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inside

CLCA



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION
EAST BAY CHAPTER

Scoop

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On the cover: Arimo by Robert Cruikshank, Landscape Contractor, winner of the achievement award for Large Residential Installation at the 2021 CLCA East Bay Chapter Beautification Awards.



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Chapter Holiday Party a Blast

Thank you to Loren McIrvin and his wife Jennifer for opening their home for our chapter holiday party.



Above: Mike Coryell and Calvin Craig (Calvin Craig Landscaping).

Below: Eric Santos (Brightview) and Grace.



Above: Damion Rosby (director of membership) with fiancée Elise.

Below: Laura Leuer and Paul Colon (2021 chapter president).



Below left: Paul Wong 2021 Chapter President, Roxy Wolosenko 2017 Chapter President, Eric Santos 2018 Chapter President, Peter Rosen 2014-15 Chapter President, Calvin Craig 2016 President, Kristin Gallego 2022 President Elect, Loren McIrvin 2022 President.



Above: Jennifer and Loren McIrvin (Allied Landscape), our hosts.

Below: Rudy and Kristin Gallego (Artisticd Turf).



Below: Rudy and Kristin Gallego (Artistic Turf), Jeff Henninger (Delta Bluegrass), Paul Colon (Ewing).



Interviewing Basics: Do's and Don'ts

Steven Cesare, Ph.D., The Harvest Group, harvestlandscapeconsulting.com

Things You Must Do

While most of us have done hundreds if not thousands of job interviews, I still find it useful to be reminded of the basics that must be done to ensure a successful interview process. Accordingly, I shared the following basic list of essential actions that an interviewer must do when interviewing a job applicant. Parenthetically, due to space limitations, the complementary list of actions an interviewer must NOT do during a job interview will be shared in next week's posting.

- Always have two interviewers present.
- Turn off your cell phone before entering the interview room.
- Start the interview on time.
- Welcome the candidate to the company.
- Establish a basic comfort level for the candidate.
- Smile.
- Make good eye contact with the candidate.
- Remember the interview is a public relations tool to make the company look good to the candidate.
- Give an overview of the interview process and selection sequence.
- Provide background on the company, position, and performance expectations.
- Identify positive qualities of the company and job.
- Identify negative qualities of the company and job.
- Have a copy of the position's job description with you.

- Have a copy of the position's performance appraisal with you.
- Have the applicant's job application or resume with you.
- Have the interview questions typed on piece of paper.
- Only ask job-related questions.
- Ask the same questions in the same order to all candidates.
- Write down the applicant's response to each question and take notes, before asking the next question.
- Treat every candidate consistently, fairly, and respectfully.

Things You Must Not Do

Now that we have a better understanding of what constitutes good interviewing behavior, this presentation shares the obverse list: Actions an interviewer must NOT do during a job interview.

- To reiterate my point, it is my professional opinion and personal preference to be periodically reminded of some basic elements that may dictate a successful interview experience from one which may be deemed unsuccessful. Here is a list of things NOT to do during an interview.
- Show up late.
 - Be unprepared.
 - Ask illegal questions.
 - Call the candidate the wrong name.
 - Anticipate the candidate will get the job simply because s/he has a good resume or job application.

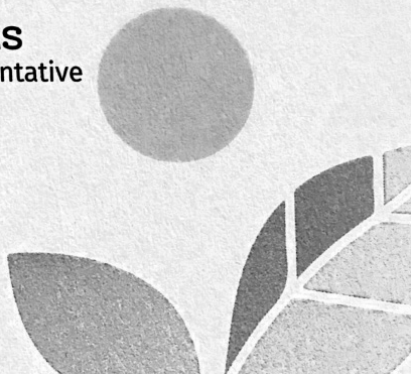
- Be unable to state the company's mission statement or core values, when asked by the candidate.
- Say anything negative about any employee, competitors, or other candidates.
- Write notes on the candidate's resume or job application.
- Answer a cell phone call, send a text message, or read an email message.
- Use foul language.
- Fail to ask the candidate if s/he has any questions to ask.
- Be unprofessional, disinterested, or condescending.
- Make a value judgment on any single response given by the candidate.
- Talk too much.
- Hurry through the interview to get it done.
- Lie or stretch the truth.
- Make a job offer to the candidate on the spot.
- Comment on the candidate's appearance.
- Try to be funny.
- Think of the interview as a game of "gotcha."
- Make an employment decision after the candidate's first couple of responses to questions.
- Commit interviewer errors (e.g., halo, contrast effect, negative information, idealized candidate).
- Demonstrate poor listening skills.
- Look at your watch repeatedly.
- Forget to say "thank you" at the end of the interview.

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Ken Gerlack (1966)
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SiteOne Landscape Supply (1974)
Professional LS Mngmt (1980)
Delta Bluegrass Co. (1980)
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Village Nurseries (1983)
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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

Bob Eagle, Contra Costa Water District

19 Year Members

Jon Ewing, Jon Ewing Consulting

18 Year Members

Edmund Morrissey, JPA LS & Const.

7 Year Members

Jeannie Fitch, Garden Nest Res. LS

6 Year Members

Julie Lienert, jGrow

4 Year Members

Paul Wong, Imperial Sprinkler Supply

3 Year Members

Marcie Kramer, Mission Blue Gardens

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.



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CLCA Convention Highlights

In November members of the CLCA East Bay Chapter traveled to Hawaii to attend the CLCA Annual Convention. Chapter member IRI Landscape brought home an outstanding achievement award in Medium Residential Installation, and Landspaces garnered the outstanding achievement in the Design Build category.



Above: Gregg Wrenn of Past the Gate from the CLCA East Bay Chapter, and Wayne Larson served as judges for the Trophy Awards



Above: Members of the CLCA East Bay chapter including Aaron Huxley, Damion Rosby and his fiancée Elise.

Below: The welcome reception provided an opportunity to reconnect with members from other chapters and meet new friends.



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East Bay Chapter Newsletter

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) 990-3580.

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2022 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

2021	Paul Wong
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
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

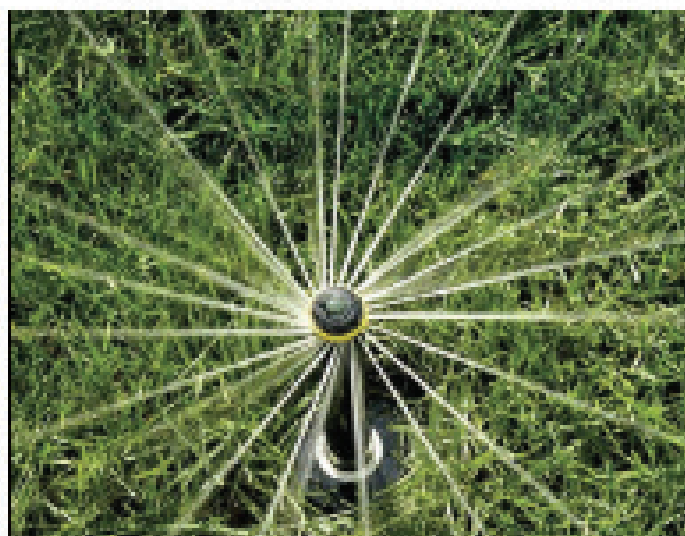
CLCA East Bay Chapter Contractor's Honor Code

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:
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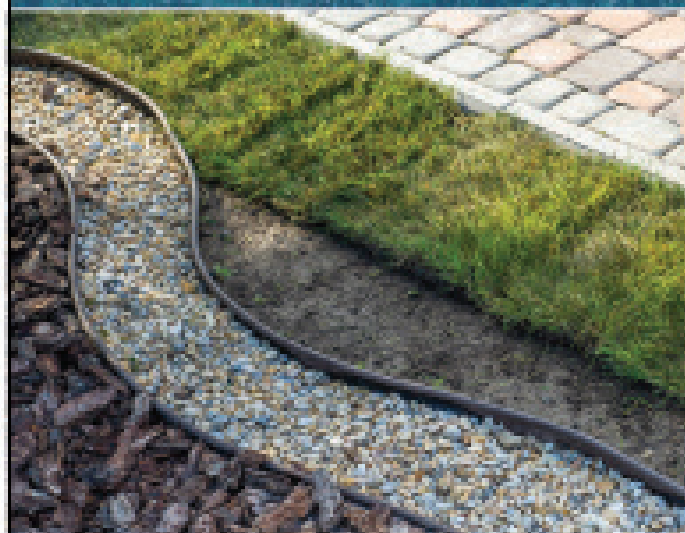
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