

inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION  
EAST BAY CHAPTER

JUNE 7:

## East Bay Beautification Awards Banquet

The entries are all in and the judging has occurred, now it's time to learn who the winners are. Join us for the Beautification Awards Banquet on Friday, June 7 at Canyon Lakes Golf Course and Brewery, 640 Bollinger Canyon Way, San Ramon, CA 94582.

Bring your crew members or your client and celebrate all the great work being done in the East Bay! Watch your email for more information and registration for the awards banquet.

*On the cover: Bird Friendly Entry Way by Calvin Craig Landscaping, winner of the Large Design/Build category at the 2018 CLCA East Bay Chapter Beautification Awards.*



## CLCA East Bay Chapter Address

3130 Balfour Rd., Ste. D #215  
Brentwood, CA 94513  
www.clcaeastbay.org

## 2019 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: 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

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(916) 830-2788 Fax  
email: hq@clca.org

## 2019 CLCA State Executive Board

clca.org/about/board-of-directors/

## 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.*

2018 Eric Santos  
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  
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.



## president's message

# Recruiting Tactics

Leeanna Schoeder

CLCA East Bay Chapter President

Guess what's so great about working in the landscape industry? We all have the same issues, concerns, and problems. The good news is that belonging to the CLCA is a great resource for networking on ideas and solutions regarding these problems.

The largest problem currently isn't the drought (thank goodness). It's staffing. Almost all industry related companies are struggling with this same issue - how to find good, reliable workers. What's interesting is according to staffing statistics, the green industry continues to have great ways to attract and retain good employees.

Below are some ideas and resources to try. Some may not seem attractive, or may be failed efforts you have tried in the past. However, it may be worth a second look at some of these to get the word out that you are hiring.

1. Invest in Advertising. This does not mean spending a tremendous amount for paid advertisements. It means a nice brochure, flyers, door hangers, and word of mouth.
  - a. Every employee should have a stack of these in their own personal vehicles to pass out to potential workers at gas stations, restaurants, etc.
  - b. Post these at shops you frequent. Ask if they have a hiring board. Go back regularly to refresh it and make sure it is still there.
  - c. Post at a local grocery store.
  - d. Hand out flyers at the grocery store on a Saturday. Tip: Give the flyers to the wives and mothers that are shopping there!
  - e. Take time to greet the neighbors in the area where you are currently working. Give them your business card and offer a discount if they contract with you.
2. Offer an incentive to your employees. Let them do the work for you. If they bring in a potential employee who is then hired, your employee gets \$\$\$\$\$. Employees who recommend someone usually provide a good worker since their reputation is on the line.
3. Talk to your vendors and distributors. If you don't know your vendors or distributors well, now is the time to develop a solid relationship. These resources touch a wide range of people, and they are in contact with them on a daily basis. Customers often ask if they know if someone is hiring.
4. Consider a similar industry for candidates. Janitorial, house painting, plumbers, pool service, plant nurseries, street

sweeping, and more offer hard working individuals that may be ready for a change. Keep your eye out for these individuals, and always have flyers and brochures ready.

5. Utilize Social Media. If you haven't figured it out already, it is amazing how far social media reaches. If your company is not on social media, it's time to test the waters. Using platforms such as Craigslist, Facebook, Nextdoor, and Instagram are just a sampling of what's out there. Frequently update your information to keep these current. Highlight what you do best... now is the time to brag.
6. Remember friends and family. These are people who will advertise for you for FREE! Have them link to your social media. Give them flyers and brochures. They are your best cheerleaders!
7. Interview right. Interviewing takes up precious time, so make sure you hire well. Ask open ended questions; notice how they are dressed and if they showed up on time. If possible, have the crew leader or account manager meet them. They are the ones who will be working with the new hire, and their opinion matters. Listen to your gut, it is usually right! Remember - Do not hesitate to quickly let them go if it is not a right fit.
8. Pay overtime. In some circumstances it may be better to pay a little overtime that to bring on a new, less experienced employee.
9. Compensation. Remember that the CLCA is a safe zone. Discussing how you compensate your employees helps to keep the market competitive and on equal ground. Where you can make a difference with a potential candidate is a good benefits package, vacation and sick time, reliable equipment, uniforms, personal business cards for them, a possible take-home truck, an early completion and/or anniversary bonus, among other things.

10. Build a reputation for delivering quality work. Your customer is a big cheerleader for you. Sign up to Yelp and have them leave their ratings. Make sure this information is on your flyers and brochures.
11. Build a healthy employee culture. Belonging to a team is part of being human. Feeling included, that your opinions and suggestions matter goes a long way with employees. Team development is huge; this should be a priority in every company.
12. Offer advancement opportunities. Every employee thinks about their future. Communicate with them regarding their personal and professional goals on a regular basis. This shows you care. In addition it gives you a chance to talk about advancement opportunities and goals with them. This also gives you an opportunity to communicate the company vision providing a roadmap for the employee to follow.
13. Get rid of the "bad apples." It's true what they say that one bad apple spoils the bunch. An actively disengaged employee can bring down morale, and can even create a hostile work environment. We all know that sometimes, just having that body helps, but consider the overall damage they may be causing. You may be better off without them.

Communication and teamwork are two vital points to hiring and retaining good workers.

Tip: Never assume they can hit the ground running. The first few weeks are critical to employee success. Always make the time to communicate your expectations and in turn, confirm they understand their accountability to the company. With that foundation in place, they will quickly become a valuable asset!

## Upcoming Events

### JUNE 7

Chapter Awards Presentation & Dinner at Canyon Lakes Golf Course & Brewery.

### AUGUST 8

Chapter BOD Planning Meeting

### AUGUST 24

6pm - A's vs Giants baseball outing

### SEPTEMBER 5

Chapter Dinner Meeting-Details TBA.

### OCTOBER 3

Chapter General Membership Meeting - Details TBA.

### NOVEMBER 7

Chapter Dinner Meeting-Details TBA.

### NOVEMBER 13-16

CLCA Annual Convention, Lake Tahoe Resort Hotel.

### DECEMBER 6

Chapter Holiday Party-Details TBD

## 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) >>Professional>> Membership for the complete list of benefits.

- Peer Consulting Service
- Human Resources Hotline
- Professional Development
- Certification/Water Management
- Networking Opportunities
- Attorney on Retainer
- Credit Card Processing
- Group Insurance
- Customizable Employee Handbook
- Supplier/Materials Search
  
- Legal Forms and Contracts
- Lien Paperwork
- Fuel Card
- Leadership Opportunities and Training

# Rescape Landscape Design Qualification Training

Hayward City Hall – Council Chambers

777 B Street, Hayward, CA 94541

Wednesday, June 26 – Friday, June 28, 2019

3 Classroom Sessions: 9 am – 4:30 pm

Give yourself a competitive edge by being a part of ReScape's dynamic approach to designing healthy, sustainable landscapes! This three-session training program is taught by leading experts in stormwater infrastructure, soil health, irrigation, plant selection and integrated pest management, providing a comprehensive education in environmentally responsible strategies for landscape design, construction and maintenance. This training is intended for landscape architects, designers and contractors working primarily on public, institutional and commercial work.

Previously known as our "ReScape" Landscape Design Training and Qualification Program, ReScape California is introducing a refreshed training design for our "ReScape" Landscape Design Qualification Training (DQT), that addresses climate change issues and offers the most up to date science-based information on today's most crucial landscape topics – fire-scaping, soil health, stormwater management techniques, carbon sequestration, Model Water Efficient Ordinance compliance, and more.

To become a ReScape Qualified Professional, program participants must attend all three classes, and complete and pass the final exam. CEUS available.

The course provides landscape design professionals with:

- An understanding of ReScape's ecologically based, comprehensive approach to the design of landscapes
- Technical information and resources to create ReScape plans, specifications and details

- Interactive experiences with practical, effective techniques such as sheet mulching to remove turf or control weeds
- Information on ReScape's tools and resources
- A competitive advantage in the professional landscape design marketplace
- A certificate of qualification

Please read the ReScape California Training & Qualification Program Policies prior to registering for the course.

StopWaste is generously offering scholarships to employees of member agencies in Alameda County, please reach out to [teresae@stopwaste.org](mailto:teresae@stopwaste.org) for more information!

## Register Online

[rescapeca.org/event/design-training/](https://rescapeca.org/event/design-training/)  
Email [info@rescapeca.org](mailto:info@rescapeca.org) with questions!

ReScape California is a non-profit organization that educates about and advocates for a whole-systems approach to landscaping that works in harmony with the natural world and addresses the changing environment. ReScape's landscaping practices are based on 8 regenerative principles which foster soil health, sequester carbon, conserve water and protect habitat and valuable resources while reducing waste and preventing pollution in our communities and watersheds. Our 8 principles are expressed in local ReScape policies and ordinances in Alameda County, and the Cities of San Francisco, Campbell, and San Jose.

# ReScape California 2019 Seasonal Speaker Series

ReScape California is presenting a series of conversations with experts who will discuss regenerative landscaping practices that address the climate issues of our time. We invite landscape professionals, home gardeners, municipalities and YOU to be a part of this conversation and help us create community-based solutions.

Event qualifies for 2 ReScape CEUs. APLD CEUs also available.

## Summer Talk: Healthy Soil Sequesters Carbon - Panel

5700 Almaden Expy., San Jose, CA

Thursday, June 20

6:00pm – 8:30pm | San Jose, CA

ReScape California presents the third in a series of conversations about regenerative landscape practices that address the climate issues of our time. Experts will share solutions from their field with landscape professionals, home gardeners and municipalities.

As the amount of carbon dioxide in the atmosphere reaches unprecedented highs, solutions to the climate change crisis must come from every sector. Scientists see tremendous potential for slowing climate change by increasing the amount of carbon stored in soil. Landscape professionals can play an important role not only by reducing greenhouse gas emissions but by embracing practices that capture and sequester carbon.

## Register Online

<https://rescapeca.org/speaker-series/>  
Email [info@rescapeca.org](mailto:info@rescapeca.org) with questions!

## June 7: CLCA East Bay Beautification Awards

Join us for the Beautification Awards Banquet on Friday, June 7 at Canyon Lakes Golf Course and Brewery, 640 Bollinger Canyon Way, San Ramon, CA 94582.

# Now Accepting Entries. Trophy Awards

Entries are now being accepted for the 2019 CLCA Trophy Awards.

The East Bay Chapter Beautification Award winners will be announced this month.

Once you've received local recognition for your great work, consider entering those projects in the statewide Trophy Awards Program. Entries are due August 1, 2019.

The Trophy Awards is a celebration of excellence in landscaping. The California Landscape Contractors Association presents the Trophy Awards to:

- Recognize professionals who produce outstanding landscapes
- Create pride in superior workmanship
- Bestow public recognition on companies, institutions, municipalities and residents for their interest in a beautiful California.

The awards will be presented on the evening of November 15, 2019, at the Lake Tahoe Resort Hotel, South Lake Tahoe on the last evening of the 2019 CLCA Annual

Convention.

For more information on the awards and to download an entry form visit [clca.org/events/events-calendar/trophy-awards/](http://clca.org/events/events-calendar/trophy-awards/)

## Learn! Engage! Relax! Enjoy!

Plan now to make your way to the top! Mix play with work as this year's convention focuses on the inspirational and practical knowledge you need for cultivating your team and propelling your business ahead and will be held at the Lake Tahoe Resort Hotel November 13-16. This is an excellent opportunity to see how your association works, meet fellow contractors and vendors from around the state and to take part in the governance of your association at the General Membership meeting.

To make hotel reservations, call (530) 544-5400 and use group code CLCA.



**November 13-16**

**Lake Tahoe Resort Hotel  
4130 Lake Tahoe Blvd  
South Lake Tahoe, CA 96150**



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**CLCA MEMBER ADVANTAGE**

**Call CLCA's HR Hotline before it comes to head butts.**

Do you have questions about the best way to handle employee issues? Or would you like advice regarding a specific situation?

For concerns about hiring or firing or just general procedures you want to ensure are done correctly, **CLCA's HR Hotline** has the solutions you need to make your business run smoothly.

(888) 783-4340 [clca.org/benefits](http://clca.org/benefits)



# East Bay Chapter Member Standings

## 30+ Year Members

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)  
Trimacs Maint. & LS Const, Inc. (1988)  
Dryad LLc (1989)

## Life Members

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

## 31 Year Members

Kevin Berndt, Berndt LS & Garden

## 24 Year Members

C. Lundin, Tree Sculpture Group

## 23 Year Members

Lisa Goodman, Goodman LS Design

## 14 Year Members

Loren McIrvin, Allied Landscape Svcs.

## 9 Year Members

Peter Rosen, Dynamic Designs

## 6 Year Members

Rubicon Landscape

## 4 Year Members

Mae Clark, Plenty

## 3 Year Members

D. Milic, IRI Landscape Design & Const.

## 1 Year Members

Chad Irwin, Astro Green Ventures Grp.

# 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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## Meet Our Sponsors:

# Rain Bird

RainBird representative Silvia Gourian has lived in the Bay Area for 15 years. She absolutely loves the culture here, which is grounded on preservation, innovation, expansion and service to those within the community and beyond. These same qualities drew Silvia to accept a job offer from Rain Bird in late 2015.

Rain Bird is the industry leader in innovation and quality. Silvia feels she has been blessed to have landed in this organization, and more importantly to be able to work with the people who make up the irrigation industry. Silvia feels there is truly something special about people who care for living things and the conservation of water. She enjoys getting up in the morning and knowing that through the use of Rain Bird product lines, she is part of the solution to building and creating beautiful landscapes throughout the Bay Area.



RainBird is a privately held company founded in 1933, and is the leading manufacturer and provider of irrigation products and services. Since its beginnings, Rain Bird has offered the industry's broadest range of irrigation products for farms, golf courses, sports arenas, commercial developments and homes in more than 130 countries around the world.

Rain Bird has been awarded more than 450 patents worldwide, including the first in 1935 for the original horizontal action impact drive sprinkler (U.S. Patent #1,997,901), which revolutionized the food production industry and ushered in a new era in irrigation, worldwide. The original impact sprinkler was designated a historic landmark in 1990 by the American Society of Agricultural Engineers. Today, Rain Bird offers over 4,000 irrigation products and services.

In the early 1930s Clem and Mary LaFetra established Rain Bird in the family barn in Glendora, California. The very first product, the original impact sprinkler, was developed to more efficiently irrigate nearby citrus orchards. Today, Rain Bird is a global leader in efficient irrigation, has deep roots in California and the company remains headquartered just a few miles away from where it all began.

Decades before the term "water restrictions" became a part of common vernacular, Rain Bird recognized the need to protect and efficiently use the world's most precious resource. Rain Bird's guiding

philosophy, The Intelligent Use of Water™, continues to influence all aspects of the business. Rain Bird has spent the past eight decades developing the industry's most comprehensive line of water-efficient irrigation solutions for everything from homes and schools to parks, sports fields, golf courses and farms. With efficient irrigation products and practices, it is absolutely possible for the average California resident to reduce outdoor water consumption by 25 percent or more without having to give up plants, trees and gardens.

Recently RainBird has applied its world-leading irrigation expertise to the design and manufacture of pump stations. By doing so, RainBird is the only irrigation manufacturer able to provide totally integrated irrigation solutions, Reservoir to Rotor™.

Rain Bird is committed to The Intelligent Use of Water™ and will continue to develop products and initiatives that will help Californians make responsible, informed choices about the ways we all use water. By taking advantage of intelligent watering products and practices today, we can usher in a new era of water efficiency and sustainable water use, not just in California, but around the world.

It is Rain Bird's legacy to design and manufacture only those products of the highest value and quality. Rain Bird works for long-term, responsible partnerships with customers and vendors.

## L.H. VOSS MATERIALS INC. Landscape Centers

**Nyoka Corley**

Territory Sales Manager

Email: [nyoka.corley@gmail.com](mailto:nyoka.corley@gmail.com)

Cell: 510.773.7063

**MAIN OFFICE:**  
2445 Vista Del Monte  
Concord CA 94520  
FAX: 925.676.7976  
Acct: 925.676.7910

**AFFILIATED STORES:**  
**Clarks U Save Rockery**  
Hayward 510.471.0755  
San Leandro 510.357.5220

**Mt. Diablo Landscape Ctr**  
Concord 925.687.2930  
Pittsburg 925.778.3123  
**L.H. Voss Materials Inc.**  
Dublin 925.560.9920

A black and white advertisement for Delta Bluegrass Co. The top part features a circular logo with "DELTA BLUEGRASS CO." around the perimeter and "40" in the center. Below the logo, the text "PIONEERS OF SUSTAINABLE TURF" is written. The background of the ad shows a perspective view of a road or path leading towards a bright horizon. In the bottom right corner, the name "Fred Hanker" is displayed in a large, bold font, followed by the phone number "(209) 471-7100" and the website "www.deltabluegrass.com". A small number "027 752734" is visible in the bottom left corner of the ad.

**~KURAPIA~**

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