

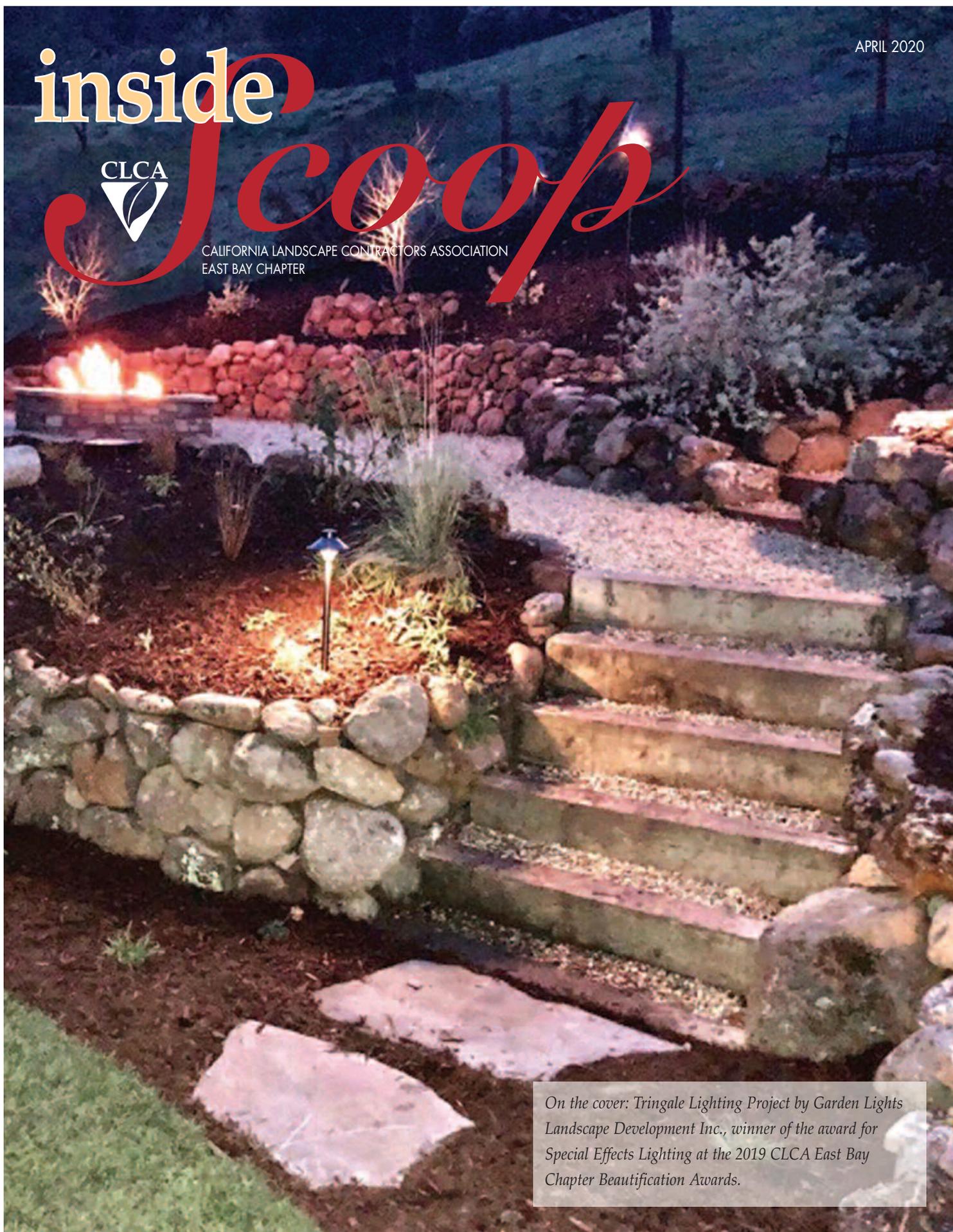
APRIL 2020

inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION  
EAST BAY CHAPTER

# Scoop



*On the cover: Tringale Lighting Project by Garden Lights Landscape Development Inc., winner of the award for Special Effects Lighting at the 2019 CLCA East Bay Chapter Beautification Awards.*

# Call for Entries Beautification Awards 2020

Ready. Set. Enter! Applications are now available on the chapter website for the East Bay Chapter Beautification Awards! Enter your best projects today and strut your stuff at the Beautification Awards Banquet on Friday, June 12.

- When you win, you earn bragging rights to market yourself as a CLCA-award-winning company. Hang those award plaques in a prominent place in your office so the whole world can see your accomplishments.
- Entering the awards also shows your clients that you are confident of your work and provide a quality product.
- The awards are great for employee morale and provide an incentive for your employees to do their best.
- Winners are featured on the chapter website and on the front page of this

newsletter throughout the year and on future chapter awards promotions.

Entry forms are available on the chapter website ([clcaeastbay.org](http://clcaeastbay.org)) under the awards tab. Entries and payment must be received by Friday, April 24, 2020. Payment may be made online at <https://bit.ly/39d0CKZ> or you may mail a check with your entries to:

CLCA East Bay Chapter, c/o Laura A Leuer, 3130 Balfour Rd., Suite D #215, Brentwood, CA 94513.

No entries or payment will be accepted after Friday, April 24. Judging will take place Thursday and Friday, May 7-8. Projects are judged anonymously by judges from outside of the chapter. All qualified entries will be evaluated and scored according to the judges guidelines. The awards will be presented at the beautification awards ceremony on Friday, June 12, 2020.



Above: Hiatt Residence by Garden Lights Landscape Development, winner of the Sweepstakes Install Award in 2019.

At right: Members of the Tierra Landscape Team receiving the Sweepstakes Landscape Maintenance Award in 2019.

Below: The Gaffney Residence by Garden Lights Landscape Development, winner of the Judges Award in 2019



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# Communication

Leeanna Schoeder, CLCA East Bay Chapter President

As I'm writing this message today, I'm experiencing anxiety due to the mass of communication regarding the Corona virus. It's been difficult to understand what exactly is going on, since every channel seems to have another opinion or another breaking story about it. Now, the news is highlighting how fraudulent scammers are taking advantage of the fear and anxiety in society resulting from the overload of information. Hand sanitizers are selling out and are being offered for exorbitant prices that some person is willing to pay. As told from the beginning, safe practices and common sense is key. Otherwise, there is not a lot we can do about this until it peaks. This whole experience shows how easily communication can break down.

In business receiving and transmitting information can easily become distorted if three specific functions are not applied: Effective Listening, Visual Skills, and Verbal Skills.

Much has been said about how to communicate with others. But receiving the message before, during and after the process is just as important. Not only does the message need to be received correctly, the receiver should feel they are important and being listened to throughout the communication process.

In other words, when something is important, all three of these functions are necessary.

## Barriers To Effective Listening in Business

### Noise, Distractions and Environment –

Can you and the person you are talking to hear all the details of your conversation? Are there distractions going on around you? Traffic? Heaving Machinery? Physically

move to another area to hear the conversation clearly.

**Preoccupation** – If you have already decided on your answer before the person you are conversing with has finished, you have stopped listening. Focus on the conversation.

**Interruptions** – Telephones, intercoms, the television, computers, even other people can disrupt a conversation flow. Turn the phone off and move someplace where interruptions are unlikely.

**Daydreaming** – Losing focus of the conversation even for a moment may lead to miss information and communication breakdown. Keep focused.

**Stereotypes** – We make assumptions about a person by their behavior, wants and needs based on their looks. Concentrate on the details of the issue, not appearance.

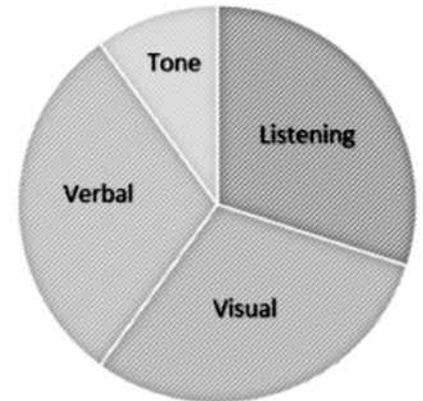
**Assumptions** – Don't assume you know what the person will say or do next, prepare yourself for the unexpected anytime.

**Pause** – Use the power of the pause to help stay focused.

Avoid being defensive, judgmental, condescending or dismissive. Summarize positively. This shows you are paying attention and listening. Ask questions to clarify details.

## Visual Skills

- Ensure eye to eye contact, but do not embarrass.
- Nod your head or blink to show you are listening and understand.
- Avoid looking away or excessive eye movements.
- Face people squarely with an open posture.
- Look interested. At that particular moment, there is nothing more important



in your day.

- Be aware of the message your body posture or facial expression will convey.
- Avoid half listening and jumping to conclusions.
- Steer the conversation. Use open questions to get details, closed questions to confirm facts and to get back on track.
- Try to avoid getting hooked on personal problems and trivia. Filter out the fluff of the story and get to the core issues.
- Know the words that make you stop listening or make you go off target. Listen to what the overall message is, and don't get hung up on a single word.
- Attitude influences responses, be it defensive, judgmental, agreeable or flippant to everything you hear.

Remember where your interests should be. While the average person speaks about 125 words a minute, most people can listen up to 450 words a minute. It's very interesting that most people really only hear about 25% of what is said, even though listening is the only way to find wants, prevent errors, and build relationships. (Consider the news we are hearing today regarding the virus).

## Verbal Skills

- Use phrases like "I see," "Go on," "Really!", and "Ah ha," to encourage people to continue and to show you are receiving the information.

(continued on page 6)

# I-9 Basics

Steven Cesare, Ph.D.

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

A business owner from Tennessee called me the other day to say that several landscapers in his vicinity have recently been audited by Immigration and Customs Enforcement (ICE) and he believes that since his company has not yet been audited, his competitors will tell ICE to audit his company. To that end, he was extremely nervous about his I-9 Forms and processes. Here are some I-9 basics that I told him to consider:

- Use the correct version of the I-9 Form. At the time of this conversation, the current I-9 Form publication date is 10/21/2019 which is found in the bottom left margin on Page 1 of the I-9 Form.
- The Spanish version of the I-9 Form is only to be used in Puerto Rico, not the USA.
- Print out a Payroll Register of every company employee who received a paycheck last week. Cross-reference the Payroll Register with all active I-9 Forms on file. Every employee (including the owner) hired after November 6, 1986, must have a completed I-9 Form on file.
- Company staff who complete the I-9 Form and related process should be properly trained on both.
- Employees must complete Section 1 in its entirety by no later than their first day of work. The only time an applicant can complete an I-9 Form is after s/he signs and returns a conditional job offer, but not before then.
- If the company is not using E-Verify, the employee is not obligated to enter the Social Security number in Section 1; however, if the company is utilizing E-Verify, a Social Security number is required.
- The employee must sign & date Section 1.
- Today's date in Section 1 should correspond to the "employee's first day of employment" in Section 2.

- If the employee requires assistance in completing Section 1, make sure the appropriate information is added in the Preparer and/or Translator Certification area on the bottom of Page 1.
- The employer is responsible for completing Section 2 in its entirety within the three business days of the employee's first day of work. Thus, if the employee begins work on Monday and completes Section 1 of the I-9 Form on that same day, the employer must complete Section 2 of that employee's I-9 Form by no later than close of business on Thursday.
- Don't forget to complete the information labeled "Employee Info from Section 1" at the top of Page 2.
- Regarding Section 2, employers cannot require employees to give them certain documents (e.g., driver's license and a social security card).
- Employees must submit one document from the List of Acceptable Documents for List A, or one document from the List of Acceptable Documents for List B and one document from the List of Acceptable Documents from List C.
- Employers must only accept documents identified on the List of Acceptable Documents.
- Employers must not accept any document that has exceeded its expiration date.
- Employers must only accept original documents; photocopies aren't acceptable.
- Employers must accept documents that "reasonably appear to be genuine" on their faces. If a new employee provides a document that does not reasonably appear to be genuine (e.g., wrong name, font, color, wording, or format), the employer must reject that document.
- Section 3 is only completed by the company when certain documents must be reverified or if an employee is rehired.

- If an employee is rehired within three years of dismissal and has the same Section 2 documents, the company can use the employee's original I-9 Form on file; if the employee returns to the company beyond three years of dismissal, the employee must complete a new I-9 Form.
- Never use "white-out" to edit an I-9 Form; instead, when making edits, draw a line with a blue pen through the inaccurate information, add the correct information, and then put the editor's initials and date of the change in the margin.
- All Active Employee I-9 Forms should be kept in a 3-ring binder organized alphabetically by last name.
- All Inactive Employee I-9 Forms should be kept in a separate 3-ring binder organized chronologically by destruction date: The latter of (1) one-year post-termination date, or (2) three years post-hire.
- Have an external party conduct an I-9 audit each year.

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 Water Management Certification

To help landscape contractors and other green industry professionals meet this growing demand for water managers, 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](http://clca.org/water-pro/index.php)

# 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)

## Life Members

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

## 32 Year Members

Susan Frank, Suma Landscaping

## 26 Year Members

Barry Friesen, Dawn Landscaping, Inc.  
 Randy VanSiegman, Adrian Landscape

## 19 Year Members

Robert Cruikshank

## 5 Year Members

Jackie Hayes, J.M. Hayes Outdoor Living

## 4 Year Members

Dona Wessells, WA! Wessells Associates  
 Landscape Design

## 1 Year Members

Arthus Brito, Arborealis

# The East Bay Chapter Thanks Our 2020 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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Golden Gate Truck Center

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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.

- Pay attention to tone of voice. Tone can easily be wrongly interpreted.
  - Repeat key words, for example, "You mentioned, a problem with..."
  - Us open ended questions starting with How? When? What? Or Why?
  - Keep questions short and focused. Ask for clarification when necessary.
  - Interruptions are socially negative, they put people off especially if they are not confident about the subject in the first place. Only interrupt if the person has gone way off track, and even then do it initially with a non verbal movement such as a face or posture change.
  - Use active-listening to collect key points of the story you can recall in your questions and in identifying the next steps.
  - Acknowledging a situation, problem or need is a very powerful way of bonding with them. It reaches out on to their side and tries to experience their feelings and position.
- Listening to a person should be followed by validating what you heard, investigating more detail, then and only then, replying with your suggestion of and next steps of the communication process.

Lastly, always remember the 5 "P's" ...

PROUD, PROFESSIONAL, POLITE, PROMPT, AND PERSONAL.

## CLCA Member Benefits

Did you know that your CLCA membership entitles you to a plethora of invaluable benefits? Visit [www.clca.org](http://www.clca.org) >>Member Resources>> Member Benefits for the complete list of benefits.

- Peer Consulting Service
- Professional Development
- Human Resources Hotline
- Credit Card Processing
- Certification/Water Management
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- Leadership Opportunities and Training

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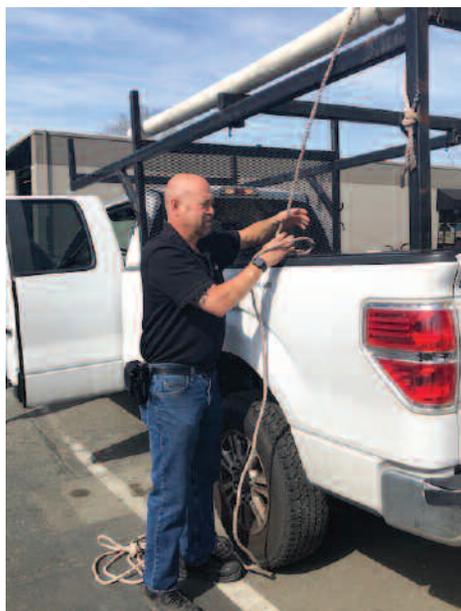
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# Scenes from Easy Fleet Management Event in March



The Easy Fleet Management event in March--with Claude Schoeder of Horizon, Tim Hendricks of Site One Landscape Supply, and Damion Rosby of Golden Gate Truck Sales--was well attended and full of useful information.

## Tips for Your Landscape Business The Color Trilogy

The pace of change in the outdoor lighting industry increases every year. LEDs first disrupted the industry with efficient new technology and more environmental responsibility. Then zoning and dimming controls were introduced to set a new standard for outdoor living. Now the majority of homeowners are demanding Wi-Fi or Cloud-based options. A new breakthrough technology is RGB color-changing fixtures.

Color is a combination of three factors: hue, saturation, and value (or intensity). Hue is the primary attribute of any color,

and the full range is typically seen on a visible light spectrum (or color wheel). Remember the acronym ROY-G-BIV? Those are the colors in the light spectrum--red, orange, yellow, green, blue, indigo, violet.

In the lighting industry, saturation is the most important element of color because it allows a user to soften colors and reduce the harshness of extreme hues. The addition of a white LED to the RGB mix renders saturation possible. Thus, the true color LED consists of four colors: red, green, blue, and white (or RGBW). RGB can produce a variety of color options as well as a color close to white. RGBW color mixing creates a tremendous range of unique color options as well as a finely tunable white light.

The final member of the color trilogy is value, or the measurable amount of brightness. Value is often referred to as intensity. The ability to adjust intensity throughout the evening, or for a specific activity or event, sets a few RGBW color manufacturers apart. These RGBW products allow you to increase the intensity during the early evening hours, but dim it in the late evening and early morning to conserve energy and provide security lighting.

The RGBW trilogy of hue, saturation, and intensity establish a foundation of limitless possibilities with color.

Jeff Calhoun has been a Sales Manager with FX Luminaire for over 16 years. He can be reached at [Jeff.Calhoun@FXL.com](mailto:Jeff.Calhoun@FXL.com)

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