

JANUARY 2018

inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION
EAST BAY CHAPTER

THURSDAY, JANUARY 11

ICE, IMMIGRATION & YOU

Join us for lunch at Back Forty Texas BBQ in Pleasant Hill on Thursday, January 11 for a presentation with Otis Landerholm on ICE & Immigration Law. The event is being sponsored by our Partner, Landscape Contractors Insurance Services.

Mr. Landerholm will present an overview on Immigration Law and what is happening under the Trump administration, the rights of employees and employers, what to do if ICE knocks on your door, and what each person can do to help.

WHERE:

Back Forty Texas BBQ, 100 Coggins Drive, Pleasant Hill

WHEN:

Thursday, January 11th • Noon - 1:30 pm

COST:

CLCA members registered by January 5 are FREE, \$20 after January 5. Non-members are \$20 if registered by January 5, or \$30 after January 5.

CONTACT:

Laura A. Leuer • lleuer@comcast.net

REGISTRATION IS REQUIRED

Register online at <http://conta.cc/2lg7X5Q>.

On the cover: Life in the Garden by Calvin Craig Landscaping, winner Large Design Build Installation Award at the 2017 CLCA East Bay Chapter Beautification Awards.



2018 Certification Dates Announced

CLCA recently announced test dates for 2018 for the Landscape Industry Certified Technician tests. This program seeks to recognize proficiency in the landscape workforce, upgrade the status of the landscape professional and provide the public with a means of identifying qualified landscape professionals.

Written Tests:

- Thursday, February 1 | 10 a.m.
Landscape Industry Show, Ontario, CA

- Registration Deadline: Jan. 24, 2018
- Friday, February 23 | 1 p.m.
Gachina Landscape Mngmt., Menlo Park
Registration Deadline: Feb. 12, 2018
- Friday, October 5 | 1 p.m.
Buckeye Ranch, Petaluma
Registration Deadline: Sept. 4, 2018
- Friday, December 7 | 2 p.m.
CLCA Headquarters, Sacramento
Registration Deadline: Dec. 3, 2018

Hands-On Tests:

- Saturday, April 14 | All Day
Cuyamaca College, San Diego
Registration Deadline: March 12, 2018
- Saturday, October 6 | All Day
Buckeye Ranch, Petaluma
Registration Deadline: Sept. 4, 2018

Earn your Landscape Industry Certified Technician designation in 2018
Register today at <http://bit.ly/2BJDZgo>.

For more information, contact CLCA headquarters at certification@clca.org.

Individual Benefits Of Certification

- Validate your landscape skills, professionalism and commitment to safety.
- Stand out from others in the company and in the industry, and create opportunities for career advancement.
- Ability to meet minimum job requirements.
- Persons passing a Certification Test will receive a certificate, identification card, logo items and recognition on NALP's Honor Wall.

Employer Benefits of Certification

- Give your company a competitive edge and the opportunity to sell more services by advertising that you have certified employees on staff.
- Show professionalism and expertise when you display credentials in your marketing efforts with logos/decals/certificates.
- Meet minimum job requirements in bids and RFPs that require a certified technician.

Stand out from the rest.

Get certified!

CLCA MEMBER ADVANTAGE

Rise above the competition! Show professionalism. Advance your career. Meet minimum job requirements. Give your company a competitive edge and the opportunity to sell more services by advertising that you have certified employees on staff.

landscape industry **certified** technician

clca.org/certification

CLCA Water Management Certification

The demand on landscape contractors to provide more efficient water management is the highest it's ever been. To help landscape contractors and other green industry professionals meet this growing demand, CLCA developed the Water Management Certification Program. This program is designed with a simple goal: to train water managers to provide customers with good to excellent landscape appearance using the right amount of water based on plant requirements. For more information visit clca.org/water-pro//index.php

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East Bay Chapter Member Standings

Congratulations to the following companies for reaching membership milestones during this month.

30+ Year Members

George Sunayama (1952)
 Joe Korematsu (1956)
 Roger Fiske (1962)
 Paul Schultz (1963)
 Ken Gerlack (1967)
 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)
 Eisenstaedt LS & Maint. (1987)
 P.J. McNamara (1987)
 Suma Landscaping Inc. (1988)
 Berndt Landscape (1988)
 Trimacs Maint. & LS Const, Inc. (1988)

18 Year Members

Bob Eagle, Contra Costa Water District

15 Year Members

Jon Ewing Consulting

14 Year Members

JPA Landscape & Const. Inc.

10 Year Members

Irritrol/RainMaster

3 Year Members

Garden Nest Residential LS

2 Year Members

Julie Lienert, Merritt College

1 Year Members

Pacific Blue Landscape

The East Bay Chapter Thanks Our 2017 Partners for Success

Gold - \$1500

- Four Dinner Tickets to the Beautification Awards Banquet and sponsorship of a prestigious 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 Ticket to the Beautification Awards Banquet and Sponsorship of an Award plaque for one of the award categories.
- 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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president's message

New Year. New Leadership.

Eric Santos, CLT, CLCA East Bay Chapter President

On behalf of the 2018 East Bay Chapter Board of Directors, I would like to thank everyone who participated in our 2018 board elections. We have a strong board moving into this year.

Roxy Wolosenko will continue to guide our chapter as Immediate Past President in 2018. She has also kindly offered to step in as our Interim Events Director this year. Those of you who attended the Holiday Party last month will agree that Roxy hosted an absolutely wonderful event for our Chapter at her beautiful home!

Leanna Schoeder will be continuing her dedicated service to our chapter as the 2018 Secretary. Not only will she be serving on the board in 2018, Leanna has taken on a new role with Rubicon Landscape and recently obtained her C-27 license. Please join me in congratulating Leanna on her great achievement.

Lancy Perry with CLCA Insurance Solutions will continue to serve as our Director of Membership. With one year under his belt, we are looking forward to having new members join our chapter as we continue to look for ways to provide value and benefits to both existing and new members.

We also have two new board members

this year. Martin Cleary, President of Cleary Brothers, will be overseeing our chapter finances as Treasurer. Martin has already contributed some great ideas on how to improve our chapter. We all look forward to working with him and greatly appreciate his willingness to support our chapter.

Paul Wong with Imperial Sprinkler Supply will be serving as our 2018 Associate Member Representative. Over the past several years, Paul has been a consistent event participant, and we are all excited to have him on the board to represent our associate members, who are an important part of our chapter. Without the support of our associate members, like Paul, our chapter would not be as strong as we are today. I strongly encourage everyone to support our associate members, specifically all of our Partners for Success!

Last but not least, Laura Leuer will continue to be our Chapters Executive Administrator and really the person behind the scenes that keeps our chapter headed in the right direction. The East Bay Chapter is extremely fortunate to have her support and counsel after having worked with our chapter for so many years.

As we move forward in 2018, the board will be holding events that provide both

technical information and business information. In talking to our chapter members, the biggest constraint we are all facing seems to be a shortage of labor. Look for more luncheon events to keep everyone out of afternoon traffic and allow all to spend time with families in the evening.

Our first event of the year will be a lunch meeting on Thursday, January 11 in Pleasant Hill. Our guest speaker is an attorney who will shed some light on Immigration and Customs Enforcement crackdowns. I am looking forward to an interactive event where we can all network and share experiences, ideas, and concerns. Landscape Contractors Insurance Services has generously offered to sponsor attendance to this luncheon meeting for all CLCA members. Pre-registration is required. Please visit <http://www.clcaeastbay.org/> to register.

Also, mark your calendars for the 2018 NorCal Landscape and Nursery Show on Thursday, February 15, from 8 am to 4 pm at the San Mateo Event Center in San Mateo. This will be a great opportunity to network with suppliers and to learn about new and innovative products, materials and services to help you be successful in the coming year.

It will be an honor to serve as your 2018 Chapter President. I look forward to serving and protecting the interests of our members, promoting professionalism, and advancing public awareness of our industry. Thank you!



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Consider the Conebush

Richly colorful and hardy *Leucadendron* does double duty as an accent in the landscape and in cut arrangements.

Leucadendron 'Safari Sunset'

Safari Sunset Conebush

This is a vigorous evergreen shrub growing to 7'-9' tall and 6'-8' wide. Flower bracts start out coloring red in summer and by winter are a deep wine color. In late winter 'Safari Sunset' takes on a yellow coloring in the center of the bracts while still retaining the red on the outer surfaces. This is a tough cultivar that can handle frost alkalinity and clay soils. An excellent candidate for cut foliage harvesting. Prefers full sun and low water once established.

Leucadendron 'Ebony'

Ebony Conebush

Ebony is an evergreen shrub growing to 3-4' tall and 4-6' wide. Unique, black-purple foliage develops burgundy-colored flower

bracts in the late winter to summer. It works great as a color contrast, does well in containers, and cut foliage is excellent for flower arrangements. Requires a well-drained soil, has low water needs once established, and prefers full sun.

Leucadendron 'Safari Goldstrike'

Yellow Conebush

This is an evergreen shrub growing to 5'-6' tall and wide. This vigorous, compact variety is prized for its attractive foliage, developing light-yellow flower bracts in winter and spring. It looks great as a background, and cut foliage is excellent for flower arrangements. Requires a well-drained soil, has low water needs once established, and prefers full sun.

Leucadendron 'Jester'

Sunshine Conebush

Jester is an evergreen shrub to 4'-5' tall and wide. Its attractive, variegated foliage intensifies in color during cooler months of

the year. Useful as an accent or color contrast, and does well in containers. Cut foliage is great for flower arrangements. Requires a well-drained soil, has low water needs once established, and prefers full sun.

Leucadendron 'Crown Jubilee'

Crown Jubilee Leucadendron

Crown Jubilee is a stunning evergreen shrub growing to 4'-6' tall and 3'-4' wide. Lovely red upright stems feature rainbow foliage that changes from green to yellow or red. The stems and beautiful cones look great in a cut floral arrangement. Needs moderate water and prefers full sun.

Grevillea lanigera 'Coastal Gem'

Wooly grevillea

'Coastal Gem' is a low spreading evergreen shrub growing to 1' tall and 4'-5' wide. In late winter and early spring, pink and cream spider-like blooms unfurl against dense foliage of gray-green narrow leaves. Looks great in rock garden or groundcover, has low water needs once established, and prefers full sun.

Nor Cal Landscape & Nursery Show

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Trade Show & Educational Seminars

February 15 · 2018

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CLCA East Bay Chapter Address

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2018 East Bay Chapter Board of Directors

IMMEDIATE PAST PRESIDENT

ROXY WOLOSENKO (925) 300-3948
Roxy Designs roxy@roxydesigns.net

PRESIDENT

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

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OPEN POSITION

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LEEANNA SCHOEDER
Rubicon Landscape

TREASURER

MARTIN CLEARY
Cleary Brothers

DIRECTOR-MEMBERSHIP

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CLCA Insurance Solutions
lance.perry@arm-i.com

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OPEN POSITION

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SPONSORSHIP CHAIR

PAUL WONG
Imperial Sprinkler Supply

EXECUTIVE ADMINISTRATOR

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NEWSLETTER PRODUCTION

JERRIE BEARD (530) 621-1701
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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 7, Pollock Pines, CA 95726. Or email to: jsb@beardassociates.com. For information on advertising and rates, contact Jerrie Beard at (530) 621-1701.

CLCA State Headquarters

1491 River Park Drive, Ste. 100
Sacramento CA 95815-8899
(916) 830-2780 • (800) 448-2522
(916) 830-2788 Fax
email: hq@clca.org

2018 CLCA State Executive Board

Visit <http://bit.ly/1LE7p27>.

Past CLCA State Presidents from the East Bay Chapter

1996 John Redmond Jr.
1986 Roger D. Fiske
1978 Joe Tanouye

East Bay Past Chapter Presidents

Past chapter presidents who are still members of the East Bay chapter.

2017 Roxy Wolosenko
2016 Calvin Craig
2014-15 Peter Rosen
2012-13 Tim Hendricks
2011 DeeAnn Schuttish
2009-10 Nate Siliin
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
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 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

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.

Upcoming Events

Thursday, January 11

11:30 a.m. to 1:00 p.m. Educational Lunch at Back Forty BBQ, 100 Coggins Dr., Pleasant Hill. An immigration lawyer will be talking about ICE, immigration, and our liabilities and responsibilities as employers. This will be a meeting you won't want to miss because it affects each of us directly. Thanks to our sponsor Landscape Contractors Insurance Services (LCIS), it will be a no cost lunch to our CLCA members. RSVP required. Contact Laura Leuer at lleuer@comcast.net.

Monday, January 22

3:30 pm - 5:00 pm. One Water Approach to Urban Water Management. EBMUD Admin Building, 375 11th Street, Oakland (Second Floor).

Rosey Jencks (Vice President of One Water-Norcal, Brown and Caldwell) will present the One Water concept, an integrated planning and implementation approach to manage finite water resources. Top benefits of the One Water approach include: greater resilience and reliability, opportunities to optimize regional infrastructure, sustainable community development, economic growth, and increased coordination among agencies and communities. This presentation will cover the core steps outlined in Brown and Caldwell's blueprint for the One Water approach and discuss local small and large scale One Water projects. Free validated parking is available at the Pacific Renaissance Plaza garage right next door on Webster Street. Bring your token to the meeting and EBMUD will validate at the end of the meeting. Sign up at ebmud.com/rsvp. For info: Kristin.Bowman@ebmud.com (510) 986-7610.

Tuesday, January 30

CLCA Leadership Conference. Ontario Convention Center, Ontario, CA. Contact hq@clca.org or (800) 448-2522.

Thursday, February 8

Chapter Dinner Meeting. Details announced soon.

Thursday, February 15

Nor Cal Landscape & Nursery Show. San Mateo Expo Center, 1346 Saratoga Dr, San Mateo. www.norcaltradeshows.org.

Thursday, March 8

Chapter Dinner Meeting. Details announced soon.

Bay-Friendly Training -- Maintenance

Be a part of Bay-Friendly's dynamic approach to maintaining and managing healthy landscapes. These four-session training programs are taught by leading experts in stormwater management, soil health, irrigation, plant care, integrated pest management, and more!

The bay-friendly trainings will provide participants with:

- An understanding of Bay-Friendly's ecologically based, comprehensive approach to the management of public and private landscapes
- Knowledge of the effects of landscape maintenance practices on the health of our watersheds and the San Francisco Bay
- Knowledge of habitat restoration, local plant communities and the benefits to biodiversity
- Hands-on experience with practical, effective techniques such as sheet mulching to transform lawns into Bay-Friendly landscapes
- An understanding of the global connections between soil health, waste management,

water conservation, air and water quality, Green House Gas reductions, urban forestry and carbon sequestration

- A competitive advantage in the professional landscape maintenance marketplace
- A certificate of qualification and patch with the Bay-Friendly Qualified Landscape Professional logo
- Graduates receive a two-year membership in the Bay-Friendly Qualified Professionals network, which includes free listing in the Bay Area-wide directory of Bay-Friendly Qualified Landscape Professionals and use of the Bay-Friendly logo to promote your sustainable landscape expertise

Bay-Friendly Maintenance Training: Alameda County

Robert Livermore Community Center, Livermore
January 9, 16, 23 & 30 • 8 a.m. to 3 p.m.
Cost: \$495

To become Bay-Friendly Qualified, program participants must attend all four classes, complete and pass the take-home exam and complete the final practicum.
REGISTER TODAY at <http://bit.ly/2mPFPcI>

Bay-Friendly Maintenance Training: Contra Costa County

Concord (location TBA)
February 6, 13, 20 & 27 • 8 a.m. to 3 p.m.
Cost: \$495

To become Bay-Friendly Qualified, program participants must attend all four classes, complete and pass the take-home exam and complete the final practicum.
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