



# inside

JULY 2022

CLCA



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION  
EAST BAY CHAPTER

## In This Issue

- Embracing and Navigating Change
- Battle of the Bay: A's vs Giants Game on August 7
- All Smiles at the Beautification Awards
- The Manager I Fired Last Month is Trying to Steal My Employees.

*On the cover: Danforth Residence by Garden Lights Landscape and Pool Development Inc., winner of the Renovation Installation award at the 2022 CLCA East Bay Chapter Beautification Awards.*



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

1835 N. Fine Ave.  
Fresno, CA 93727

## DEBRA SPENCER

ACCOUNT EXECUTIVE,  
NORTHERN CALIFORNIA

CA LIC # 0755906

dspencer@lcisinc.com  
www.lcisinc.com

P (800) 628-8735 Ext. 554  
C (559) 285-4702  
F (800) 440-2378

Specialized Insurance & Business Services for Members of the Green Industry



PIONEERS OF SUSTAINABLE TURF

**Jeff Henninger**  
**(925) 698-8295**

[www.deltabluegrass.com](http://www.deltabluegrass.com)

C-27 752734



## Facing employee issues?

Face a sticky personnel problem or other HR matters with help from the **CLCA HR Hotline**.

Get advice on how to properly handle employee concerns before they become liabilities!

HR Hotline: (888) 783-4340



[clca.org/benefits](http://clca.org/benefits)

Smart Irrigation  
Technology.  
410BT Bluetooth®  
Controller.



- Comes with three adapters for Rain Bird, Hunter and Toro/Irritrol/K-Rain valves
- Available with a 3/4" to 2" Inline valve or 3/4" and 1" Anti-Siphon valve
- Up to a one-year battery life using two AA alkaline batteries
- Waterproof design (IP68)

*Because water matters!*

[www.digcorp.com](http://www.digcorp.com)



# CERTIFIED ISUZU LANDSCAPE

Truck Sales • Service • Parts



[WWW.CALFORNIATRUCKCENTERS.COM/ISUZU](http://WWW.CALFORNIATRUCKCENTERS.COM/ISUZU)  
CALL US: (510) 250-7300  
8200 BALDWIN ST. OAKLAND, CA 94621



## CLCA East Bay Chapter Address

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

## 2022 East Bay Chapter Board of Directors

### IMMEDIATE PAST PRESIDENT

PAUL WONG (925) 518-6331  
Imperial Sprinkler  
paulw@imperialsprinkler.com

### PRESIDENT

LOREN McIRVIN (925) 280-0161  
Allied Landscape  
l.mcirvin@contactallied.com

### PRESIDENT ELECT

KRISTIN GALLEGOS (925) 550-0831  
Artistic Turf kristin@artisticurf.com

### SECRETARY

SETH WRIGHT (510) 830-8852  
Water Service Irrigation Company  
info@waterserviceca.com

### TREASURER

DAVID MANLOVE (510) 410-0083  
Indian Rock Landscapes  
david@indianrocklandscapes.com

### DIRECTOR-MEMBERSHIP

DAMION ROSBY (510) 502-5156  
Golden Gate Truck Ctr.  
drosby@goldengatetruck.com

### DIRECTOR-EVENTS

DOUGLAS ANTHONY (415) 710-7707  
The Urban Farmer Store  
doug@urbanfarmerstore.com

### ASSOCIATE MEMBER

#### REPRESENTATIVE

PATRICK STRADER (925) 915-5063  
DIG Corp ricks@digcorp.com

### EXECUTIVE ADMINISTRATOR

LAURA LEUER (510) 207-4350  
lleuer@comcast.net F (866) 260-8869

### NEWSLETTER EDITOR

JERRIE BEARD (530) 621-1701  
jsb@beardassociates.com

## 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.

## 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

## 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 Nichol
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

Loren McIrvin, Allied Landscape

# Embracing and Navigating Change

As a Landscape Contractor and business owner I have experienced more change over the past couple years than the previous fifteen, and it's been challenging to say the least.

COVID impacts, increased regulations, increased costs, increased legal liabilities, decreased labor availability, decreased water availability, etc.

When I think about change I need to remind myself that it needs to be embraced, and most importantly, it needs to be navigated. While I'm not a fan of change that lacks a thoughtful plan, I find myself regularly dealing with change that is out of my control, and I remember a business quote from John Maxwell: "The pessimist complains about the wind. The optimist expects it to change. The leader adjusts the sails." I also remind myself how important it is to evolve as a person and as a company, and I think about a quote from Charles Darwin: "It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change."

Navigating change for me is all about having a good and up-to-date map. I update my map with information I trust from organizations like the CLCA and from people I consider partners ranging from employees, to trusted vendors, to industry peers.

Headwinds have been difficult over these past couple years, and it's been tough sailing. I leave you with one last quote that helps me when I'm thinking, "does it need to be this rough?" Franklin D. Roosevelt said, "A smooth sea never made a skilled sailor."

# Battle of the Bay Oakland A's vs. San Francisco Giants

**Sunday, August 7 | 11:30 Tailgate | 1:07pm Game**

Bring your family, friends and crews Sunday, August 7th to the Oakland A's vs the San Francisco Giants baseball game! The co-hosted Ewing tailgate party will begin at 11:30 a.m. and will include delicious food and refreshing beverages.

Awesome field level tickets are only \$75 for CLCA members and MUST BE PURCHASED by Friday, July 29th. Tickets are limited and will sell out quickly.

The tailgate party will be located in the Creekside Tailgate Area located in the D lot (Creekside lot is near the 66th Ave entrance. Parking will be \$30 and cashless payments are required. Parking is not included with your baseball ticket purchase.

# Congratulations to the Winners!

Congratulations to the winners at the recent CLCA East Bay Chapter Beautification Awards. Thank you to all who participated and entered their great projects.

*Far right: Claude Schoeder from Horizon displays the Beautification Award for Past The Gate.*

*At right: Daniel Rosen of Garden Lights Landscape & Pool Development with Clayton Pleyte of Delta Bluegrass.*



*Far right: Loren McIrvin, Allied Landscape and Kim Titus, The Urban Farmer Store*

*At right: Steve Poole, Suma Landscaping, Inc and Joshua Fookes Bee Green Recycling and Supply*



*Far right: Steve Poole, Suma Landscaping, Inc and Mark Natale, Alliance Outdoor Lighting*

*At right: Steve Lambert, Garden Lights Landscape and Pool Development and Laura Leuer standing in for sponsor Brightview*



At right: Kim Titus from The Urban Farmer Store and Laura Carlos of Terra Landscape.

Far right: Calvin Craig and crew accept award for Calvin Craig Landscaping.

Below: Bridget Davenport of Garden Lights Landscape & Pool Development accepts award from Chris McNairy of Hunter Industries.



Below: Debbie Abele of CLCA Insurance Solutions, Cathy Lambert of Garden Lights Landscape & Pool Development and Gina Stanley of CLCA Insurance Solutions.



Above: Steve Poole from Suma Landscaping, Inc. accepts award from Damion Rosby of Golden Gate Truck Center.



Below: Mark Takeda of Devil Mountain Wholesale Nursery and Steve Poole, Suma Landscaping, Inc.



Above: Loren McIrovin of Allied Landscape accepts an award from Roberto Diaz of SiteOne Landscape Supply.

Below: Paul Wong of Imperial Sprinkler Supply presents award to Steve Poole of Suma Landscaping, Inc.



# The Manager I Fired Last Month is Trying to Steal My Employees

Steven Cesare, Ph.D., The Harvest Group, [harvestlandscapeconsulting.com](http://harvestlandscapeconsulting.com)

A business owner from Massachusetts called me the other day to tell me that the underperforming manager he fired several weeks ago is now aggressively recruiting current company employees to join him at his new employer. While we have all experienced this predicament, and we know it will always occur, like the business owner it still takes us aback in that it represents personal disloyalty, institutional theft, and emotional revenge against the business owner.

It just does.

It always will.

Knowing this condition may occur at any time, the company can take proactive and reactive steps to minimize significant loss. First, though I know you don't believe me, the company culture is a fundamental driver of employee retention, even when more money is involved. The degree to which the company's culture represents a results-based team-oriented approach, the more likely employees will remain with the company despite external temptation. Positive energy, a clean and safe work environment (e.g., tools, equipment, uniforms, vehicles), and interpersonal respect in conjunction with rewards, recognition, and professional growth are the stewards of an employer of choice.

Aside from the proactive elements of organizational culture-based retention,

there are also proactive administrative prohibitions that foster employee retention, most notably the Employee Confidentiality, Non-disclosure, and Non-solicitation Agreement each employee should sign during his/her New Employee Orientation. It is important to note that this document is frequently confused with a Non-Compete Agreement, both of which are subject to precise scrutiny in accordance with specific state laws.

Frequently drafted by a Human Resources professional or attorney, the lengthy Employee Confidentiality, Non-disclosure, and Non-solicitation Agreement stipulates various restrictions onto current employees across myriad topics to protect the company's resources including proprietary information, client lists, and conspicuously, current employees, against misuse and corporate espionage.

With reference to the Massachusetts business owner, his Employee Confidentiality, Non-disclosure, and Non-solicitation Agreement appropriately contained the following essential language:

"Employee will not within twenty-four (24) months after Employee's employment with the Company terminates, without the Company's express written consent, directly or indirectly hire, solicit, recruit, or induce to leave the employ of the Company any employee, agent, independent contrac-

tor, or consultant of the Company."

Beyond that language, another proactive strategy to impede employee tampering, is that many companies now distribute a signed copy of the employee's actual Employee Confidentiality, Non-disclosure, and Non-solicitation Agreement to the employee at the time of dismissal as a reminder of the terms the employee pledged to uphold.

Alas, for the Massachusetts case, despite the signed document, the unethical manager still attempted to lure employees from his former company. A reactive approach to prevent employee solicitation had to be invoked.

Accordingly, I instructed the business owner to contact external legal counsel immediately and draft a "Cease and Desist" letter addressed to the former employee and the owner of his current company, with an attached copy of the employee's signed Employee Confidentiality, Non-disclosure, and Non-solicitation Agreement. This formal correspondence puts the other owner on notice regarding possible legal implications of continued solicitation violations, as well as alerts the current business owner of the unethical actions being demonstrated by the newest member of his management team.

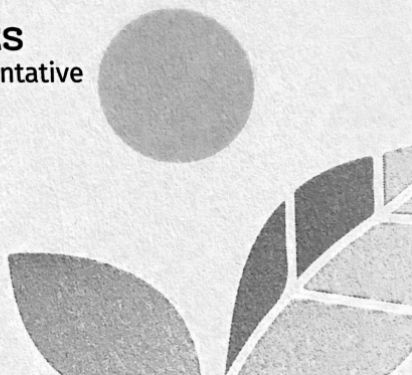
If you have any questions or comments about this topic or anything else related to human resources, Sign Up for Steve's HR Helpdesk at <https://harvestlandscapeconsulting.com/product/virtual-human-resources/>

## CHARLES CATES Outside Sales Representative

6901 Bradshaw Road  
Sacramento, CA 95829

M: (916) 212-3942

CCates@everde.com  
[www.everde.com](http://www.everde.com)



## 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

## 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)  
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

### 24 Year Members

Turf Star - Oscar Veloz, Ron Brunone, Brandon Dudley

### 13 Year Members

Daniel Rivera, Rivera LS & Const.

### 9 Year Members

Scott Burbank, Burbank Botanical LS

### 3 Year Members

Damion Rosby, Golden Gate Truck Ctr.

### 2 Year Members

George Pacheco, Splash of Class Painting

### 1 Year Members

Irene Briggs, New Image Landscape Co.,

# The East Bay Chapter Thanks Our 2022 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 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.



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



# Your success. Our heritage.

- **Grower and broker since 1869**
- **Serving landscape professionals**
- **For one plant to an entire installation**
- **Delivery right to your job site**
- **Subscribe to our email Newsletter**



## Pacific Nurseries

[www.pacificnurseries.com](http://www.pacificnurseries.com) | 650.755.2330

# ~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](http://westcoastturf.com)  
888/893-8873



## Big Enough to be **Professional**, Small Enough to be **Personal**

Horizon has the products you need, when you need them—all under one roof.



Horizon is one of the largest wholesalers of irrigation supplies in the U.S. With strategic partners like Hunter, Rain Bird, Toro, Lasco, ADS & more we have everything the irrigation contractor needs to get the job done.



**OUTDOOR LIVING & LANDSCAPE LIGHTING**  
products & accessories



**LANDSCAPE**  
products & accessories



**POWER EQUIPMENT**  
including parts & service



According to the National Integrated Drought Information System, 45% of the US and 54% of the lower 48 states are currently in drought.

Scan the QR code for information and tools to help you offer solutions to your clients, all while explaining the benefits properly maintaining a landscape through a drought.

Irrigation  
Outdoor Living  
Landscape  
Equipment



[f @horizondistributors](https://www.facebook.com/horizondistributors) | [YouTube HorizonDistributors](https://www.youtube.com/HorizonDistributors)

800.PVC.TURF | [HorizonOnline.com](http://HorizonOnline.com)