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CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION
EAST BAY CHAPTER

OCTOBER 2020

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On the cover: Mediterranean Dream Vacation Comes Home to Lafayette by Roxy Designs, winner of the Achievement Award for Renovation Installation at the Beautification Awards in 2019.

AUTOINSIGHTS

Provided by: CLCA Insurance Solutions

Did You Know?

A recent study from the University of Minnesota found that talking on a cellphone while driving impairs one's ability **even more** than driving while intoxicated. Talking on a cellphone and other driving distractions pose a major hazard to everyone on the road.

PREVENTING DISTRACTED DRIVING

To minimize risks while driving:

- Do not talk on your cellphone or send text messages.
- If you absolutely must conduct a conversation, use a hands-free device.
- Never touch up your makeup or hair in the rearview mirror.
- Limit your conversations with passengers and ask them to keep their voices down so you can concentrate.
- Do not smoke while you are driving, as you will probably pay more attention to not burning yourself or putting out the cigarette than driving safely.
- Only adjust the radio when you are completely stopped.
- Never allow animals to sit on your lap while driving.
- Do not eat or drink while driving.
- Avoid reading maps or directions. Instead, pull into a parking lot to get your bearings and determine where you need to go next to reach your final destination.
- Do not take notes or search for phone numbers.
- Never use a cellphone (even a hands-free device) in bad weather, work zones or heavy traffic.

Safety First

Allowing yourself to become distracted while driving can lead to dangerous, and even fatal, consequences. Be a responsible motorist and make paying attention to the road your number one priority when you're behind the wheel.

CLCA Insurance Solutions

www.arm-i.com
8556622522

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president's message

Leanna Schoder, CLCA East Bay Chapter President

Lending a Hand in a Time of Need

It's fire season again, or is that still? It seems like fire season gets longer and longer each year. It seems no one is being spared this year either from the fires or from the smoke. Most recently we have seen so much destruction in Napa and Sonoma counties. Is this really the new norm?

Someone Needs Your Help

The recent fires in Napa and Solano counties and throughout California have destroyed countless homes and businesses, possibly including those of fellow CLCA members. Imagine if this happened to you? Now is the time to provide support in the form of donations of food, clothing and other necessities. If you have never donated, now is the time to show your generosity. If you have donated before, thank you, and please considering giving again.

Following ins information for a few

non-profit organizations helping people in need.

www.redcross.org

www.solanospca.org

www.californiawildfirerelief.org

www.cafirefoundation.org

If you have items to donate such as clothing, food, etc. you can contact the Salvation Army or the California Fire Foundation.

www.cafirefoundation.org/

www.satruck.org

Any help will be sincerely appreciated, if you require further information, feel free to contact me directly.

Leeanna

Leeanna@roxydesigns.com

Vote! You can make a difference

The EAST BAY Chapter of the CLCA is endorsing Peter Rosen for the Board of Directors for Hayward Area Recreation and Park District. Peter owns Dynamic Designs and has served on the East Bay Chapter board as well as the state board of directors.

"If elected, I will continue to grow the collaborations between H.A.R.D. and local agencies to increase recreational opportunities in this community where land/facilities are scarce," states Rosen. "These partnerships between public and private agencies are what sets H.A.R.D. apart. Ashland Commons, Mia's Dream, and the Cherryland Community Center are just some of the recent examples of how H.A.R.D. has collaborated with other agencies to stretch our dollars to make the projects successful, as well as cost effective.

"I am a person who focuses on solutions that will improve our community's access to great facilities and programs. Over the last 75 years, H.A.R.D. has built a strong reputation. I want H.A.R.D. to be a success for the next 75 years, and I will work hard, to keep this promise."

Call for Nominations 2021 East Bay Chapter Board of Directors

Nominations are being accepted for the CLCA East Bay Chapter 2021 Board of Director positions through October 31. This is an excellent opportunity for CLCA regular and associate members, new to the industry and seasoned professionals, to share your expertise, grow your leadership skills and expand your professional network.

Elections will be held at the General Membership Meeting on November 5 (details announced soon) for one year terms that commence in January. The President Elect is a three year commitment (President Elect, President, Immediate Past President). Chapter Board of Director meetings are the first Thursday of the month and are current-
www.clcaeastbay.org

ly through Zoom video conferencing. The Board of Directors has general supervision over all chapter affairs, authorizes expenditures of chapter funds, plans educational and networking events, promotes CLCA membership and protects the interests of its members, promotes professionalism and advances public awareness of the landscape industry.

Check out the position descriptions below and send your headshot and a bio to Laura A. Leuer lleuer@comcast.net by October 31.

President Elect - In the absence of or incapacity of the president, the president elect shall discharge the duties of the president. Duties include the general powers and duties of supervision and management pertaining to the president of a non-profit organization.

Secretary - Maintain an account of all

membership and board meetings and maintain general records for the chapter.

Treasurer - Present a financial statement at each chapter Board of Director's meeting. Approve invoices and sign checks.

Associate Member Representative - Maintaining communication between the regular and associate members.

Director of Membership - Manage the chapter's recruitment and retention efforts, incorporating the state committee's ongoing membership campaign.

Director of Events - Plan and coordinate a series of technical, informational and networking events for the chapter.

Newsletter Editor - Ensure effective communication of the chapter's activities and other information through a newsletter.

Contact Laura Leuer at lleuer@comcast.net for more information

Wednesday Webinars

Earn CEUs the easy way! Learn from a variety of speakers on a variety of topics, including plants, trees, pesticide application and much more. Pull up a seat each Wednesday through October 21.

Individual Webinar Price: \$25 for members or \$50 for non-members.

- Wednesday, October 7 • 3 - 4:30 p.m.
Pesticide Safety, Labels, Toxicology & PPE
Frank Niccoli, Horticulture Department
Program Director, Foothill College
CEUs Available: DPR, NALP
- Wednesday, October 14 • 3 - 4:30 p.m.
Pesticide Formulations and When to Use the Right Formulation
Frank Niccoli, Horticulture Department
Program Director, Foothill College
CEUs Available: DPR, NALP
- Wednesday, October 21 • 3 - 4 p.m.
Managing Pesticide Resistance
Frank Niccoli, Horticulture Department
Program Director, Foothill College
CEUs Available: DPR, NALP

Register Online

Visit https://member-clca.org/max/4D-CGI/events/Register.html?Action=Register&ConfID_W=629 to register for one or all of the remaining seminars.

Register for ReScape Upcoming Trainings

ReScape California educates about and advocates for a whole-systems approach to landscaping that works in harmony with the natural world and the changing environment.

October 19 - Carbon Sequestration in the Landscape

ReScape and PG&E are partnering to offer eight Speaker Series webinars about landscaping practices that address climate change, with a focus on carbon sequestration. Our first webinar "Nurture Soil to Sequester Carbon" will cover the potential for slowing climate change by using the process called carbon sequestration.

October 20 & 21 - Regenerative Firescaping Qualification Training

ReScape's new Resilient Regenerative Firescaping Qualification Training (FQT) is more timely than ever. It offers our 8 Principle's approach to firescaping that prepares cities for community wide safety before, during and after a firestorm. Taught over 12 hours, the training will include solutions for general landscape management challenges and strategies for fire protection. These include: biological enhancements, road and driveway design, structure safety maintenance, defensible spaces, fire resistant plant selection and maintenance. The training will address the six different types of California Urban Landscapes. And include an important forum for feedback and sharing about evolving firescaping needs and best practices.

October 22 - WELO Enforcement Training for Alameda County

In partnership with StopWaste, ReScape is hosting a private training for Alameda

County Public Agencies. This training is for Public agency staff responsible for building and landscape permits, and interested in learning more about enforcing California's Water Efficient Landscape Ordinance from a public agency perspective.

October 29 - Design Qualification Renewal Training

The October Design Qualification Renewal Training is one day course and provides design professionals with:

Understanding of ReScape's ecologically based, whole systems approach to the design and construction of public and private landscapes.

Technical information for meeting local and state landscape ordinances and policies.

Info about habitat restoration, local plant communities, and benefits of biodiversity.

Recognition of the global connections between soil health, waste management, water conservation, air and water quality, greenhouse gas reduction, urban forestry, and carbon sequestration.

Competitive advantage as a ReScape Qualified Professional in the landscape design marketplace. Prerequisite to apply to be a ReScape Qualified Rater.

CEUs: APLD, ISA, QWEL and more.

Registration

For more information or to register, visit <https://rescape.memberclicks.net/rescape-qualification-trainings>.



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Leveraging Social Media for HR

Steven Cesare, Ph.D.

The Harvest Group, Landscape Business Consulting | harvestlandscapeconsulting.com

A business owner from Illinois called me the other day to discuss her company's under-performing recruitment efforts. During that discussion, social media naturally came up, at which time I informed her that in today's competitive, information-rich environment, every company must have a disciplined social media strategy spanning multiple business goals.

It is all too clear to successful business owners that social media has moved quickly from being a mere cosmetic aspect of the company into a vital determinant of capitalistic advantage. Today's social media is far more aggressive than its passive predecessors in that unique resources and ongoing attention must be devoted to it, just as resources and attention are allocated to horticulture quality, customer service, gross margin, and revenue growth. With that premise in mind, here are some of the fundamentals I shared with the Illinois business owner.

To remain current, visible, and sustainable, astute companies frequently have a presence on at least the following four platforms: Facebook, Twitter, LinkedIn, and Instagram. Extending that thought, social media postings should occur bi-weekly on each of the platforms, with appropriate costs, results, and tracking metrics being monitored accordingly for effectiveness.

Beyond social media platforms, there are four common information topics routinely included within a well-developed, targeted, and successful social media strategy:

Recruitment: In conjunction with its own website, the company should consistently populate, refresh, and publicize all vacant positions. Job descriptions, salary ranges, training opportunities, career path information, available benefits, and the like represent standard social media content.

Employees: This topic fuels the company's Rewards and Recognition Program by highlighting new employees, tenured employee work anniversaries, recent achieve-

ments, successful performance, employee commendations and promotions, as well as biographical sketches that personalize each employee's distinct contributions to the company.

Educational: Supporting customer service, these social media postings frequently include useful information to improve viewers' awareness, initiative, and competence through topics like how to trim a rose bush, plant health care, fertilization tips, proper application of bark or mulch, irrigation improvements, and installing new plants or trees, etc.

Job Quality: It's always beneficial to highlight successes, by sharing before and after photos or videos of new installation, enhancements, or tree service work, especially when accompanied by the Manager's and Foreman's names to document their accountability. People's memories may lapse with time; photos and videos permanently improve those memories.

Building upon social media platforms and content categories, it is important to note the current mode of presentation is far more elaborate than it was just a few short years ago. Long-winded, drab, static PDF postings are from a bygone era; dynamic information transfer is the new standard.

There is an increased emphasis on 30-60 second video presentations rather than 2-3 still photographs. Aerial captures of drones flying over new construction projects, documenting yard departure routines, or detecting invasive tree hazards, actively engage the viewer across topography, sense, and imagination. Likewise, the migration from placid to progressive information can also be seen in company websites that contain an embedded audio-visual thumbnail of the company President verbally escorting the viewer across and through the various sections of the company website (e.g., who we are, project gallery, careers, customer testimonials).

Join Your Association Online for the General Membership Meeting November 12

Thursday, November 12, 2020 | 10 a.m.

All members are invited to attend the 2020 General Membership Meeting ONLINE.

President Regan Barry will update attendees on the state of the association, and then open the floor to questions and input from members of the audience. Elections will follow. No amendments to the bylaws have been proposed.

2020 Candidates

President: Paul Hansen

President-Elect: Megan Rios

Secretary/Treasurer: Alex Salazar

Director of Events: No candidate*

Director of Resource Mngmt: Tom Sweeney

**It is the CLCA Board's intent that the current Events Committee chairperson will be appointed to this position at the April, 2021 CLCA board meeting in accordance with CLCA Bylaws section 6.04.*

Statements from candidates may be found at <https://www.clca.org/wp-content/uploads/2020/09/ballot-2020-statements.pdf>.

Who May Attend

All CLCA members are invited to attend the General Membership Meeting. One representative from each Regular and Associate member company may vote, as can each Life member.

Request for Absentee Ballot

Members unable to attend may request an absentee ballot to vote by mail. The absentee ballot request form must be signed and returned to CLCA HQ by October 15, 2020. Please contact CLCA headquarters if you need this form — (916) 830-2780.

Regan Barry at membership meeting

CLCA East Bay Chapter Address

3130 Balfour Rd., Ste. D #215
Brentwood, CA 94513
www.clcaeastbay.org

2020 East Bay Chapter Board of Directors

IMMEDIATE PAST PRESEDENT

ERIC SANTOS (925) 924-8900
Brightview eric.santos@brightview.com

PRESIDENT

LEEANNA SCHOEDER (925) 584-4119

PRESIDENT ELECT

PAUL WONG (925) 518-6331
Imperial Sprinkler
paulw@imperialsprinkler.com

SECRETARY/TREASURER

DAVID MANLOVE (510) 898-1025
Indian Rock Landscapes
david@indianrocklandscapes.com

DIRECTOR-MEMBERSHIP

ERIC SANTOS (925) 924-8900
Brightview eric.santos@brightview.com

DIRECTOR-EVENTS

GREG WRENN (925) 313-9025
Past the Gate greg@pastthegate.com

ASSOCIATE MEMBER REPRESENTATIVE

DAMION ROSBY (510) 632-3535
Golden Gate Truck Center

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.

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(916) 830-2788 Fax
email: hq@clca.org

2020 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

2018 Eric Santos
2017 Roxy Wolosenko
2016 Calvin Craig
2014-15 Peter Rosen
2012-13 Tim Hendricks
2011 DeeAnn Schuttish
2009-10 Nate Sillin
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 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.

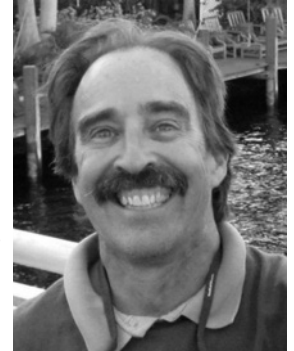
Roger Fiske Ken Gerlack
Jeffrey Jones Joe Korematsu
George Sunayama Jack Rydman
Thomas Raeth Kevin Berndt

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.

Philip Reiker, Jet Mulch, Passes

A scholarship fund in Phil's name has been created by the employees at Jet Mulch, Inc. You may donate in Phil Reiker's honor online at: <https://www.cfsc.org/donate/philreiker>



Phil Reiker passed away at home on September 3, with his loving family at his bedside. Phil stoically hid his pain while battling cancer for the last 18 months, he was 64 years old.

Phil was born in Denver, Colorado to Thomas and Jeanette Murgatroyd. He grew up in Denver being the youngest child of 6 in an active Walton type family environment. Phil graduated Washington High School in June 1974 and Colorado State University in June 1979 with degrees in Turf Management and Landscape Architecture. He moved to Santa Cruz in the summer of 1979 and worked in the turf farming and landscape supply industry for others until he established Jet Mulch Company in October 1996. He was so very proud of Jet Mulch and his employees.

Phil's love for working in the landscape industry saw him as a travelling sales rep. and spokesman and finally business owner always adding green beauty to the world. He was active in the California Landscape Contractors Association for many years and loved schmoozing with anyone associated with it. Phil collected lifelong friends and associates everywhere he went with his award winning smile, wit, knowledge and logic! Phil met Sharene Green in 1988 and they married in 1991. Phil adopted Sharene's son Eric and they had a daughter, Sally. Phil loved being a grandfather to Keely. Phil loved to travel the world with his family and friends especially on cruise ships! He loved to hike and was a springtime skier. Phil was a closet inventor and guitar musician who loved watching science, nature, large construction, engineering and History channel documentaries.

Phil is survived by his beloved wife Sharene "Sherry" Reiker of La Selva Beach, his daughter Sally Rose, son Eric Reiker Green and granddaughter Keely Green of Santa Cruz, his Colorado family brother and sister John and Kim Reiker, sister Sherry Gillespi, brother Robert McCutchen in Palm Springs, mother Jeanette Murgatroyd and sister Jeanie along with nieces and nephews.



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 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)

Life Members

George Sunayama, Joe Korematsu, Roger Fiske, Paul Schultz, Ken Gerlack, William Roger, Thomas Raeth, Dan Berger, Robert Battinich, Kevin Berndt, Stephen Lambert, Calvin Craig

23 Year Members

Greg Wrenn, Past the Gate

8 Year Members

Lisa Kaiser, Kaiser Gardens, Inc.

6 Year Members

Kathryn Von Dohre, DK Landscape

5 Year Members

Charles Bohlig, Dave Langridge, EBMUD

2 Year Members

Danielle Keeling, Northern LS Mngmt.

1 Year Members

Kristin Gallego, Artistic Landscape

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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CLCA MEMBER ADVANTAGE