



inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION
EAST BAY CHAPTER

APRIL 2021

SAVE THE DATE:
CLCA East Bay Regenerative
Landscapes Panel Discussion
THURSDAY, MAY 6
1:00 p.m.

In this issue

- Coming Soon! Beautification Awards!
- Sponsor Spotlight: Devil Mountain Wholesale Nursery
- Spring is Here! Water Conservation is Here to Stay!
- ReScape Announces Classes
- Competency Triangulation

On the cover: Modern Family Playspace by Roxy Designs, Achievement Award in Medium Design Build category at the East Bay Chapter Beautification Awards in 2018.

Beautification Awards 2021! Coming Soon!



Above: Barmmer Backyard by Garden Lights Landscape Development. 2018 achievement award.

At right: Tropic Sands by Rubicon Landscape. 2018 achievement award.



Ready. Set. Enter! After a one year hiatus, the CLCA East Bay Chapter board of directors is excited to announce that the chapter will be hosting the Beautification Awards again this year. The board is working out the details to keep the judges, project owners and all involved safe during judging and the presentation of awards. Stay tuned for details!

In the meantime, start considering which projects you would like to enter. The awards program provides many benefits to participants, such as

- When you win, you earn bragging rights to market yourself as a CLCA-award-winning company. Hang those award plaques in a prominent place in your office so the whole world can see your accomplishments.
- Entering the awards also shows your clients that you are confident of your work and provide a quality product.
- The awards are great for employee morale and provide an incentive for your employees to do their best.

- Winners are featured on the chapter website and on the front page of this newsletter throughout the year and on future chapter awards program promotions.

Watch this space and your email for more information on how to enter coming soon!



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president's message

Paul Wong, Imperial Sprinkler Supply

Spring is Here, and Water Conservation is Here to Stay!

As we head into April and things begin to heat up--bees buzzing and birds are singing-- we are looking at another hot year in California and that awful "D" word is popping up again. DROUGHT. In anticipation of that, we recently heard from experts at our last webinar on how we can conserve water here in the State of California.

I would like to thank Susan Cordone from Cal Water Serves. She shared wonderful information on where we are at, where we could be headed in the coming years, and how we need to investigate really pushing the issue of water conservation. Also, they have a great Commercial Water Efficiency Program. If you have any questions and want to know more, please contact Susan at (310) 257-1470. If you are interested

in seeing where we are drought-wise please visit <http://droughtmonitor.unl.edu>.

Thank you also to Anya Kamanskya, of EDMUD. She shared valuable information on rebates that are being offered, how we as the contractor can take advantage of them, and how these rebates can save your customer money while conserving water. She also shined the light that water budgets could come into play instead of watering day restrictions.

Thank you to Chad Sutton from Gachina Landscape who shared his goals for water conservation and how he has trained his team to encourage customers to embrace water conservation. He also provided insights into the latest irrigation technology and explained how we can improve as wa-

ter conservationists by understanding the tools available to accomplish our goals.

Finally, thank you to Mike Valentine from Imperial Sprinkler Supply. He went into the details of his favorite irrigation technologies that can make us better at conserving water--smart controllers, flow regulators, and so much more.

Once again thank you to our panelists and thank you to Eric Santos and the rest of the board for putting this informative webinar together. If you have an hour and would like to view the entire webinar, please visit our YouTube page (Google CLCA EastBay - YouTube) to check out the webinar. While you're there check out our safety webinar presented by our very own President Elect Loren Mcirvin of Allied Landscape.

One last thing, a shout out to our very own Roxy Wolosenko of Roxy Designs, who was mentioned in an article in Better Homes and Gardens.

Thank you all for taking time to be a part of our CLCA family. I hope that we all can get together soon. Have a happy April.



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Get advice on how to properly handle employee concerns before they become painful liabilities!

HR Hotline: (888) 783-4340



 **clca.org/benefits**

ReScape and PG&E Present Carbon Sequestration in the Landscape Series

ReScape and PG&E are partnering to offer eight free webinars about landscaping practices that address climate change, with a focus on carbon sequestration. This Speaker Series is a part of ReScape's Climate Change Consortium Demonstration Projects to educate about climate change landscaping challenges and the solutions available using regenerative practices.

The webinars will provide information about reducing emissions and creating resilient landscapes. Up to 30% of urban water use goes to landscaping. We know that climate change will continue to stress water supplies throughout California and the US. Conventional landscape construction and maintenance practices contribute to greenhouse gas emissions (GHG) and air pollution.

#7 Sequester Carbon to Mitigate Climate Change

Monday, April 19 | 12-1:30pm

The embodied energy and carbon footprint of traditional landscape practices contribute directly and indirectly to greenhouse gas emissions and air pollution. As the amount of carbon dioxide in the atmosphere reaches new highs, solutions to the climate change crisis must be embraced by the entire landscape industry.

Healthy vegetation works together with soil rich in organic matter and beneficial microorganisms to remove carbon dioxide from the air and store it as soil carbon, an important strategy for addressing climate change. In addition to regenerative soil management practices, such as applying compost and mulch, limiting and alleviating soil compaction, design landscapes to protect mature trees, plant large stature trees, and choose materials with low embodied energy and carbon footprint to mitigate climate change.

Instructor Will Bakx launched Bennett Valley Farm Compost in 1985, processing various agricultural and fish industry discards. In 1993 he started the Sonoma county-wide yard debris composting program

as Sonoma Compost Company, processing about 100,000 tons of organics per year. His current focus is on carbon negative compost facilities and carbon sequestration in agricultural and urban settings. Will is a ReScape Qualified Professional.

Register online <https://bit.ly/3dCBfWG>

#8 Protect Habitat for Climate Resilience

Monday, May 17 | 12-1:30pm

California is host to approximately 6,500 native plant species, many found nowhere else in the world. Many of these species are currently listed as rare, threatened or endangered. Climate change has impacted the natural habitats of our native flora and fauna: planting and hardiness zones are changing, plants are leafing out and blooming earlier, birds and butterflies are breeding and migrating earlier, and wildlife species are shifting their ranges.

Protecting and nurturing a diverse flora and fauna is key to climate resilience. Adopting regenerative landscape practices such as choosing California natives first, providing water and shelter, using organic pest management and conserving or restoring natural areas and wildlife corridors will help to conserve valuable wildlife resources and restore damaged ecosystems.

Instructor Sarah Carolyn Sutton, Landscape Architect and Lead Instructor with ReScape California, brings over 35 years' experience in sustainable landscape design and construction, from public parks, commercial development and streetscapes, to open space, riparian corridor restoration and trail development. In addition, she is an active ReScape Rater, and has been closely involved in the development and implementation of the Rating system and guidelines for over 10 years. Sarah is also the author of *The New American Front Yard: Kiss Your Grass Goodbye!*, an award-winning and well-illustrated guide to transforming lawn-centric front yards and communities to beautiful, eco-friendly, low maintenance gardens that conserve water, protect our watersheds, and enhance habitat values.

Register online <https://bit.ly/2OqAKGA>

ReScape Advanced Professional Workshops

Advanced Professional Workshops provide the latest research and best practices for designing and maintaining landscapes. ReScape's 8 Principles for Regenerative Landscapes are integrated into each workshop. **Register online <https://bit.ly/2PUzmvY>**

Green Stormwater Infrastructure & Managing Urban Stormwater

Tuesday, May 18 | 8:30am - 12:30pm

Provide landscape professionals with an understanding of how stormwater and urban runoff impacts the watershed and community.

Demonstrate the benefits of Green Stormwater Infrastructure control measures.

Provide maintenance strategies and troubleshooting for GSI.

Present local GSI guidelines and maintenance checklist.

Integrated Pest Management

Wednesday, May 19 | 8:30am - 12:30pm

Review how pest management practices impact the watershed and community.

Introduce relevant IPM regulations and guidelines for controlling pests.

Present IPM approaches for addressing a variety of locally relevant pest issues.

Workshop Costs:

- Both Workshops - \$150 member / \$160 not-yet-member
- Single Workshop - \$80 member / \$85 not-yet-member
- Bundle two workshop registrations and ReScape Qualified Professional Renewal:
 - Both Workshops AND 2-Year Qualification Renewal with Directory Listing (\$400 value!) - \$265 active RQPs / \$275 lapsed RQPs
 - Both Workshops AND 2-Year Qualification Renewal (\$304 value!) - \$220 active RQPs / \$230 lapsed RQP

These workshops will focus on the Sacramento Region for case study examples. We welcome participants from near and far!

Competency Triangulation

Steven Cesare, Ph.D.

The Harvest Group, Landscape Business Consulting | harvestlandscapeconsulting.com

A landscaper from Virginia contacted me the other day seeking lucidity to the bureaucratic essence of human resources. Even though she was exerting considerable effort toward her human resources program, it was primarily reactive, fragmented, and ineffective. Quicksand is an appropriate metaphor.

While the entire conversation is well beyond the scope of this posting, let's focus on one part of the puzzle. The landscaper was visibly overwhelmed while at the same time being unaware of the key components of her staffing model. Bereft of a conceptual plan, the landscaper was simply trying to put the pieces in place, thinking she was adding value, when in fact she was multiplying confusion.

At a fundamental level, three staffing components must be aligned: the job description, the interview protocol, and the performance appraisal form. This triangulation evinces simplicity, consistency, and integration, all of which underscore clarity to the supervisor, the employee, and the organization.

To be brief, every legitimate job description should contain 5-7 competencies (i.e., job-related factors related to success). For example, the job description for a Landscape Foreman could contain the following behaviorally-defined competencies; Safety, Results Orientation, Field Operations, Horticulture, Job Quality, Customer Service, and Interpersonal Skills. Given the fact that

the job description is the legal foundation upon which the entire Human Resources Program resides, it is easy to understand how those identified competencies underscore a Landscape Maintenance Foreman's job responsibility.

With those competencies identified, defined, and validated, they must then be directly included in the Landscape Maintenance Foreman Interview Protocol. Thus, the supervisor of the Landscape Maintenance Foreman position (e.g., Field Supervisor, Account Manager, Branch Manager) must develop job-related questions for each of those competencies. Any questions included on the Interview Protocol beyond those competencies represent potential sources of bias, discrimination, and litigation, and as such, should not be asked during the interview. Simplicity dictates: Keep the Landscape Maintenance Foreman Interview Protocol completely aligned with the Landscape Maintenance Foreman Job Description, threaded by the same competencies found on both instruments.

Given that the job description has defined the core competencies for a position, it is all-too elementary that those same competencies must also appear on the Landscape Maintenance Foreman Performance Appraisal Form. Asked rhetorically, why would a supervisor not evaluate a position's effectiveness on the primary indices that define that position? That question will not be asked rhetorically by the attorney repre-

senting his/her plaintiff in a discrimination lawsuit. Be ready.

Thus, as I presented to the Virginia landscaper, the unmistakable utility of triangulating the same core competencies originating from the job description, interwoven through the interview protocol, and culminating in the performance appraisal form reduce much of the bureaucratic drivel inherent within human resources, adds clear performance linearity to the employee-incumbent and supervisor, and represents significant legal defense when challenged in a lawsuit.

Any lack of point-to-point correspondence across these three instruments, signals clear risk to the organization.

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
- 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/>.

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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.

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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.

Sponsor Profile:

Devil Mountain Nursery

Devil Mountain Wholesale Nursery was founded in 1995 to fulfill one goal: provide our community with better access to plants. Driven to overcome the limited plant palettes available to architects, designers, and landscape contractors, our founder Pat Murphy set out to find and procure whatever plants necessary to meet any-and-all design specifications with premium quality material.

To that end, Devil Mountain Wholesale Nursery recently acquired BrightView Tree Company, based in Fillmore, Calif.

The acquisition of BrightView Tree Company will support Devil Mountain's growth plans and will accelerate its entry into new markets, especially Southern California. With the acquisition and the pending opening of two other Los Angeles locations, Devil Mountain's operations will encompass eleven locations throughout California and Arizona consisting of eight landscape sales yards and more than 1,100 acres of landscape plant and tree production. The Arizona operations of BrightView Tree also include Swan Hill Olives®, a proprietary and market leading non-fruiting and low-pollinating landscape olive tree.

These operations are a good fit with Devil Mountain's existing carefully curated plant collections. These collections were created with the intent to help guide decision making in designing sustainable and regenerative landscapes. The collections include Drought Devils, Erosion Control, Planting Under Oaks, Planting Under Redwoods, and more.

With over 25 years of experience in the California nursery industry, we have developed an expertise in water efficient plant varieties and are committed to carrying the most diverse selection available in the trade. Each variety found in our Drought Devils collection meets Water Use Classification of Landscape Species (WUCOLS) requirements for "low" or "very low" water use and Bay-Friendly/ReScape California's standards for sustainable landscaping.

Devil Mountain Wholesale Nursery CEO Drew McMillan stated, "As a longtime customer of BrightView Tree Company, we know the incredible quality of their team and their tremendous tree portfolio. We look forward to working with President Robert Crudup and Vice President John Serviss, who have ably led BrightView Tree Company for many decades. We also look forward to merging our teams and growing operations under a common Devil Mountain brand, while expanding our sales efforts to bring new products to our current customer base and our service to added markets."

Devil Mountain and BrightView Tree Company are both deeply focused on superior customer service and the highest quality plant and tree production. The combined company will offer premium quality plants and trees at a competitive price with a focus on expedited sales to landscape professionals and custom growing operations for large customers. Devil Mountain will become one of the largest and most comprehensive landscape providers in the Western United States.

Member Standings

30+ Year Members

Joe Korematsu (1956)
 Roger Fiske (1962)
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 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

27 Year Members

Barry Friesen, Dawn Landscaping Inc.

20 Year Members

Robert Cruikshank

5 Year Members

Dona Wessells, WA! Wessells Associates

2 Year Members

Arthus Brito, Arboreal

The East Bay Chapter Thanks Our

2021 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.

Water Management Certification

Water budgeting is now enforced by law by the Model Water Efficient Landscape Ordinance (MWELO). Becoming a Certified Water Manager is essential for your business. As a Certified Water Manager you will be able to reduce water waste and water bills and save money. Through efficient, proven industry methods of water management, water managers are able to save significant amounts of water and money.

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