

MAY 2022

inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION  
EAST BAY CHAPTER

Scoop

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*On the cover: The Blanchard Residence by Garden Lights Landscape Development, winner of the Medium Design Build Installation Award at the 2021 CLCA East Bay Chapter Beautification Awards.*

# Let's Celebrate!

Join us as we celebrate the achievements of our members at the annual CLCA East Bay Chapter Beautification Awards Presentation and Dinner on Friday, June 3 at Greenery at Diablo Hills Golf Course (in the Eagle Room), 1551 Marchbanks Rd. in Walnut Creek. See the best of the best in landscape design, construction and maintenance while sharing stories and strategies with fellow chapter members and suppliers.

Don't forget to invite your crew and/or your client to show your appreciation of their efforts and to share your successes.

Dinner and festivities begin 6:30 p.m. with no host cocktails, followed by dinner and the presentation of awards at 7 p.m. The cost is \$100 per person. Everyone including award entrants and partners are required to register by May 27.

Watch your email, or register online at <https://conta.cc/3OLih1w>.



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## president's message

Loren McIrvin, Allied Landscape

# Remember Your Roots and What You Care About

It's been another tough week with the myriad of challenges at hand; inflation on all fronts, labor shortages, increased state and local regulations, another drought year, and out of state goliath investors buying up many of our local colleagues/competitors, driving their costs down. As I reflect with my Allied Landscape team, we remember our roots and what we care about.

We remember that our roots were planted in the Bay Area over 30 years ago, we remember the love we have for the creativity cultivated in the Bay Area and its history of "working smart" (Nummi - Lean/Kaizen). We remember that we come from a place of optimism, innovation, and grit with a history of "working hard" that ranges from gold mining to being the hub of technology for the modern world.

We remind each other what we care about. We care about our team and how they are doing in life. We care about making an impact and a difference. We care about the local ecosystems, and keeping the local

landscape industry local, innovative, and rooted in the ideals that make the Bay Area so special.

We find strength and optimism in meeting young leaders in the landscape industry with Bay Area roots. Attending the Water Conservation Summit from K&D Landscape, I saw Justin White running a family business offering true leadership and raising the bar for the landscape industry. During the CLCA / Allied Landscape Water Use Symposium, I had the pleasure of meeting a smart young leader named Cassidy Lundin, representing Terra Landscape, a long standing locally owned family business that is pushing our local ideals of what landscape management should look like.

I expect many more tough weeks this year, but I'm thankful and honored to have planted roots alongside my Allied team members, my CLCA community, and my local colleagues/competitors that champion the Bay Area legacy of working smart, working hard and leading versus following.

## Profiting from Water Management

Homeowners and businesses alike are feeling the pinch more than ever from increased water rates and fines for water waste (especially from noticeable runoff). The demand on landscape contractors to provide more efficient water management is huge.

To help landscape contractors meet this growing demand, CLCA introduced its Water Management Certification Program to train water managers to provide customers with good to excellent landscape appearance using the right amount of water.

### Profiting From Water Management

Some of the financial rewards you can expect as a CLCA-certified water manager include:

- Lower labor costs due to improved landscapes (faster to maintain per visit);
- Profits from irrigation system repairs, upgrades, and retrofits (a higher per-hour labor rate than landscape maintenance alone);
- Additional service charges for the water management itself (savvy clients would rather pay landscape contractors \$750 for saved water than \$1200 to their water districts for wasted water);
- Added value to your overall services, which results in satisfied clients who are more likely to retain your company for years to come.

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

## Trophy Awards:

# Excellence in Landscaping

Each year the California Landscape Contractors Association celebrates Excellence in Landscaping through the Trophy Awards. As you're preparing entries for the local awards, consider which project really stands out and enter it in the Trophy Awards, too.

### Winning a Trophy Award can:

- Attract and inspire potential clients
- Motivate your crews
- Remind prime contractors of the valuable contributions your firm provides
- Strengthen your relationships with current clients
- Impress your competition

### CLCA presents Trophy Awards to:

- Encourage interest in landscaping
- Recognize the professionals who produce outstanding landscapes
- Bestow public recognition on companies, institutions, municipalities and residents for their interest in a beautiful California

### Who Should Enter?

- Contractors with amazing projects
- All chapter Beautification Award winners
- You!

You can't win if you don't enter. Enter by August 8 to save \$100 per entry. The absolute deadline is August 15, 2022. Entries received after August 15, 2022 will not be accepted.

### Awards Ceremony

Join us at the Trophy Awards Program on November 11, 2022 during the CLCA Annual Convention in Indian Wells, CA. Cheer on the best of the best in landscape contracting!

### Enter at

[clca.org/2022trophyawards](http://clca.org/2022trophyawards)

# EBMUD Rebates

EBMUD's Water Conservation programs are designed to help save water and money.

## Lawn Conversion

Invest in long-term drought resilience by modernizing your garden with water-wise plants. Double your rebate to \$1.50/sq.ft. with the super or median strip rebate!

## Efficient Irrigation Upgrades

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## Flowmeter Rebate (Up to \$200)

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## Graywater Rebate (Up to \$50)

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<https://www.ebmud.com/water/conservation-and-rebates>

# CLCA Webinar: Firescaping

California's peak fire season is coming. Are you prepared? Or will inappropriate landscape designs, poor plant selection and delayed maintenance threaten your clients' properties?

On Wednesday, May 18, at 3 p.m. Doug Kent, one of California's top firescaping experts, will outline steps green industry professionals can take right now to reduce fire risk and keep clients safe during a webinar on Firescaping.

Doug is an author, activist, educator and specialist in ecological land management. He is the Principal of Douglas Kent + Associates and Adjunct Professor at the John Lyle Center for Regenerative Studies at Cal Poly Pomona.

CEUS (one hour) available. \$25 CLCA members / \$50 non-member. Register at <https://bit.ly/39r6HbL>.



# Sheet Mulching for Professionals

Not convinced sheet mulching is suitable for commercial, HOA's and high-end customers? Come learn from the experts on converting a lawn into a low-water garden using this non-toxic approach in a variety of residential and commercial settings. The presentation will also cover eco-friendly landscape design and management practices, EBMUD water supply and drought update, landscape rebates, and water conservation resources.

Panelists include Landscape Contractor/Business Owner and CLCA East Bay (incoming) President, Kristin Gallego, Our Water Our World Program Manager, Suzanne Bontempo and Integrated Pest Management Consultant, Chris Geiger.

Come ready to interact! Attendees will have the opportunity to unmute. This meeting is eligible for CEU's from Master Gardeners, QWEL, ReScape, and AWWA.

## Time

June 13, 2022 | 2:00 PM Pacific Time  
Online webinar

## Registration

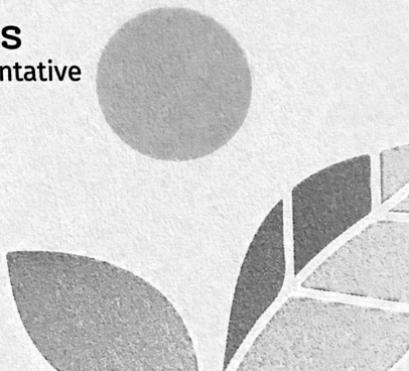
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## Sponsor Profile: Stop Waste

Since 1976, StopWaste has been helping Alameda County's businesses, residents, and schools waste less, recycle better, and use water, energy and other resources efficiently. They are a public agency governed by the Alameda County Waste Management Authority, the Alameda County Source Reduction and Recycling Board, and the Energy Council. With local partners, they helped launch the green building movement in California and organized one of the first and largest food scrap collection programs in the country. Our work helps people make better decisions everyday about the products they buy, the resources they use, and the stuff they no longer use.

StopWaste began in 1976 with the founding of the Alameda County Waste Management Authority. In 1990, Alameda County voters overwhelmingly approved the Measure D ballot initiative that created the Alameda County Source Reduction and Recycling Board. At that time, only 14 per-

cent of discarded materials were diverted from the county's landfills.

Alameda County now has one of the largest food scrap recycling programs in the country. Plant debris is banned from landfills, and construction and demolition debris accounts for only 12 percent of the county's waste stream, down from 21 percent in 2010.

The StopWaste Board adopted guiding principles in 2020 that will be used to set priorities through 2023 to focus efforts to where they can achieve the greatest results in support of their mission, stakeholders, and member agencies, prioritizing equity and partnerships with emphasis on waste prevention over management of discards.

To achieve reductions in waste, StopWaste helps residents and business where they live, work and play.

At home, we:

- Reduce wasted food by helping residents plan, store, eat, and compost food.

- Provide free drop-off of household hazardous waste to keep toxins out of the landfill.
- Help keep plastics out of our creeks and the Bay through implementation of the reusable bag law.

At work, we:

- Help businesses and property managers comply with ordinances for mandatory recycling and composting.
- Support local businesses in the adoption of more sustainable packaging.
- Assist food generators in donating food that would otherwise end up in the landfill.

At school and in the community, we:

- Help students address environmental issues and put the 4Rs - Reduce, Reuse, Recycle, Rot/Compost - into practice.
- Provide grants and support to local organizations for innovative reuse and food waste reduction projects.
- Develop and run energy upgrade programs to make multifamily buildings more comfortable and efficient.



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**East Bay Chapter Newsletter**

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) 990-3580.

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**2022 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**

2021 Paul Wong  
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  
2005 Dennis Brewer  
2003-04 Rick Martens, CLT  
2000-02 Gregory Wrenn  
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1997-98 Dave Wolkenhauer, CLT  
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1988 Thomas Raeth  
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1985 Thomas A. Adan  
1984 David Burnley  
1983 Don Young  
1982 David Gutru  
1981 Joe Tanouye  
1979-80 J. Warren Thurston  
1979 Peter Rumore  
1978 Pat Nichol  
1977 Joe Korematsu  
1976 Chuck Rich

**East Bay Chapter Life Members**

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

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

**CLCA East Bay Chapter Contractor's Honor Code**

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

# The Seven Day Rule - Employee Documentation

*Steven Cesare, Ph.D., The Harvest Group, harvestlandscapeconsulting.com*

A business executive from California called me the other day to talk about an urgent need to terminate an employee immediately. Like, "right now." Apparently, the employee had a lengthy history of making mistakes on the job and finally, her supervisor decided it was time to fire her.

I shifted the focus of inquiry into the standard sequence--Does the company have EPLI coverage? Did the employee sign the At-will Agreement in the employee handbook? Is there any documentation on the employee's previous performance in the employee's personnel file? Lamentably, the answer to the third question was "No."

In any event, the executive told me that the employee's supervisor "all of a sudden" remembered that the employee had made a mistake about 6 months ago, another one three months ago, yet another last month, and then the final straw that supposedly broke the proverbial camel's back occurred yesterday. Given this litany of poor performance, the supervisor and executive wanted to write up the employee for all four performance issues today, so they could terminate the employee "right now."

Obviously, I explained that the executive could terminate the employee at any time for any legal reason, based upon the employee's at-will status. However, in that same breath, I informed the executive that aggregating historical disciplinary issues never brought to the employee's attention for corrective action, may be problematic if challenged legally.

I extended the tutorial by introducing the Seven-Day Rule of Employee Documentation to the executive. Forthrightly stated, any disciplinary issue not communicated to the employee within seven days of occurrence, lacks procedural justice necessarily implying intent to improve the employee's job performance. Stated otherwise, if the supervisor does not coach an employee on a performance issue within seven days of occurrence, it is axiomatic that the incident is not severe enough to document nor use against the employee at a later date.

If it wasn't discussed within seven days, don't surprise an employee by referring to it in the future. That's not being a good supervisor; that's being unethical.

The executive acknowledged the fairness of the seven-day rule to the company culture, improving the transparency of the performance management process, as well as representing a best practice underscoring "employee development" instead of "employee discipline." While I am reasonably confident, she terminated the employee that same day, the executive now has the awareness of conducting this process through the lens of a coach instead of as a historian searching for events from yesteryear.

Will she include the Seven-Day Rule of Employee Documentation in next year's Supervisory Skills Training Class?

## 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

Cathy and Stephen Lambert, Garden Lights Landscape Development

### 27 Year Members

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

### 9 Year Members

Allie Wilson-Plasck, Mariposa Gardening

### 7 Year Members

Sareena Grewal, HSG Safety Supplies

### 6 Year Members

Jim Miranda, Rubicon Landscape Group

### 1 Year Members

Nancy Emery, Rubicon Landscape Group

# The East Bay Chapter Thanks Our 2022 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 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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