



inside

MAY 2021



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION
EAST BAY CHAPTER

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On the cover: Gerstenberger Residence by Past the Gate, Achievement Award in Medium Residential Installation category at the East Bay Chapter Beautification Awards in 2018.

Beautification Awards 2021! Enter Today!



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. Entry deadline is Friday, May 28. Download the entry form at <https://bit.ly/3xzqldb>. The awards presentation and dinner will be held on August 6.

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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Stay Ahead of Outdoor Living Supply Chain Disruptions

By Roger Ramsey, Ewing Irrigation

It's safe to say that 2020 was full of surprises. Companies everywhere simply did not know how the pandemic would affect their business. As it turns out, the green industry was considered essential, and business stayed steady with demand growth in many sectors, mainly due to the large shift toward working at home.

The industry also got a boost as discretionary spending transitioned away from normal activities such as dining out, concerts, sporting events and vacations, over to home improvement. The "cocooning effect" helped the green industry grow in 2020, with outdoor living investments topping the list of spending.

However, supply chain disruption was a large obstacle in 2020. Limited product availability and increasing lead times were common for most products regardless of

category. Consumer demand outpaced domestically available inventory, driving costs higher and making lead times longer.

As we head into the busy spring season, we will not have the luxury of an already full supply chain to lean on. Any and all disruptions are now negatively impacting businesses up and down the supply chain. Here are five strategic tips to help you stay ahead of supply chain issues in 2021.

Exercise Product Discipline

One of the best ways to manage supply chain disruption is to work closely with your supplier and try to use core products on your projects. By designing high velocity, deeply stocked products into your installs, you ensure a much better fill rate on all material needs.

Even if your local branch location is out of this type of product, there is a

much better chance there is depth of stock within the company, if not locally available then already on order in larger quantities. When you deviate from core products into boutique colors, styles or one-off options, availability typically suffers and lead times increase.

Leading your clients down the most convenient and available path serves everyone in the long run. Working closely with your distributor of choice will go a long way toward understanding lead times and setting client expectations in this more volatile supply chain environment.

Incorporate Design Flexibility

Basically, have a back-up plan. Availability disruption will continue throughout this year, so make sure you have an alternate in mind for each part of your project. Many times, client expectations are more dependent on timeframes than product selection, so make sure you fully understand your customer expectations and have a contingency plan should delays occur.

(continued on page 4)

A black and white photograph of several dominoes falling in a chain reaction. The dominoes are white with black pips. The text "CLCA MEMBER ADVANTAGE" is in the top right corner.

Is everything crashing down?

Call the CLCA Legal Hotline!

Whether you have a contract dispute or other questions lining up, **CLCA's Attorney on Retainer** is a helpful resource for answers and solutions.

clca.org/attorney

(continued from page 3)

Your distributor partner should be able to help you with current expected lead times. By being flexible and proactively communicating up and down the supply chain, a volatile market climate can work in your favor, differentiating you as a professional against your competitors.

Plan Ahead of Need

Given longer lead times on all products, it is imperative that you stay ahead of project needs. Nothing is worse than delaying the completion of a project due to lack of material.

In much of 2020, containers out of Long Beach, CA, typically took a week to 10 days to reach rail for transport, and current estimates are 30-45 days. This affects not only finished import goods but also parts and materials used to manufacture goods domestically. Businesses everywhere are investing in inventory earlier and deeper than normal in an effort to insulate their supply chains.

Early, proactive communication of project-based needs will make for a much smoother installation schedule. Ask questions about project-based lead times prior to making commitments to your clients. Decision making based on realistic timelines will make customer satisfaction much easier.

Buy Early for Upcoming Projects

Along with increasing material costs, supply chain is experiencing equipment and labor shortages as well. Petroleum costs are increasing rapidly, and there is a shortage of containers and vehicles to move product to the point of distribution. For every 8- LTL orders, there is only one available truck or driver.

Manufacturers typically try to avoid mid-year price increases, but that is exactly what we are anticipating in 2021. When manufacturing and fuel costs are up, along with freight being at a premium, all goods, regardless of category or services, will cost more. Buying early prior to cost increases can offset future costs or capital investment in many cases, saving you money and assuring you have what you need when you need it.

Increase Product Expansion

One of the best ways to increase profitability within your business is to diversify your service offering with your current clients. Adding new products and services to your business not only enhances your earning potential but can be served as new products and services when offered to clients you worked with in the past.

Adding landscape lighting, bistro lighting, water features, outdoor sound and other "layers" of lifestyle enhancement can make you more profitable on every project. There's also the benefit of not leaving your client wanting for something you could have offered them.

Offering a diversified product and service portfolio also allows you to maximize your time. Installing an incredible outdoor sound system can buy you time while you wait for the landscape lighting or water feature materials to come in, all without causing a visible disruption felt by the client.

Incorporating holiday lighting services can provide your company much needed offseason revenue, as well as help to retain your employee base year-round. In turn, this protects your investment in employee training and maximizes your ability to



maintain face time with your clients, helping your business grow year over year.

The outdoor living consumer market is strong as people continue to invest in their outdoor spaces, and this trend should persist throughout 2021. By applying these five strategies, you can help offset disruptions that you might experience in the supply chain this year. Visit your local Ewing branch for details about product availability, features and lead times.

Roger Ramsey serves as National Specialty Products Manager at Ewing Irrigation & Landscape Supply. He can be reached at rramsey@ewingirrigation.com.



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Interview Preparation

Steven Cesare, Ph.D.

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A business owner from Colorado called me the other day to discuss her company's approach to interviewing job applicants. Like most companies, the interview process at her organization is time-consuming, semi-structured, and critical to building the right team. I offered some practical advice to increase the consistency, rigor, and value of her company's interview selection process.

I suggested that the owner mandate that all interviews be conducted with at least two interviewers. This recommendation is predicated solely on minimizing the likelihood of an interviewee's claim of harassment, bias, or discrimination in the interview setting. Many discrimination lawsuits occur when a protected class member does not get a job. By having a 2-on-1 format, the probability of a "s/he said- s/he said" dispute is virtually eliminated.

With the interview panel structure in place, I recommended that the interviewers review the candidate's job employment packet (e.g., application, resume, assessment), job description and performance appraisal form, and interview protocol two days before the scheduled interview. We have all been there: We know when an interviewer is unprepared, reviewing the applicant's documents for the first time during the interview. That posture does initial and indelible damage to the company's brand image and organizational culture. Be professional. Be prepared.

Make sure to schedule the interview in a manner to minimize job conflict and ensure ample time and space availability. This is the candidate's first impression of how the company conducts business; the role modeling process is underway.

Based upon the pre-work related to the employment interview, here are some key points to remember:

1. Bring the candidate's job employment packet, job description, and interview protocol to the interview.
2. The less the interviewer talks the better it is; being professional is better than being personable.
3. Welcome the candidate; provide an overview of the job based solely on the job description.
4. Ask only the questions that are listed; specific job-related follow-up questions may be asked.
5. Take notes regarding the candidate's responses; don't try to remember what was said.
6. Rate the candidate's response to each question as soon as the answer has been completed.
7. When the interview is over, ask if the candidate has any questions, and address them appropriately.
8. Thank the candidate for the interview and escort the candidate out of the office.
9. Debrief the interview with the other interviewer, translator, or witness.
10. Calculate the candidate's interview score

and determine next steps; document all paperwork.

It is important to remember that the Equal Employment Opportunity Commission views all employment interviews as selection tests, by which claims of discrimination can be judged. To that end, it is incumbent upon business owners to take necessary steps to increase the fairness of all selection interviews in order to defeat the inevitable claims of employment discrimination.

If you have any questions or comments about this topic or anything else related to human resources, simply call me at (760) 685-3800.

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:

Imperial Sprinkler

Founded in 1980 by Dolores and Gabriel Moriel, Imperial Sprinkler Supply, Inc. started as a small irrigation distributor on Imperial Highway in Placentia, California. Since then, Imperial Sprinkler has grown to become a leading distributor in the landscape and irrigation market while expanding their distribution services to numerous other trades. Today, you will find many grandchildren of the Moriels working in a variety of different capacities, helping Imperial exceed their customers' expectations. The company now has stores throughout California. Imperial believes high levels of inventory, a knowledgeable, helpful and friendly staff along with competitive pricing is what makes them who they are.

Imperial Sprinkler Supply stocks a comprehensive line of landscaping and irrigation products, including a wide variety of environmentally responsible products for a greener planet.

Irrigation, Sewage, Drainage and Stormdrain

For residential landscape or large commercial installations, ISS carries everything you'll need to install and maintain water management systems. Imperial Sprinkler Supply also has the knowledge to assist with the most innovative and current product solutions for any drainage application.

Outdoor Lighting

Imperial carries a full line of outdoor lighting products to provide the proper ambiance for the nighttime use of outdoor spaces.

Erosion Control

Erosion control is an important and state-required part of any landscape project to prevent soil loss and water pollution due to water run-off. Check out the wide range and large inventory of cost-effective erosion control products in stock every day at ISS.

Turf & Landscape Care Products

Vitamins, minerals, and a balanced diet are essential for the health of turf and lawn areas. ISS can help with the right products.

Outdoor Landscape & Living

From pavers and synthetic turf to grills and outdoor firepits, Imperial has your outdoor living project covered.

Tools & Equipment

Quality tools make your work a pleasure. Count on ISS for equipment that functions without fail to speed you through every task.

Imperial Technical Services (ITS)

Imperial Technical Services has established itself as the premier irrigation system go-to guys, providing irrigation products, systems, and technical advice to professional irrigation consultants, landscape architects, contractors, and end users in the landscape trade.

Imperial Synthetic Turf (IST)

Imperial Synthetic Turf (IST), supplies the widest range of synthetic turf products available in the market. Our product range has been expertly crafted to allow you to seamlessly present synthetic turf to all of your clients, no matter their need. Our products are available through all Imperial Sprinkler Supply locations.

Member Standings

30+ Year Members

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 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

Cathy and Stephen Lambert, Garden Lights Landscape Development Inc.

26 Year Members

Tom Del Conte, Del Conte's Landscaping
 Stephen DeBellis, Siteworks Landscape

8 Year Members

Allie Wilson-Plasck, Mariposa Gardening

6 Year Members

Sareena Grewal, HSG Safety Supplies

5 Year Members

Troy McGregor, Gondwana Flora

3 Year Members

Lourdes Haro, Rubicon Landscape

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.

For info visit <https://www.clca.org/certification-center/water-management-certification/about-the-program/>

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