

JANUARY 2020

inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION  
EAST BAY CHAPTER

# Scoop

*On the cover: Ortega Residence by Indian Rock Landscapes,  
winner of the Small Residential Installation Award at the 2019  
CLCA East Bay Chapter Beautification Awards.*



# Holiday Fun!

On Friday, December 6th the CLCA East Bay Chapter converged on Campo di Bocce in Livermore for the annual Holiday Celebration!

Family and friends gathered to celebrate the holiday season and experience the ultimate in dining and recreation at Campo di Bocce. The food, the festivities and the white elephant gift exchange put everyone in the holiday spirit!



*From big chocolate kisses to fuzzy snowmen, East Bay Chapter members and their families enjoyed the white elephant gift exchange at the East Bay Chapter holiday gathering on December 6.*

**Nor Cal Landscape & Nursery Show**  
➤ **Growing Forward**  
Trade Show & Educational Seminars  
[www.norcaltradeshow.org](http://www.norcaltradeshow.org)  
**February 27-2020** NEW DATE!  
8 am to 4 pm

Expo Hall  
San Mateo Expo Center  
1140 Saratoga Drive  
San Mateo, CA 94403

## CLCA Needs Your Help! 2020 Nor Cal Landscape & Nursery Show

The last four years you've made a difference as we launched the CLCA/Nor Cal Landscape and Nursery Show partnership. The 2019 show was a large success due to the help of our CLCA members and supporters.

We are currently preparing for the 2020 Nor Cal Landscape and Nursery Show, and we need your help. Would you be willing to give a few hours as a volunteer for the show in February?

A variety of time slots are available on February 26 and 27.

### Why volunteer?

- It's fun! For reals. We have proof.
- Great opportunity to expand your network.
- We have snacks for you. Good ones!
- You're curious as to how an empty hall becomes a vibrant trade show.
- We provide free parking for volunteers.
- Work a few hours and enjoy the rest of the show!
- Did we mention the snacks and the fun?

Signing up is easy. Just visit:

[www.surveymonkey.com/r/2020NorCal](http://www.surveymonkey.com/r/2020NorCal)

For more information on the show and educational offerings visit the website at [norcaltradeshow.org](http://norcaltradeshow.org).



## president's message

# Happy New Year! Happy New Decade!

Leeanna Schoeder, CLCA East Bay Chapter President

Is anyone else blown away that it's 2020? It seems like the Y2K scare was only a few years back, but here we are 20 years later. Let's take a look back over the past 10 years.

- 2010. April - The first iPad came out, and the Apple iPhone 4... September - Lady Gaga wore a "meat dress" to the VMAs.
- 2011. April - Millions tuned in to watch a royal wedding... May - Everyone was planking, everywhere... July - We said goodbye to Harry Potter.
- 2012. February - "Linsanity" took over the world... July - "Gangnam Style" became the most-watched video ever.
- 2013. February - "The Harlem Shake" went viral... July–August - Everyone was doing the Ice Bucket Challenge
- 2014. The selfie stick appeared.
- 2015. June - Same-sex marriage became legal in the U.S.
- 2017. January - Millions attended the Women's March.
- 2018. January - There was a false missile warning in Hawaii... May - There was another royal wedding.
- 2019. April - We got the first-ever photo of a black hole.

Now, on to more recent events...

I couldn't have been more impressed with the CLCA State Convention held in November in South Lake Tahoe. It was very well attended, and everyone was highly engaged. There were many new faces and new friendships formed. And, there were several first time trophy award winners! The seminars were timely and full of useful content. So much so that it was decided to provide additional seminars in various locations so more members could benefit from this important topic... Chocolate.

Do I have your attention? So, we are not

having seminars about chocolate -- although that would be fun! Instead, we will be building on the foundation that was started from the listening lab presented during the convention. The overwhelming response for additional seminars came about due to the following revelations:

- Technical training is out, and learning experiences are in.
- Collaboration is needed with other chapters or industry associations to prevent repetitive topics, to increase attendance numbers, and to network with other experts within the industry.
- Seminars should create an environment of engagement and fun.
- Design meetings for influencers. Let the veterans impact those newer to the industry.

At the listening lab, which was well attended with standing room only, we learned that chapter meetings have long been a staple of our association. We were then challenged to step back and say "What if we no longer had this tradeshow or conference or specialty meeting? What else might we be able to do — better — if we let this go?" Are the returns on meetings worth the intense investment of time and resources? Or, in today's digital world, are there better ways for associations to help members engage, co-create, and connect year-round?

The consensus from this seminar was, *meetings do continue to matter*. However, we need to examine if there are smarter ways to make them viable and valuable without being all-consuming. Let's talk about the competition and whether we can stand up to or collaborate with our competitors. And let's discuss how we can

make meeting a participatory experience for attendees while extending the benefits far beyond the chapter meeting. And, let's address timely topics such as finding quality employees, increase profitability, and lean more on our seasoned chapter members and the valued experience they can give to others.

Our chapter will be holding meetings in the near future with speaker Jeff Hurt to address some of these issues. Please watch your email and the chapter website ([clcaeastbay.org](http://clcaeastbay.org)) for dates and locations.

I highly suggest you attend. There will be tidbits of value for everyone within our industry. Your input matters. YOU can make a difference in our chapter.

- Invite a colleague to attend with you.
- Bring an employee that has that leadership spark you want to nourish.
- Bring a family member.
- Sit with someone you do not know.

Widen your network.

- Take notes to refer to later.
- Speak up. There are no bad ideas.
- Remember this is neutral territory. Share ideas, challenges and learn from others in the industry.
- Lastly, PARTICIPATE!

## About the Speaker

Noted engagement, learning, strategic and governance thought leader and consultant, Jeff Hurt, is an expert in applying human behavior and neuroscience to customer experiences. He is founder and CEO of Empowered Epiphanies and a well-known thought leader in the meetings and events industry. He has a track record of transforming outdated events and educational programs into memorable, high-performing experiences. He is working with the Center for Brain Health at the University of Texas at Dallas to apply the findings of cognitive brain research to make meetings intensely participatory and co-creative journeys that transform the way people work.



## New Legislation That Affects Your Business

There are many new laws and regulations going into effect on January 1, 2020, that could affect the way you do business. Please familiarize yourself with these new laws to avoid any surprises from non-compliance of a law you weren't even aware of. Following is a list of new laws that may affect your business.

- AB 1565 Contractor Wage Liability
- AB 3018 Skilled and Trained Workforce
- SB 1300 Workplace Harassment
- SB 1252 – Employee Right to Receive Copy of Pay Statement
- AB5 - Subcontractor and 1099 Regulations
- SB 1412 Limitation on Use of Criminal Convictions.

For a synopsis of how these laws may impact your business, visit <https://bit.ly/2Q2tTAW>

## Update Labor Law Posters

2020 posters include all recommended state and federal updates. CLCA has LAMINATED 25.5" x 39.5" posters-rolled and shipped in a tube

Order yours today in English

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or Spanish

[member-clca.org/max/store/labor-law-posters-spanish/262/](http://member-clca.org/max/store/labor-law-posters-spanish/262/)

CLCA members \$34 (plus tax & shipping)

Non-members \$44 (plus tax & shipping)

## Employee Handbook Distribution Process

Steven Cesare, Ph.D.

The Harvest Group, Landscape Business Consulting | [harvestlandscapeconsulting.com](http://harvestlandscapeconsulting.com)

A business owner from Maine contacted me the other day because we had just revised her Company's Employee Handbook and now had to develop a practical process for distributing that document to all of her employees and receiving the signed Employee Handbook Acknowledgment Forms for record-keeping purposes.

### Here is the process recommended:

- Print out a payroll roster of all Company employees organized by each Manager.
- Have each Manager give an Employee Handbook to each employee on his/her roster.
- Inform each employee they must read and understand the Employee Handbook, and return the signed Employee Handbook Acknowledgment Form to the Manager by the following Monday (i.e., one week after they were distributed).
- The Manager should be instructed to check off the name of every one of his/her employees from the payroll roster who submitted the signed Employee Handbook Acknowledgment Form.
- All employees who do not return their signed Employee Handbook Acknowledgment Form should be informed by their Manager that if the document is not signed and returned by the next day, the employees will essentially be resigning their position from

the Company.

- Once each of the Managers has received all of his/her employees' signed Employee Handbook Acknowledgment Forms, each Manager must deliver all of the signed forms to the Office Manager for proper file storage in each employee's personnel file as well as a scanned copy to the Company IT network, cloud account, or hard drive.

Following this decentralized approach ensures field involvement, drives personal accountability and establishes a downward cascading process that will be used frequently for other types of Company-wide rollout procedures.

If you have any questions or comments about this topic or anything else related to human resources, simply call me at (760) 685-3800.

### CLCA Offers Customizable Employee Handbook

CLCA, along with the California Employers Association, has compiled an employee handbook written specifically for employers in the landscape industry.

The handbook is in an easy-to-use Microsoft Word format, which you can fully customize to fit your company's size, needs and special programs. The result is an accurate and up-to-date employee manual.

Contact CLCA HQ at (800) 448-2522.

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# East Bay Chapter 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)

## 20 Year Members

Bob Eagle, Contra Costa Water District

## 17 Year Members

Jon Ewing, Jon Ewing Consulting

## 16 Year Members

Edmund Morrissey, JPA LS & Const.

## 5 Year Members

Jeannie Fitch, Garden Nest Res. LS

## 4 Year Members

Julie Lienert, jGrow

## 3 Year Members

Marco Villasenor, Pacific Blue LS

## 2 Year Members

Paul Wong, Imperial Sprinkler Supply

## 1 Year Members

Rogelio Munoz, Bay Area Landscaping

Wes Price, LandCare

Shane Younes, Watersavers Irrigation

Marcie Kramer, Mission Blue Gardens

# The East Bay Chapter Thanks Our 2019 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 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 East Bay Chapter Address

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www.clcaeastbay.org

### 2020 East Bay Chapter Board of Directors

#### IMMEDIATE PAST PRESIDENT

**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

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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 fax (866) 260-8869

#### NEWSLETTER PRODUCTION

**JERRIE BEARD** (530) 621-1701  
Beard & Associates 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.

### 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

### 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 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
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	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 Spotlight StopWaste

The foundation of 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 percent 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.

StopWaste helps Alameda County's businesses, residents and schools waste less, recycle more and use water, energy and other resources efficiently. They are a public agency governed by the Alameda County Waste Management Authority, Alameda County Source Reduction and Recycling Board, and the Energy Council.

StopWaste works to help people make better decisions about the products they buy, the resources they use, and the stuff they throw away. The Agency's Strategic Plan, adopted in 2010, includes an ambitious goal that by 2020, less than 10 percent of landfill-bound material in Alameda County will be recyclable or compostable.

### At home, we:

- Reduce wasted food by helping residents plan, store, eat, and compost food efficiently.
- Provide free drop-off of household hazardous waste.
- Help keep plastics out of waterways with 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 sustainable packaging.
- Assist food generators in donating food that would otherwise end up in the landfill.

For more information visit their website at [stopwaste.org](http://stopwaste.org).



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CLCA MEMBER  
ADVANTAGE



## Sharpen your leadership skills

Find opportunities that align with your interests.

Serving on a board or committee at the chapter or state level is a great opportunity to develop your leadership ability. Gain contacts and different skill sets in decision making, governance, group process, financial management and more.

The experience you acquire can be applied in many aspects of your professional life — no matter where you are in your career!

[clca.org/volunteer](http://clca.org/volunteer) 

# Nor Cal Landscape & Nursery Show

➤ Growing Forward

Trade Show & Educational Seminars

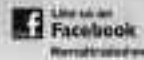
[www.norcaltradeshow.org](http://www.norcaltradeshow.org)

February 27, 2020  
8 am to 4 pm

NEW  
DATE!!

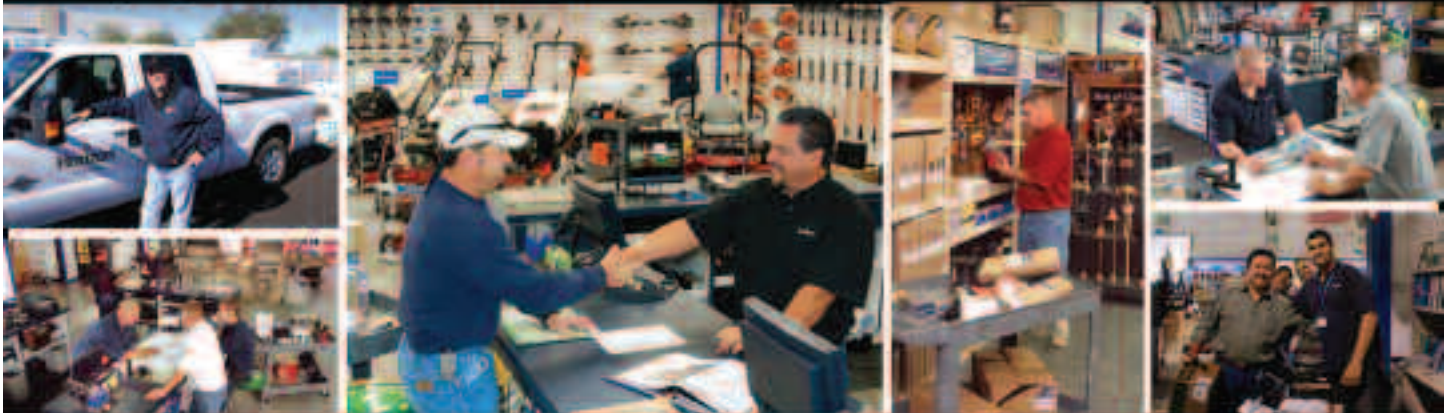


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