

The background of the cover is a photograph of a two-story house with a brown tiled roof and beige stucco walls. The house has several windows with dark shutters. In the foreground, there is a large, well-maintained garden with various plants, including green shrubs, red flowers, and purple flowers. A concrete sidewalk runs along the bottom of the garden.

inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION
EAST BAY CHAPTER

AUGUST 2021

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- Workers' Compensation Policy Requirements
- Sponsor Spotlight: Delta Bluegrass Co.
- Raising Your Landscape Business Like a Child
- Oakland Zoo Project a Success

On the cover: Asche Residence by Past the Gate, winner of the Achievement Award in the Sustainable Landscape Installation category at the CLCA East Bay Chapter Beautification Awards in 2018.

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East Bay Chapter Community Project at Oakland Zoo a Success

Thank you to all the CLCA East Bay Chapter members who turned out for the community day of service at the Oakland Zoo on July 10. What a fantastic turnout - more than 60 people showed up!

One of the projects entailed the installation of irrigation and sod in a new exhibit in the African Savanna called the Hillside Aviary. The exhibit will be the new habitat for the zoo's Klipspringer, Rock Hyrax, and several bird species native to Africa. This is one of the largest aviaries in the zoo measuring nearly 100 feet in length and 45 feet wide. Volunteers also assisted with securing and installing the PVC fittings, valves and electrical connections between the two levels of the exhibit.

Other volunteers that day mulched a new planting at the Rainforest slope and detailed the garden displays around the Children's Zoo.

A thank you goes out to Eric Santos from

Brightview for taking the lead on assessing the project site, developing an irrigation plan, providing a materials list and a scope of work.

Loren McIrvin and the crew from Allied Landscape Services saved the day by providing the needed labor to get the trenches dug, the irrigation system installed and the 1000' of sod installed in one day! The kids and family members from Allied also took the lead on the mulch and weeding projects.

Thank you to one of our newest chapter members, Seth Wright from Water Service Irrigation Co. and two of his irrigation techs, McKenna and Eddie for taking the lead on the Lower Deck section of the project.

And finally thank you to Doug Anthony, The Urban Farmer Store, for coordinating the community project with the Oakland Zoo. The generosity of your talent and time is very much appreciated.

Of course we couldn't have made this happen without our community project donors:

- Clayton Pleyte, Delta Bluegrass provided a generous donation of 1000' of TifTuf Bermuda sod and delivered it on Saturday morning.
- Chris McNairy, Hunter Industries donated the Hunter valves, pop up spray heads, I20 rotors, MP Rotators and swing joints for this project.
- The Urban Farmer Store donated and delivered the majority of the irrigation materials required for this project.

This was a great opportunity for everyone to meet in person and give back to our community with the skills, talents and expertise the CLCA East Bay Chapter has to offer.

Thank you again to everyone who came out and gave of their time and talent to help complete this project.

Thursday, September 23 Northern California Golf Tournament

Yocha Dehe Golf Club in Brooks, CA

Presented by the Sacramento Valley Chapter CLCA

"Welcome to the Yocha Dehe Golf Club which means 'Spring Water' in the Yocha Dehe Wintun Nation's native language. We strive to deliver pristine playing surfaces, incredible hospitality and excellent amenities to make your experience with us memorable. Our award-winning service and course conditions have made us the region's leading resort and daily fee golf course aimed at providing a country club atmosphere with a 'Member for the Day' impression." - *Yocha Dehe website*

Enter the Back Patio Challenge during Happy Hour!

Hitting from the Clubhouse Back Patio down to the ninth green, it's a closest to the pin contest with a \$100 value prize and proceeds going to Land-Pac.

\$200 per Player Includes:

- 11 a.m. Tournament play – Shotgun Start, Scramble Format
- Boxed Lunch
- Many Contests with Assorted Prizes – including \$1,000 value low score foursome
- Complimentary Happy Hour Drinks
- Dinner Buffet

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www.clcaeastbay.org



Register online at
<https://conta.cc/3vuS4dK>

Raising Your Landscape Business Like a Child

From ewingirrigation.com. Blog post June 10, 2021

Why did you decide to become an entrepreneur in the landscape industry?

If you're like most business owners, you aspire to have the freedom that comes from owning your own business, which includes:

- The freedom to decide how you spend your time
- The freedom to choose whom to work with and to avoid people who drain you
- The freedom to make as much money as you deserve

This desire for freedom often leads owners to aspire for a bigger business, which they think will give them what they want. Unfortunately, most owners who strive for more revenue or profit as their primary goal often face the following issues:

- Less time because it's spent managing an ever-expanding set of offerings
- Less freedom because complexity inevitably leads to conflict
- Less money because any available cash is reinvested in growth

In many ways, growing a larger business gets you further from your ultimate goal of freedom.

Instead of thinking of your landscape business as something to push harder and faster, there's an alternative that may get

you closer to what you want. Think of your business as a child, and your role is to guide her into becoming an independent, thriving adult.

If your goal is to create a business that can thrive without you, you will start to make different decisions. That demanding customer who wants your attention on their project no longer looks so attractive. That exciting new product that's going to require you to upsell no longer looks worth it.

By focusing on the role of parent rather than business driver, the demands on your time lessen as your employees pick up more of the load. You may also find your business selling more as you build a team of salespeople rather than relying only on yourself to drive the top line. The ultimate irony is that your business may end up being more valuable than a larger peer where the owner is still mostly responsible for sales.

Acquirers want businesses that will survive the loss of their owner. In many cases, they will pay a premium for companies where the owner is in the background. Growing revenue and profits will be valuable to an acquirer, but if you make these variables your only goal, you may find yourself with less of what you want. Treat your business like a child who needs guidance to become a thriving adult, and the result will be revenue, profits and ultimately greater business value.

Upcoming Events

East Bay Chapter Beautification Awards Presentation and Dinner

The entries are tallied and judged. Now it's time for the big reveal! Join us on Friday, August 6 for the CLCA East Bay Chapter Beautification Awards Dinner and Presentation. The evening begins at 6:30 p.m. at The Greenery at Diablo Hills Golf Course at 1551 Marchbanks Road in Walnut Creek.

Bring your crew members or your client and celebrate all the great work being done in the East Bay! Register online at

<https://conta.cc/36QzGRT>

Registration deadline is August 1.

AWARD ENTRANTS & PARTNERS REGISTRATION IS REQUIRED.

Ballpark Maddness! Oakland A's vs SF Giants Baseball Game

Bring your family, friends and crew for the Oakland A's vs. SF Giants Baseball Game and fireworks at Ring Central Coliseum, 7000 Coliseum Way in Oakland on Friday, August 20. The tailgate party, hosted by Ewing Irrigation, begins at 5 p.m. \$75 per person (CLCA members) includes the game and tailgate party. RSVP today at <https://conta.cc/36Ly2AK>.



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Workers' Compensation Policy Requirements

Steven Cesare, Ph.D.

The Harvest Group, Landscape Business Consulting | harvestlandscapeconsulting.com

A business owner from Illinois called me the other day to talk about his Company's safety program. Despite instituting a good safety program (e.g., training, documentation, accountability), the owner continued to see his company's annual workers' compensation premiums climb even though very few employee injuries occurred. At the risk of stating the obvious: This condition is all too common in the green industry.

Our discussion first considered potential new initiatives within the company. My professional opinion is that every company should have a dedicated Safety Coordinator position, equivalent to a Foreman, responsible for training, legal compliance, and investigations. Additionally, since most employee injuries occur in the field, I firmly believe companies should adopt extensive job site audits addressing safety behaviors like pre-job inspections which can identify potential hazards (e.g., holes in the turf, low-hanging branches, heaving roots, and slopes), proper lifting techniques, and safe equipment operation. I also recommended that the owner consider monthly safety raffles to reward those employees who demonstrate safe work practices on the job as noticed by their peers.

While pleased with those standard industry practices, the business owner became increasingly intense as the discussion migrated to external considerations.

It has been my observation that workers'

compensation companies are getting much more money from their clients each year, all the while seemingly delivering fewer services to those same clients. The owner's eyes widened.

As a test to see how large I could get his eyes to expand, I gave him my three standard requirements that all companies should have included within their vendor's workers' compensation policy .

1. The vendor must provide a well-rounded set of safety tools to the company: training materials, job aids, videotapes, standard operating procedures, cell phone safety apps, web site best practices, and reference materials related to the green industry.
2. The vendor must provide quarterly on-site support. A safety representative should review 4-5 jobs one day each quarter and share a written report to Company management capturing Start/Stop/Keep safety behaviors demonstrated by field employees.
3. The vendor must provide a thorough Company-wide OSHA audit (e.g., yard, office, shop) once a year. Workers' compensation companies frequently have former OSHA employees on staff and/or partner with former OSHA auditors to either identify safety shortcomings or defend the company in safety legal proceedings. Instead of waiting for an accident or a formal OSHA audit to occur,

companies should take the pre-emptive stance of requiring their workers' compensation vendor to provide that same service proactively.

In case you were wondering, his eyes got so big, his monocle fell off his face.

I reminded the owner that in this instance, he is the customer, and he has a right to get his money's worth from his workers' compensation business partner. Employee safety is too important and too expensive to settle for mere administrative support from a vendor, when in fact customers need operational resources, guidance, and value to improve their safety programs.

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
2005	Dennis Brewer
2003-04	Rick Martens, CLT
2000-02	Gregory Wrenn
1999	Rob Solomon CLT, CLP
1997-98	Dave Wolkenhauer, CLT
1996	Diane McNally
1995	Dan Berger, CLT
1994	Craig Hutchinson
1993	Steve Schlitt
1992	Matt Schiller
1991	Robert Battinich
1990	John Redmond
1989	Jim Kwiat
1988	Thomas Raeth
1986-87	John Nishizawa
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1984	David Burnley
1983	Don Young
1982	David Gutru
1981	Joe Tanouye
1979-80	J. Warren Thurston
1979	Peter Rumore
1978	Pat Nichols
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.

Sponsor Profile:

Delta Bluegrass Company

Delta Bluegrass Company, established in 1978, is located in the heart of the San Joaquin Delta Region. Delta Bluegrass Company is a full-line Sod Company, one of the few in the industry supplying a complete product line of Commercial, Residential, Sports Turf, California Native Grasses, and Kurapia Ground Cover. Their market spans the entire state of California and is headquartered in Stockton.

Since its inception company President Ed Zuckerman has always been thinking of the big picture with an emphasis on water sensitive landscape options. Their mission is to partner with customers to provide knowledge, excellent service and innovative, quality products that benefit the environment.

Delta Bluegrass Company takes pride in growing and providing top quality sod. They know that when you choose their sod, you expect exceptional delivery service and the best value for your investment.

Delta Bluegrass Company has an in-house Research and Development Program that ensures their sod offerings are always progressive and on the cutting edge of the most improved varieties to benefit our industry. This effort has enabled the company to provide innovative products, including the Bolero™ line and exclusive California Native Sod blends.

Delta's California Native Sod program offers six different varieties, including Native Bentgrass™ and Delta Grassland Mix™, which were cultivated to be the first native lawns that withstand well-timed mowing for urban landscape areas. For bioswales, roadsides, medians, irrigation canals, erosion control, and environmental mitigation areas, Delta's team developed Native Mow Free™, Biofiltration Sod™, Delta Native Heartland Sod™, and Native Preservation Mix™. The program also offers a custom-grow option for large-scale projects.

These species stay green year-round if irrigated, using up to 50% less water than traditional cool season turfgrasses. In non-irrigated applications, most native sod blends will establish and actively grow during the wet season. They will go dormant during the summer, becoming golden summer fields and then green-up in the fall to become beautiful cool season meadows.

Delta's daily deliveries mean you can order today, with sod harvested tomorrow and delivered to you the next day, assuring customers of the freshest product.

Jeff Henninger has been a representative with Delta Bluegrass Company for several years and was named the Associate Member of the Year at the CLCA State Convention in 2015. He has been married to his wife Donna for nearly 30 years. They live in Pleasanton and have two adult children, Shane and Nicole. When he's not working, you can find Jeff traveling, golfing, skiing, playing or refereeing soccer, and spending time with his family.

Please visit the DBC website at www.deltabluegrass.com or call for a list of Delta Bluegrass product distributors: (800) 637-8873.

Member Standings

30+ Year Members

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 Ken Gerlack (1966)
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 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

22 Year Members

Randal Fenton, Sundance Landscaping

4 Year Members

Mark Pennington, SiteOne LS Supply

3 Year Members

Peter Rohan, LandSpaces

Adrian Martinez, New West LS Mngmt.

2 Year Members

Trinidad Marquez, Tree Sculpture Group

Jose Orozco, Tree Sculpture Group

Johan Gutierrez, Roxy Designs

1 Year Members

Laura Carlos, Tree Sculpture Group

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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