

JULY 2020

inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION
EAST BAY CHAPTER

Scoop



Convention Update: See Page 2

Beautification Awards

The CLCA East Bay Chapter board of directors is in the process of organizing a new format for the 2020 Annual Beautification Awards. We will be asking our members to submit images of their favorite projects for the chapter to share on social media. In addition, a virtual presentation will recognize members who enter this year's awards program. Stay tuned for details.

On the cover: Biener Residence by Garden Lights Landscape Development Inc., winner of the award for Custom Residential Installation at the 2019 CLCA East Bay Chapter Beautification Awards.

CLCA Pauses, Looks Forward to Hawaii Convention in 2021

Recognizing the challenges and opportunities presented by the fluid nature of the COVID-19 pandemic, the CLCA Board of Directors has postponed the association's annual convention in Hawaii until 2021 and stepped up efforts to innovatively offer members online education, resources and networking.

"With the health and well-being of our community in mind and following the guidance of local government and public health officials, CLCA is reconfiguring its 2020 Annual Convention," CLCA President Regan Barry said.

"Our 2020 Annual Convention will feature everything that members have come to expect: The excitement of setting the future of our association at the General Membership meeting, the celebration of landscaping excellence at the Trophy Awards and the opportunity to connect

with old friends and make new friends," he explained.

CLCA's 2020 successes include a continued focus on working with state and local governments and public health officials to keep CLCA members informed and on the job providing essential services.

Regan also encouraged members to stay active in their local chapters. "The opportunities to stay connected are even greater today, even from a distance," Regan said. "Networking, education and social events — CLCA's chapters bring the association's resources directly to you."

As the association plans a reconfigured 2020 Annual Convention, General Membership Meeting and Trophy Awards ceremony, efforts are underway for virtual networking opportunities and educational offerings, including a weekly webinar series scheduled to start in September.

Enter the 2020 Trophy Awards

Entry Deadline: August 31

Save \$100 per entry: Submit entries by August 15 and save.

The California Landscape Contractors Association is now accepting entries for the 2020 Trophy Awards, a celebration of excellence in landscaping. CLCA presents the Trophy Awards to:

- Encourage interest in landscaping
- Recognize the professionals who produce outstanding landscapes
- Bestow public recognition on companies, institutions, municipalities and residents for their contribution to a beautiful California

For more information and entry forms, <https://www.clca.org/events/enter-the-2020-trophy-awards/>

Smart Irrigation just got smarter.

Get connected with Smart Controllers and accessories at Horizon.



Now your Smart Irrigation system can save more than water!

Reduce labor with fewer callbacks, control irrigation systems from anywhere in the world, and give your clients only the control you want them to have. Home automation is advancing, why shouldn't irrigation? Learn more at your local Horizon, or visit our blog at www.HorizonOnline.com/blog.

in | outdoor living | landscape | equipment | irrigation | outdoor living | landscape | equipment | irrigation | outdoor living | landscape | equipment

Visit us online or stop in to your local Northern California Horizon store.



Dublin.....925.551.8383
7144 Regional Street

Concord.....925.825.3344
1880 Arnold Industrial Pl.

Horizon

HorizonOnline.com
shop online at 247.HorizonOnline.com



president's message

Embracing Equality for All

Leeanna Schoeder, CLCA East Bay Chapter President

We stand in unwavering support for all of our brothers and sisters.

We stand against all systemic racism, injustice, and intolerance.

We stand in solidarity with all peaceful demonstrations.

We stand for inclusiveness, environmental justice, and our creator's inalienable rights for all human beings.

We stand for Peace and Kindness.

According to Wikipedia, the definition of Social Equality is:

"Social equality is a state of affairs in which all people within a specific society or isolated group have the same status in possibly all respects, possibly including civil rights, freedom of speech, property rights and equal access to certain social goods and social services. However, it may also include health equality, economic equality and other social securities. Social equality requires the absence of legally enforced social class or caste boundaries and the absence of discrimination motivated by an inalienable part of a person's identity. For example, sex, gender, ethnicity, age, sexual orientation, origin, caste or class, income or property, language, religion, convictions, opinions, health or disability must absolutely not result in unequal treatment under the law and should not reduce opportunities unjustifiably."

en.wikipedia.org/wiki/Social_equality

Here are ten ideas to embrace and perform equality throughout your life.

1. Acceptance. The need for acceptance is met by willingly and unconditionally caring for someone. Can you look beyond a person's faults and still care for them?

Promote equality by accepting others for who they are, not for what they do.

2. Appreciation. The need for appreciation is met through expressing thanks and praise and recognizing accomplishments. Praise goes a long way, especially in difficult times. When was the last time you thanked the people who pick up your garbage every week? Leave a card, a box of cookies, a little can go a long way. Demonstrate appreciation for a job well done in front of the entire crew.

3. Approval. The need for approval is met by building up or affirming a person and acknowledging the importance of the relationship. When was the last time you talked to your foreman or supervisor? These people represent you. Affirming the relationship is necessary to continue individual growth.

4. Connection. The need for connection is met when we enter another person's world. There is no substitute for spending time with someone. And it is not just time—it is time and really listening to people from your heart. If you will truly listen to someone, whether they are happy or sad, they will feel appreciated. Turn the cell phone off and really connect.

5. Comfort. The need for comfort is met by responding to people with compassionate words and appropriate physical touch. If a person is struggling and feeling anxious about current events give them support, let them know you are there for them. Use open body language and soft tones. Be patient and allow them to express their concerns. Comfort is vital in our society today.

6. Encouragement. The need for encouragement is met by urging people

to hang in there, to persist toward the goal they want to achieve. Send notes, call, or take someone to lunch or coffee. A simple, "I'm so proud of what you are doing. You make this world a better place to live in," goes a long way.

7. Respect. The need for respect is met by honoring and regarding people as important. Do you show deference to your employee's opinions? Do you listen to them? Do you respect people's time? This is where equality plays an important part. Consider when you are confronted with someone who is rude, they possibly are going through a difficult time. Being compassionate can defuse their attitude.

8. Protection. The need for protection is met when we establish harmony in relationships and show people they are free from fear or threat of harm. Are those for whom you are financially responsible secure in knowing that you will provide for them? Do you relate to people in a consistent way? Do you treat your employees the way you want to be treated? Do people know what to expect from you? Can they read you?

9. Support. The need for support is met when you come alongside someone and give them your complete attention. Anticipate and notice when someone is experiencing periods of stress. Are you willing to use your personal resources to help someone, if need be?

10. Patience. Be kind out in public. When there is a long line at Starbucks, or at the grocery store, there may be a valid reason. Open the door for others.

Real encouragement begins with you, especially when it seems our world is overly stressful right now. Life will always have challenges to overcome, it is how you handle them that will make the biggest difference in you and the others in your life.

Here is a website to give you some ideas how to spread kindness throughout your life and help influence others.
<https://www.randomactsofkindness.org/>

Employees at the Liquor Store While on Company Time

Steven Cesare, Ph.D. The Harvest Group, Landscape Business Consulting
harvestlandscapeconsulting.com | (760) 685-3800

A business owner contacted me to discuss a policy issue. The owner had just received a phone call from a former employee who had seen several current employees come out of a local liquor store with brown paper bags, at 9:00 in the morning on a work day, and get into a company work truck and drive off. The owner wanted my opinion on how to proceed with this incident.

I reminded the owner that the employees are “innocent until proven guilty” of any policy violation, and that the company must proceed forward in a fair systematic fashion. I first directed the owner to review the company GPS program to determine if the company truck was actually at the liquor store at the alleged time. Second, I asked the owner if his employee handbook contained a policy against drug and alcohol

possession and/or consumption in company vehicles during work time, as well as a policy identifying reasonable suspicion drug testing. Third, I told the owner to make sure that each employee in that company truck had a signed Employee Handbook Acknowledgment Agreement in their personnel file; that fact would verify that each employee formally acknowledged awareness of the aforementioned drug and alcohol and reasonable suspicion drug testing policies.

Based upon those points, I suggested that the owner and a witness (i.e., Account Manager) visit the job site promptly to conduct an investigation of the company vehicle for possible evidence and interview each of the employees to document their side of the story. Again, keep in mind,

employees are “innocent until proven guilty” of any policy violation. And finally, regardless of the employees’ responses, each should be driven to the MPN clinic for an immediate drug and alcohol test.

If the drug tests come back positive, the owner had complete discretion to apply any aspect of performance management to this scenario, since his employee handbook accurately did not contain a progressive discipline policy. For example he could:

- do nothing and let the whole issue go unnoticed;
- verbally remind the employees of the company drug and alcohol policy;
- provide a formal written reprimand to each employee;
- distribute an unpaid suspension to each employee; or
- terminate the employees.

I reiterated that the owner should document the entire process for each affected employee, and confirm that his decision is consistent with similar policy violations previously encountered.



DELTA BLUEGRASS CO.
1978-2018
40th
Anniversary
PIONEERS OF SUSTAINABLE TURF

Fred Hanker
(209) 471-7100
www.deltabluegrass.com

C:27 752734



**LANDSCAPE CONTRACTORS
INSURANCE SERVICES, INC.**
Member owned. Service focused.

ELLEN MONTALBANO
ACCOUNT EXECUTIVE

CA LIC # 0755906

1835 N. Fine Ave.
Fresno, CA 93727

emontalbano@lcisinc.com
www.lcisinc.com

P (800) 628-8735 Ext. 508
C (650) 492-1774
F (800) 440-2378

Specialized Insurance & Business Services for Members of the Green Industry



**CLCA MEMBER
ADVANTAGE**

Keep that happy-go-lucky feeling

Use **CLCA's legal contracts** before you start a new project. Then you can go about your merry way knowing you've protected yourself and your business.

Free to download!

 **clca.org/contracts**

Member Standings

Congratulations to the following members who reached membership milestones this month.

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, Stephen Lambert, Calvin Craig

22 Year Members

Ron Brunone, Brandon Dudley, Oscar Veloz, Turf Star

11 Year Members

Caniel Rivera, Rivera LS & Construction

10 Year Members

Laural Roaldson, Laural Landscapes

7 Year Members

Scott Burbank, Burbank Botanical LS

1 Year Members

Juan Loza, Loza & Sons
 Damion Rosby, Golden Gate Truck Ctr.

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.



CHARLES CATES

TERRITORY MANAGER SAN FRANCISCO & SOUTH BAY AREA

6901 BRADSHAW ROAD, SACRAMENTO, CA 95829

916-364-2945 / ccates@villagenurseries.com

www.villagenurseries.com

WHERE QUALITY GROWS....



Todd Gerrow

(916) 216-2859

tgerrow@agsod.com

12750 Guard Rd.

Lodi CA 95242

(800) 588-6882

www.agsod.com

Growers of Quality Bluegrass, Fescue & Bermuda Sod

CLCA East Bay Chapter Address

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

ERIC SANTOS (925) 924-8900
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.

Supplier Spotlight:

Delta Bluegrass Co.

Delta Bluegrass Company, located in Stockton, produces and installs the highest quality peat and sand grown turf the industry has to offer. Delta Bluegrass listens and responds to the demands of the market, consistently investing time and resources into Research and Development programs. This effort has enabled the company to provide innovative products, including the Bolero™ line and exclusive California Native Sod blends.

Delta's California Native Sod program offers six different varieties, including Native Bentgrass™ and Delta Grassland Mix™, which were cultivated to be the first native lawns that withstand well-timed mowing for urban landscape areas. For bioswales, roadsides, medians, irrigation canals, erosion control, and environmental mitigation areas, Delta's team developed Native Mow Free™, Biofiltration Sod™, Delta Native Heartland Sod™, and Native Preservation Mix™. The program also offers a custom-grow option for large-scale projects.

These species stay green year-round if irrigated, using up to 50% less water than traditional cool season turfgrasses. In non-irrigated applications, most native sod blends will establish and actively grow during the wet season. They will go dormant during the summer, becoming golden summer fields and then green-up in the fall to become beautiful cool season meadows.

Delta's daily deliveries mean you can order today, with sod harvested tomorrow and delivered to you the next day, assuring customers of the freshest product.

Jeff Henninger has been a representative with Delta Bluegrass Company for seven years and was named the Associate Member of the Year at the CLCA State Convention in 2015. He has been married to his wife Donna for nearly 30 years. They live in Pleasanton and have two adult children, Shane and Nicole. When he's not working, you can find Jeff traveling, golfing, skiing, playing or refereeing soccer, and spending time with his family.

Please visit the DBC website at www.deltabluegrass.com or call for a list of Delta Bluegrass product distributors: (800) 637-8873.

L.H. VOSS MATERIALS INC. Landscape Centers

Nyoka Corley

Territory Sales Manager

Email: 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

Letting money evaporate?

July is Smart Irrigation Month!

Let your clients know how your expert services can help them save money on their water bill.

Customize your message and deliver to your clients via print or email.

"A good track record with water management produces quantified results, which you can show to clients as proof of their benefits in doing business with you. Water savings is a trend that will impact landscape businesses more and more as time goes on."

— Flavio Velez, President
LandGraphics, San Diego
Expert Certified Water Manager



clca.org/upsell-water-management

~KURAPIA~

NEW

DROUGHT TOLERANT GROUND COVER SOD

- A turfgrass alternative changing the industry
- No need to sacrifice lawns to save water on landscape
- Grows low to the ground rarely exceeding 1"
- Dark green year round, and if left un-mowed produces small white flowers May-November

WEST COAST TURF

Ask us about other water saving turfgrasses, too!

westcoastturf.com
888/893-8873

Your project. Our support.

- Convenient Bay Area delivery
- Serving landscape professionals
- Order plant material online
- Ground covers to boxed trees
- Subscribe to our email Newsletter

Pacific Nurseries

www.pacificnurseries.com | 650.755.2330

VISION RECYCLING

Transforming Local Organics

- Quality Mulch, Wood Chips and Compost
- Disposal solutions for green waste and clean wood
- Convenient locations in Newark, Livermore and Benicia

Vision Recycling accepts clean wood and yard trimmings on a per yard basis at all of its locations. The material is transformed into garden supply products for landscape applications. We deliver anywhere in the bay area.

Now with a new location in BENICIA serving the North Bay region. Call us to find out more!

510. 429. 1300

www.visionrecycling.com