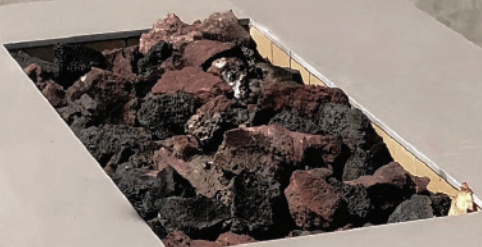


NOVEMBER 2020

inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION
EAST BAY CHAPTER



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*On the cover: Nolen Residence by Garden Lights
Landscape Development, winner of the
Medium Design Build Installation at the East Bay
Chapter Beautification Awards in 2019.*

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— Brian Robinson, Robinson Landscaping, Inc.

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— Mike Garcia, EnviroscapLA



clca.org/flyers





president's message

Leanna Schoder, CLCA East Bay Chapter President

Thankful for Little Things

Thankfully, 2020 is almost over. November is upon us and Thanksgiving is just around the corner. It is a time of thanks, reflection, and gratitude—even in a year such as this.

Although this year has been a struggle for most of us, there is still so much to be thankful for. Here are a few things, often taken for granted, that all of us should reflect on this Thanksgiving.

Good friends. Often, it is the quality of friendships, not the quantity. Thankfully, the CLCA offers a means to connect with others, something that should never be taken for granted.

There is something magical about weekends. Do not take them for granted. Do something that makes you happy, even if it is just for a few minutes.

Pets offer unconditional love, enjoy it. There is nothing better than those eyes staring back at you with love and affection.

The opportunity to get an education is something many people in the world do not have. Make a point to continue life-long learning.

If you are reading this right now, you have a lot to be thankful for.

Being able to step outside to breathe in fresh air is a good reminder how many little things we should be thankful for. Be thankful for those frontline fighters that raged on fire lines this year!

A bed is one of those things that is easy to take for granted, until you do not have one.

Although we often do not think there is not enough of it, time is something we should never take for granted.

Many people on earth lack access to clean water. Be grateful every time you turn on the faucet.

Books provide an opportunity to enter

another world all from the comfort of your own home.

Never take the kindness of a stranger for granted. Be thoughtful of others.

Being able to express your thoughts and feelings freely should never be taken for granted. Many in the world cannot voice their feelings or opinions.

The beauty of a rainbow is magical. Stop and enjoy the moment.

Sometimes when there are no words to say, tears express how we feel for us, so do not be embarrassed to let them flow.

Indoor plumbing not only provides convenience, it spares us from disease. Today, there are many people who cannot enjoy comforts such as a clean toilet.

Enjoy the local grocery store. It means we do not have to spend our time gathering our own food. Many in the world still do.

Even if you do not like your job, being employed means someone thought you were special enough to hire.

Electricity, when was the last time you were grateful for simply turning on the lights when you get home?

The ability to learn new things means we have endless potential. Make use of your new skills and talents.

Whether it is your grandmother teaching you to knit or your plumber showing you how to prevent future problems, be grateful that others are willing to use their time and talents to teach you something new.

The sea creatures in the ocean almost seem too mystical to be real. Imagine their life without floating plastics, now do your part to resolve the pollution in our oceans.

Without advances in modern medicine, many of us would not be alive. Next time you visit your doctor, say thank you for their commitment.



Music brings out our emotions. Be thankful that music can take you back to your youth to relive a special moment in time.

Some of life's best inventions resulted from an entrepreneur who was willing to take a risk. Be a risk taker yourself!

Thank you for voting, no matter who won the election.

Do not take the internet for granted. None of us had this convenience a couple of decades ago.

Hiking trails give us the chance to enjoy mother nature's beauty.

Many of us would not be alive without today's vaccinations. Be thankful of the researchers working tirelessly for mankind.

Lastly, our lives would likely be quite different if we did not have the protection afforded by the armed forces. Express your thanks anytime an opportunity arises.

Happy Thanksgiving to all.

Overcoming Resistance to Change

Steven Cesare, Ph.D.

The Harvest Group, Landscape Business Consulting | harvestlandscapeconsulting.com

A business owner from Colorado called me the other day talk about ongoing change management initiatives in his company. While some of the changes were large-scale, others were essentially tactical. Regardless of their focus, duration, or impact, I earnestly suggested that the business owner always consider the three primary potential sources of resistance to change (e.g., organizational, group, individual), before any actual program is designed, developed or implemented, as well as the specific techniques for overcoming that resistance.

Acknowledging that resistance can literally decimate any change initiative, the business owner adeptly shifted the conversation onto those specific best practices for overcoming such resistance. Here are the six most common methods for overcoming resistance to change, that I shared with him:

Communication: The best way for overcoming potential resistance is to be as transparent as possible by sharing as much communication as feasible with all affected employees. Whether it is through departmental/organizational meetings, team meetings, timely e-mails, memoranda, payroll stuffers, and/or one-on-one sessions, the degree of education, facts, and impact (e.g., business need, adjustments, new performance expectations, cost, timelines, support) presented to employees is directly related to the success of the change initiative.

Participation: Involving workers in designing the change initiative as well as its rollout, is critical to overcoming resistance. By soliciting their input early on in the process, the employees feel engaged in that their ideas for design, implementation, and/or follow-up are valued by management. This participation shifts the perceived orientation from the change being forced onto them, to a stance where they have an opportunity to actually determine some aspect of the change itself.

Facilitation: Recognizing that change inherently causes stress due to uncertainty, business owners can overcome resistance by offering support, coaching, and transitional time (i.e., grace period) to allow the employees to acclimate to the change at a reasonable, not a frantic pace. This facilitation enables employees time to adjust to the new initiative without feeling immediate pressure to be perfect.

Negotiation: Sometimes, negotiation, bargaining, or deal making is the best way to overcome resistance to change. This give-and-take approach is dependent upon the idiosyncratic nature, risk, and value of the change itself, the affected members and procedures, as well as the associated time and cost parameters; all the while keeping in mind that a "win-win" negotiation is the goal.

Manipulation: Though unseemly and perhaps unethical, manipulation is one

method for overcoming resistance. Using politics, co-optation, creative tension, inter-departmental conflict, and/or subterfuge, can indeed overcome resistance; albeit with an indelible price ultimately paid by damage done to the organizational culture.

Coercion: The most extreme method for eliminating resistance to change is forcing key employees to adopt the change or be threatened with dire consequences (e.g., demotion, termination, ridicule, reassignment). While this technique can quickly quash initial resistance, the latent effects are future passive-aggressive responses by the affected employees, and sustained anger, hostility, and disenchantment that will likely undermine future success.

Training: MWELO and the New Normal for California Landscaping

Tuesday, December 1 | 8:30am- 4:30pm

Rescape California presents a full-day training that will include an expansive look at the Model Water Efficient Landscape Ordinance (MWELO) and will explore an array of design strategies that meet the standard. Presentation topics will include water budget calculations, irrigation best practices, the optimal use of compost and low-water plant selection. The training will also include perspectives from WELO code reviewers and an interactive design review activity where the participants will apply the concepts covered and get feedback on their findings. Speakers include two landscape designers, an irrigation specialist, two code reviewers and a compost specialist.

To register, visit <https://bit.ly/326hsd3>



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Online Learning from the Irrigation Association

Women in Irrigation Conference

NOV. 18, 2020 | 12:00 p.m.-4:00 p.m.

Women in the irrigation industry — come join other passionate, like-minded professionals as we explore the challenges and opportunities in our industry. Hear from women who have navigated their way to achieving successful careers in irrigation.

Be a part of this unique event as we gather virtually to engage, connect, empower and support each other to grow and achieve success in this industry.

Conference Schedule

Conference times are Eastern time zone.

Times and schedule are subject to change.

12:10 p.m. Resiliency as Women in Irrigation: What 2020 Has Taught Us

Meg Mason, Sr. Director of Marketing, HydroPoint Data Systems Inc.

12:40 p.m. Breakout Rooms: Resiliency

1:20 p.m. Becoming Confident Communicators. Denise Mullikin, Vice President of Domestic Sales, Hunter Industries Inc.

1:50 p.m. Breakout Rooms: Confident Communicators

2:30 p.m. Panel Discussion - Pushing Past Boundaries: Sharing Stories of Achievement

Register online at: <https://store.irrigation.org/events/registration.aspx?event=CONFVII20>

Landscape Lighting Conference

JAN. 11, 2021 | 12:00-4:00 p.m Eastern

The future of landscape lighting is bright! If lighting is part of your business — or if you want it to be — this virtual landscape lighting conference is for you. Hear from experts in lighting as they discuss the latest trends and best practices used in the industry and see which products are put in the spotlight during our lighting product showcase.

Register online at: <https://store.irrigation.org/events/registration.aspx?event=CONFLITE21>

Landscape Technology Conference

MARCH 3, 2021

Technology is changing the way green industry companies do business more and more every day. Hear about the latest technological advancements in the landscape irrigation industry and how they can improve an irrigation system's water efficiency, effect overall sustainability and have an impact on a company's bottom line. The landscape technology showcase will provide insight into today's best products available.

Register online at: <https://store.irrigation.org/events/registration.aspx?event=CONFLT21>

Leadership Summit

FEB. 10, 2021

The irrigation industry was not immune to the challenges brought forth by the COVID-19 global pandemic. Fortunately, through strong leadership throughout our industry, our industry remains viable and essential. During the Irrigation Association's Leadership Summit, we will discuss insights to help current business executives build skills for success in leading projects, teams and organizations. We will also identify the common traps that many business leaders fall into, and learn how to build positive, lasting change in your company — all through the lens of irrigation. This opportunity is open to both seasoned and future leaders of our industry.

Register online at: <https://store.irrigation.org/events/registration.aspx?event=CONFLEAD21>



Join the Virtual Convention

General Membership Meeting Thurs., November 12 | 10 a.m.

All California Landscape Contractors Association (CLCA) members are invited to attend the 2020 General Membership Meeting ONLINE. One representative from each Regular and Associate member company may vote, as can each Life member.

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.

Trophy Awards Online Saturday, November 14 | 6 p.m.

Pre-show happy half hour at 6 p.m. | Show starts at 6:30 p.m.

The thrill of victory! The agony of defeat! The excellence of California landscaping! You're invited to experience it all at the 2020 Trophy Awards, presented by the CLCA on Saturday, November 14. The online show starts at 6:30 p.m., but we hope you can join us for the pre-show happy half hour at 6 p.m.

There's no cost to attend, but you must re-register online at www.surveymonkey.com/r/SMV2D8F

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www.clcaeastbay.org

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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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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
1979-80 Peter Rumore
1979 Pat Nichols
1978 Joe Korematsu
1977 Chuck Rich
1976

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.

Carbon Sequestration in the Landscape Series

Protect Water and Air Quality to Reduce Emissions

November 16, 2020 12-1pm | REGISTER at <https://bit.ly/389nQnR>

Conventional landscaping practices—specifically applying synthetic nitrogen fertilizer and using gas powered maintenance equipment—emit significant amounts of greenhouse gases. Climate change is causing floods to become more frequent and extreme, and water quality is impacted by runoff and erosion.

Landscapes can be designed to capture and hold water, which will help urban areas adapt to climate change and protect watersheds. Regenerative landscaping practices can reduce greenhouse gas emissions and draw down carbon dioxide already in the atmosphere.

Climate Change 8 Principles Webinar Speaker Series

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. 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. Regenerative design install and maintenance of a landscape can help save energy and water. Sustainably well-designed landscapes not only add beauty to the environment, but also reduce heating and cooling costs. Awareness of the right drought-resistant plants located in the right location—trees, shrubs, or vines—deliver effective shade and cooling, decrease water usage, act as a windbreak, and reduce energy bills.

Topics are based on ReScape's 8 Principles and will provide an overview of the problem and the solution vis-à-vis the Principles. There will be hands-on tips and best practices for sequestering carbon, reducing emissions, saving water and creating resilient landscapes; and include actionable steps with references to science-based data and additional resources. Speakers are professionals, scientists and other experts.



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 Diamond K Supply Ltd. (1990)

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

16 Year Members

Richard Pacheco, New West LS Mngmt.

14 Year Members

Christine Hawkins, Hunter/FX

13 Year Members

Martine Lopez, Curb Appeal 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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