on page 6)

## How the CLCA Makes Us A Better Contractor

By Alex Salazar, Business Development Manager at Groundcare

Have you heard the expression, "What would you do if you knew you couldn't fail?" It's a loaded question that usually leads nowhere. Eight times out of ten you begin daydreaming of building a spaceship or a time machine. Best-selling author on marketing and leadership, Seth Godin, says a better question to consider is: "What would you do even if you knew you would fail?" In other words, what is something that means so much to you that you would sacrifice part of yourself for it?

[www.clcaeastbay.org](http://www.clcaeastbay.org)

If I were to attribute Groundcare Landscape's success over the last few years to something, it would be to the heart my brothers and I have put into it. The success of the business is very meaningful to all of us. There are other reasons we have been successful too. Among the top five I would say is our active involvement in the California Landscape Contractors Association (CLCA). The CLCA is a not-for-profit trade association that was formed in the early 1950s to protect and champion the scope of



# Gardening in Summer-Dry Climates

## Plants for a Lush, Water-Conscious Landscape Webinar

Monday March 8, 2021 2pm-3:15pm

Low-impact and beautiful gardens are an art form that begins by observing the natural landscape. Gardening in summer-dry climates requires a careful choice of plants that thrive in dry summers and wet winters. In the face of worldwide habitat loss, Pacific Coast gardeners move to reduce impacts on the water supply, sequester carbon, and sustain wildlife by creating gardens in concert with the summer-dry climate.

In the new book, *Gardening in Summer-Dry Climates*, landscape architect Nora Harlow and award-winning photographer Saxon Holt explain how plants adapt to the climate and how topography and climate relate. In this presentation, Saxon will share breathtaking photographs of plants and gardens, highlight East Bay garden favorites and touch on design considerations, invasive species, carbon sequestration, and maintenance. Learn how this plant book can help to invigorate garden resiliency.

Saxon is a photojournalist who has spent more than 40 years exploring Kingdom Plantae and the fundamental importance of plants to the health of the planet. His work has been featured in diverse publications, from Architectural Digest and Pacific Horticulture magazine, to EBMUD's award-winning book, *Plants and Landscapes for Summer-Dry Climates*. Saxon is also a Board member at Pacific Horticulture Society.

EBMUD Water Conservation Division staff will provide an update on EBMUD

water supply and conservation programs.

Event qualifies for CEU's from Irrigation Association, AWWA, ReScape CA, Master Gardeners, and QWEL.

Register at <https://bit.ly/3uEDtwc>.

For more information, contact Kristin Bowman at [ebmud.com](mailto:ebmud.com), 510-986-7610. The PowerPoint presentation will be posted on the Landscape Advisory Committee webpage within one week of the webinar.

## Upcoming Webinars

### Qualified Water Efficient Landscaper Training - QWEL (Spanish)

Mar. 16, 7:30-9:30am (2 weeks, Tues and Fri)

Register: <https://www.qwel.net/pub/class/232>

El entrenamiento QWEL en español será facilitada en vivo a través de Zoom por dos de nuestros instructores certificados y altamente calificados, y está disponible para profesionales que realicen negocios o empleados en cualquiera de los siguientes condados: Santa Clara, San Mateo, San Francisco, Alameda, Contra Costa, Solano, Sonoma, Marin y Napa.

Como las clases anteriores en persona, la versión en línea cubrirá las 10 secciones del manual de referencia QWEL. Esto incluye temas sobre suelos y principios de diseño sostenible, necesidades de agua de las plantas, diseño y mantenimiento de sistemas de riego, y programación y operación del sistema de riego. Se recomienda que los

asistentes descarguen el manual gratis aquí o compren una copia por Amazon aquí antes de la clase.

## ReScapes Firescaping Qualification Training (FQT)

April 8-9 | 9a, - 1pm

Register: <https://bit.ly/3pYFrEh>

This new program educates, aligns and empowers public agencies, commercial and institutional property owners, and landscapers to work collaboratively across departments and organizations to implement whole-systems firescaping strategies to protect people, assets and our future.

The course provides comprehensive best practices in regenerative landscaping, specifically oriented to reducing fire hazards and preparing cities and large property owners/managers for safety before, during and after a firestorm.

## Rescape Design Qualification Training

April 15, 22 and 29 | 9am - 3pm

Register: <https://bit.ly/3dVCUBi>

Live online webinar.

Based on ReScape's 8 Principles, this training provides landscape design professionals with practical tools for designing and constructing healthy landscapes that protect local watersheds, conserve resources and address our changing climate. Participants will learn about regenerative landscape practices from leading experts in soil health, stormwater, plant selection, integrated pest management, and more. The Design Qualification Training also provides in-depth information about our Rated Landscape Program and serves as a pre-requisite for becoming a ReScape Rater.



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## Sponsor Profile:

# SiteOne Landscape Supply

At SiteOne Landscape Supply, we pride ourselves on knowing our customers and their business better than anyone else. We want to know your challenges, your expectations, your goals so we can meet your needs like no other landscape supplier can. Partner with us, and become Stronger Together™.

## The Green Industry's Number One Partner

Here, you are much more than a customer; you are a partner. Earn points on every purchase and redeem them for gift cards, travel and more with our Partners Program - the best customer rewards program in the industry. You'll also receive discounts and access to powerful business resources. Become a better, more informed business owner with multiple options for training and industry certifications, offered through SiteOne University, Academies and in-store events. At SiteOne, you'll find unparalleled

services, designed for the long haul, that can help take your business to the next level.

## Your One-Stop Shop

SiteOne has everything you are looking for with a wide selection of irrigation, lighting, turf and landscape maintenance, nursery and pest control supplies. With over 500 stores across the country and now Online ordering, we are here to serve you however we can. We'll get to know you and your unique challenges, so we can meet them like no one else. Make every moment of your workday count go to the one destination that has it all.

## Unmatched Expertise

We've been in this industry since day one—in fact, we've helped it grow to what it is today—and our experts know our product lines, categories and local markets better than anyone. The result is an understanding of the big picture, and the finer points, that

no other distributor can match. SiteOne has a team unsurpassed in knowledge and expertise.

## Customer Obsessed

At SiteOne, our associates will stop at nothing to help our customers win. Many of these experienced experts are former hardscape, irrigation or turf care professionals themselves, and all of them are prepared to help you make the informed decisions necessary to grow your business. Trust us for the solutions you need to become more competitive, and take you over the top.

## Large and Local

SiteOne is the nation's largest supplier of wholesale goods for green industry professionals in the United States and Canada. Our local experts know your community, and what it takes to succeed there, because it's their hometown, too. We can help you find, bid and win jobs through programs like Project Services. We can even direct ship or deliver your products right to your work site. Order Online or stop into the branch nearest you today... [siteone.com](http://siteone.com).



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### CLCA East Bay Chapter Address

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### 2021 East Bay Chapter Board of Directors

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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.

(continued from page 3)

the industry that provides for our livelihoods. The CLCA also allows us to work collaboratively on local volunteer projects to better our community. We have received local and state recognition on several humanitarian projects that we've had the honor of being a part of.

### How CLCA Makes Us Better

Imagine attending a class in school as a freshman where your classmates are as smart or smarter than you are. It is a mixed class of freshmen and seniors. The seniors know the material better because they've been exposed to it longer than you have. They have solved problems you haven't even learned of yet. You are all there because you enjoy the class. The Freshmen are learning something new, and the seniors learn more while also helping others. All want to be successful. That's how the CLCA is.

We don't compete in the local CLCA chapters. In fact, most of us cover different areas in the region. Also, for the most part, we each have a different specialty inside the trade. This makes it easy to share work scenarios with each other and help one another solve problems. Many of the conversations have to do with small issues like "what's your favorite irrigation controller?" or "how does your team start their mornings?"

Sometimes small things turn out to be big. For example, when we were curious about using a business software to help manage our company, we learned about LMN from a peer. At the time, it was a total game changer for us. It taught us to build company budgets and to price jobs accordingly. This was leaps and bounds ahead of simple pricing where you priced your labor at X per hour because your competitor did. It also provided a definitive answer to the question: "How low can I price my work?"

Being a multi-owner company and learning how to interact with each other in a more professional manner has been transformational. Our local chapters have taught us how to properly run board meetings. In turn, we've implemented board meetings into our company and find that having them at least once a month keeps us more organized and on track. Knowing our officer roles helps each of us to prepare for meeting discussions. Taking minutes of the meeting keeps everyone accountable. There is a comfort in knowing that everything is recorded and can be referenced at any point in the future.

During times of uncertainty, we tend to lean into things that we know and people we trust. In the past year, our relationship with CLCA has proven to be imperative to our success. We have been able to lean into the organization when we needed guidance. I am grateful for all the work our peers have referred to us as well as the support they have offered when we needed it. We look forward to much more learning and growing as individuals and professionals!

If you'd like to learn more about CLCA, visit [www.clca.org](http://www.clca.org).



## 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

### 28 Year Members

Brad Hlady, Buffalo Landscape Co.

### 27 Year Members

Richard Kerri, Kerri Landscape Services

### 24 Year Members

Christopher Paynter, CLP Landscaping Inc.

### 23 Year Members

Luca Donisi, Donisi Landscape Const. Co.

### 21 Year Members

Luis Hernandez, Amanecer Landscaping

### 10 Year Members

Eric Santos, BrightView Landscape Services

### 9 Year Members

Linda Middleton, Terralinda Design

### 7 Year Members

John Spanne, Calstone Company

### 5 Year Members

Barry Sacher, Rock Paper Scissors LS

### 4 Year Members

Rick Del Prete, Black Diamond Pavers

### 2 Year Members

Kevin Pearson, Banksia Landscape Inc.

### 1 Year Members

Joe Berg, Dale Schvaneveldt, The Davey Tree Expert Co.

Adam Bustamonte, Terra Gardens LS Cons.

www.clcaeastbay.org

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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