

inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION
EAST BAY CHAPTER

Friday, June 8 Beautification Awards Presentation and Dinner

Join us as we celebrate the achievements of our members at the annual CLCA East Bay Chapter Beautification Awards Presentation and Dinner. See the best of the best in landscape design, construction and maintenance while sharing stories and strategies with fellow chapter members and suppliers.

WHEN: Friday, June 8

WHERE: Canyon Lakes Golf Course and Brewery
640 Bollinger Canyon Way, San Ramon

CONTACT: Laura A. Leuer at lleuer@comcast.net or register online at www.clcaeastbay.org.

On the cover: CLCA East Bay Chapter members recently gathered at Plank Beer Garden Bowling & Bocce in Oakland to submit entries for the chapter awards program and enjoy a few games of bocce ball.





Sage, center stage

Information courtesy of Village Nurseries

Salvia, commonly known as Sage, is the largest genus in the mint family and comes in a wide variety of shapes, sizes, and colors - from round shrubs to sprawling groundcovers. Flowers range from deep blue to hot red to pastel pink. Square stems and showy flowers that climb stalks set spectacular floral displays.

Salvia attracts pollinators such as bees and hummingbirds as well as seed-loving goldfinch and quail. Deer, rabbits, and other pests will typically ignore them.

Most are drought tolerant, easy to grow, and serve a multitude of functions in the garden. Tough, fire-wise, adaptable, and versatile, they liven up any landscape, and look equally amazing when planted in mass, on a slope, in borders, as an accent plant, or in patio containers. They love full sun, a well-drained soil, and thrive on neglect, although to encourage more blooms and help them retain their youthful vigor, it is best to prune back in late winter.

Salvia 'Bee's Bliss'

Bee's Bliss Sage is a moderate-low growing evergreen perennial 1-2' tall spreading 6-8' wide. This deer resistant California native features aromatic gray foliage with attractive purple-blue flowers spring to summer, attracting birds, bees, butterflies and hummers. Excellent ground cover for slopes or cascading over rocks. Full sun. Well-drained soil. Low water once established.

Salvia leucantha Danielle's Dream

Pink Mexican Sage or 'Danielle's Dream' is a fast growing shrub to 2-3' tall to 4-6' wide, featuring velvety white blooms with soft, rose pink tips. Blooms year round. Prefers full sun and little water once established.

Salvia 'Dark Dancer'

'Dark Dancer' is a moderate- to fast-growing perennial with lightly fragrant foliage and raspberry red, two-lipped blooms. It grows to around 3' tall and wide. Likes full to partial sun and little water once established. Looks great in mixed beds and borders or as a hillside planting.

Salvia leucantha 'Santa Barbara'

Santa Barbara Sage is a highly popular fast-growing evergreen perennial with a shrubby, upright growth habit to 2-3' tall x 3-5' wide. Abundant spikes of velvety purple flowers shoot from silver-green foliage. 'Santa Barbara' is great for fresh or dried cut flower arrangements. Prune in late winter to promote a more compact growth habit. Tolerates coastal conditions and a variety of well-drained soil types.

Salvia leucophylla 'Point Sal'

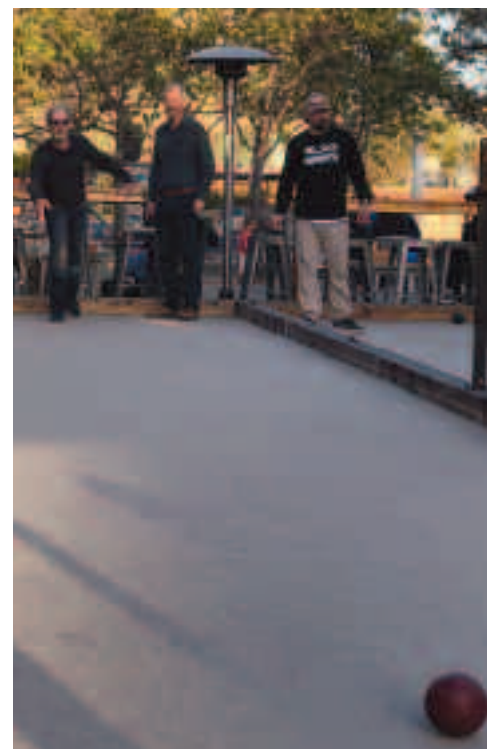
'Point Sal' is a rambling grower to about 2-3' tall x 10-12' wide. Rings of soft purple-pink blooms travel up stalks of silver-green foliage. This low-water plant tolerates coastal conditions well and is great for filling large open areas. Prefers well drained soil and full to partial sun.

Salvia clevelandii 'Allen Chickering'

Allen Chickering Sage is a moderate-growing evergreen shrubby perennial with upright mounding growth habit 4-5' tall and wide. Deer-resistant California native features aromatic gray-green foliage with deep lavender flowers in late spring-summer attracting bees, butterflies and hummers. Plant in full sun with well-draining soil. Prefers some water while getting established. Little summer water. Very low water required once established.

Unwinding with Bocce Ball

On April 27, CLCA East Bay Chapter members breathed a sigh of relief after submitting their award entry forms and then took advantage of the bocce ball courts at Plank Beer Garden Bowling & Bocce in Oakland. The awards presentations will take place Friday, June 8.



East Bay Chapter Member Standings

*Congratulations to the following members
for reaching membership milestones.*

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)

26 Year Members

No Nonsense Horticultural Services

24 Year Members

Garden Lights Landscape Development

23 Year Members

Del Conte's Landscaping Inc.
Siteworks Landscape Inc.

4 Year Members

James Van Slyke, Jensen Landscape

3 Year Members

HSG Safety Supplies, Inc.
JD Property Management

2 Year Members

Gondwana Flora

The East Bay Chapter Thanks Our 2018 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.



26 Year Members

No Nonsense Horticultural Services

24 Year Members

Garden Lights Landscape Development

23 Year Members

Del Conte's Landscaping Inc.
Siteworks Landscape Inc.

4 Year Members

James Van Slyke, Jensen Landscape

3 Year Members

HSG Safety Supplies, Inc.
JD Property Management

2 Year Members

Gondwana Flora

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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president's message

Service Has Its Privileges

Eric Santos, CLT, CLCA East Bay Chapter President

There are many benefits that come with being a CLCA Member, but there are even more that come with serving on the chapter board. If you are a former board member, you may agree with some of the items below or its very likely that you have your own list of benefits. Here are the top 3 benefits I've received from serving on the CLCA East Bay Chapter Board.

1. Learning

We all learn something new every day, but working with fellow chapter board members has been extremely educational and rewarding. Many of the chapter board members I have had the pleasure of serving with are leaders of very successful companies. It is very enlightening to work with these individuals on items ranging from chapter budgets to organizing chapter events. Listening to the perspectives and opinions of fellow chapter board members has helped me grow personally.

The learning from these individuals doesn't just occur at chapter board meetings. Serving on the chapter board opens many more opportunities to learn from these bright individuals. It's always great to hear the stories about their path to success and to hear how they got to where they are today. It's always a pleasure to hear

stories about their hobbies or what stage of life their kids are in. From children going off to college to children getting married, I have learned so much that I am going to put into use in my own personal life and family.

Chapter board members serve on the board because they are very giving people and they love to help. I know I can always count on a fellow board member to share insights, advice and mentorship into what to expect as I travel down a similar path in my life.

2. Having a Voice

I am a firm believer in the saying that if you are not part of the solution, you are likely a part of the problem, and if you aren't suggesting a solution, then you can't complain if you are unhappy with the current situation. As an individual, it can be very difficult to make your voice heard, but as a chapter board member, I have had an opportunity to express my opinion on topics such as labor shortages and recruiting. Platforms such as the chapter presidents council, CLCA Leadership Conference, and the CLCA State Convention are events I would not have had the opportunity to attend to share my opinion if I was not serving as a chapter

board member.

3. Making Valuable Connections

As chapter president, I've been able to make connections that I would not have made otherwise. Over the past several years, the CLCA East Bay Chapter has had some phenomenal speakers at their chapter events, and I have had the pleasure of making contact with many of them outside of the chapter events. Some of these speakers have helped me work through challenges in my professional career. If I didn't serve on the board, I don't believe I would have ever been able to connect with those individuals. From financial advisors to immigration attorneys, serving on the board has given me the opportunity to network with very helpful individuals outside of our industry.

The connections that I have been able to make inside of our industry as a board member have been even more beneficial. As a contractor, getting to know and build relationships with board members who work for suppliers, manufacturers or distributors has connected me with individuals that have helped me be more competitive and have helped me achieve profitable growth.

So if you are looking for personal growth and development, want to have your opinions heard and are looking to grow profitably you should consider serving on the board. Feel free to reach out to me or any of our current chapter board members and remember, "None of us, is as smart as all of us." – Kenneth H. Blanchard.



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Bay-Friendly Workshop on Firescaping

Presented by ReScape CA and sponsored by Devil Mountain Wholesale Nursery

How are we evaluating our relationship with fire today? What do we know about the potential for fire in our landscapes, and how can rethink our design and maintenance practices to reduce the hazard of fires and minimize damage in our communities? ReScape California invites you to be part of the firescaping conversation and to improve fire safety strategies in your area.

Join us for this one-day workshop and explore the characteristics of fire, how this knowledge can aid the evaluation of a site, and how the application of Bay-Friendly principles can be used holistically to work against the severity of fires.

Workshop Highlights:

- Understanding defensible zones – their purpose, their limitations
- Designing against fire – designing for escape and to reduce risks and conflicts
- Plant considerations
- Maintenance practices to reduce fuel load and unnecessary risks
- Resources

Lunch provided and sponsored by Devil Mountain Wholesale Nursery

Devil Mountain Nursery's new Petaluma location at 499 Pepper Road! Nursery tours available. Cost: \$50-55 Register at: <https://bit.ly/2ri041N>

Village Nurseries Landscape Centers Join Forces with SiteOne Landscape Supply

SiteOne® Landscape Supply, Inc., the largest and only national wholesale distributor of landscape supplies in the United States, announced today the acquisition of the Village Nurseries Landscape Centers distribution locations in Orange, Huntington Beach and Sacramento. Village Nurseries is a leader in the distribution of nursery and related products to landscape professionals in these markets and this acquisition further expands SiteOne's footprint and nursery offering in California.

"Village Nurseries is a natural fit with SiteOne as they add nursery products to our existing irrigation, agronomic, hardscape and landscape lighting product lines in California. This acquisition aligns with our mission to be the best full-line distributor to landscape professionals and further bolsters our market position and strengthens our customer relationships," said Doug Black, Chairman and CEO of SiteOne Landscape Supply.

"Village has a passionate and talented team providing excellent quality, service and value to their customers and we are excited to have them as part of our family. We are committed to delivering the best customer experience in the green industry and the combination of Village and SiteOne brings us one step closer to achieving that goal," said Black.

Upcoming Events

MAY 17

Board of Directors Meeting 11:30 a.m.-1:00 p.m. Jack's Restaurant, 60 Crescent Dr., Pleasant Hill. All members welcome.

MAY 17

Bay-Friendly Workshop: Firescaping. 9:30 a.m.-2 p.m. Devil Mountain Wholesale Nursery, 499 Pepper Road, Petaluma. Register at: <https://bit.ly/2ri041N>

JUNE 8

Beautification Awards Presentation and Dinner. Canyon Lakes Golf Course and Brewery, 640 Bollinger Canyon Way, San Ramon. Details to be announced.

JULY 20

Battle of the Bay baseball outing. Oakland A's vs Giants Baseball Game at Oakland Stadium. Tickets available soon

SEPTEMBER 20

Plant Talk with Stew Winchester in San Ramon. Details announced soon.

NOVEMBER 7-10

CLCA Annual Convention. San Diego Hilton on Mission Bay in San Diego. clca.org/convention

CLCA Benefit: Legal Forms

Login at www.CLCA.org, click on Professionals, Membership, then 'Legal Contracts Online' to take advantage of this great member benefit. If you need legal advice, call CLCA's Attorney on Retainer, Bill Porter at (916) 381-7868.

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2018 East Bay Chapter Board of Directors

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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: Jerrrie Beard & Associates, PO Box 7, Pollock Pines, CA 95726. Or email to: jsb@beardassociates.com. For information on advertising and rates, contact Jerrrie Beard at (530) 621-1701.

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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.

Member Advantage

CLCA Insurance Solutions

At CLCA Insurance Solutions™, the members of the California Landscape Contractors Association can find a total insurance solution. We are working hard to keep your exposures to risk to a minimum. CLCA's ONLY endorsed program provides members competitive insurance placement while providing support beyond the quoting and binding experience. Our extensive knowledge of insurance, expertise in risk management, dedicated and personal service enables us to be effective in addressing clients' needs and developing appropriate solutions to fill those needs. Whether you need a quotation, to make a policy change, have a question about billing, or need to report a claim, our professional service staff will be there to assist you.

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California Landscape Contractors Association

CLCA 2018 Annual Convention

Plan to join friends and colleagues in San Diego, California November 7-10 for the CLCA 2018 Annual Convention.

San Diego is the perfect setting for networking with friends and colleagues while relaxing on the beach or around the pool. Our host hotel is conveniently located near San Diego International Airport, Old Town San Diego, beaches, SeaWorld, and other attractions.

Hilton San Diego Resort & Spa on Mission Bay offers a variety of options for the entire family to enjoy - from spa treatments and tennis to sailing and splashing around the pool! With romantic palms and perfect sandy bayfronts, this bayside hotel retreat is complete with waterfront dining options, state-of-the-art event space, a spa and fitness center, and beautiful resort guest rooms.

The CLCA Annual Convention offers educational opportunities and plenty of time to share information and knowledge with landscape contractors and suppliers from all over the state. Take part in the governance of your association at the general membership meeting, and cheer on the winners at the annual Trophy Awards program.

For more information, visit www.clca.org/convention or contact CLCA HQ at (800) 448-2522.



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