

AUGUST 2020

inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION  
EAST BAY CHAPTER

## Beautification Awards

The CLCA East Bay Chapter will be promoting photos of your work on social media. Submit images of your favorite projects for the chapter to share on social media. See page 3 for details.

*On the cover: Tom Residence by Suma Landscaping Inc., winner of the award for Large Residential Installation at the 2019 CLCA East Bay Chapter Beautification Awards.*



# Employee Survey Overview

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

A business owner from Indiana recently inquired about doing an attitude survey to gauge employees' perceptions of the workplace. The business owner drafted some standard questions and was prepared to distribute the document to his employees, and then he decided to seek my input. While he certainly would have conducted any type of survey he wanted to, I suggested a more thoughtful approach that caught him by surprise which ultimately dissuaded him from using his original questionnaire.

My first recommendation was to identify the goals of the survey. "Why are we doing this?" He didn't really have a sound answer to that basic question. For example, most surveys should have 5-7 topics that management wants to assess to improve performance, morale, efficiency, teamwork, etc. Common survey topics include: communication, safety, compensation and benefits, job design and satisfaction, trust in management, supervisory relationship, tools and equipment, company direction, training and career path, and company culture.

Second, I suggested that a cross functional team of employees be established to identify the specific survey goals and then begin drafting 4-5 items for each goal, thereby providing appropriate targets for each topic. For example, potential survey items dealing with compensation include the following:

- I believe I am paid fairly for the work I perform
- The company pays employees at a higher rate than the local competitors
- If I work harder, the company will pay me more money
- My annual performance evaluation is tied directly to my wage rate

- Work performance is more important than tenure, in order to get paid more

The rule of thumb is to never ask a survey item that the company will not address if poor results are received. To that end, management should have an action item list for every possible item to show the employees it is committed to improving the workplace. If management is not going to take action, do not ask the item in the survey; too much credibility can be lost. Third, once the survey has been developed, proofread, and approved, inform the workforce that an anonymous survey will soon be distributed, with its goals specified directly. By the way: Never do a survey alone; always pair it with follow-up interviews. Surveys are best at assessing broad topics superficially, though inherently negligent in addressing the underlying drivers of the results. In short, surveys cannot ask the insightful "why?" question. Interviews can, should, and must do so to give the results clear direction. Accordingly, let the employees know that random confidential interviews will be conducted as part of this survey process.

Next, distribute the survey as desired: all employees, sample of employees, certain divisions, etc. Tabulate the survey results (e.g., average score, frequency counts), coordinate the random interviews to seek potential explanations for the results, and then schedule a series of meetings to feed the survey and interview results back to the workforce. Upon presenting the results, make sure to schedule follow-up meetings to track the action items that will be implemented to improve the performance on the originally-identified goals of the survey.

## Sponsor Spotlight:

## Hunter/FXLuminaire

Hunter Industries is a family-owned global company that provides high quality, efficient solutions for the irrigation, outdoor lighting, and custom molding industries. Their diverse array of products can be seen everywhere from residential landscapes, to stadiums, national landmarks, theme parks, city parks, commercial complexes, hotels, and municipal buildings around the world.

Headquartered in San Marcos, California since 1981, Hunter is a market leader in producing and marketing a full range of water-efficient, easy-to-use irrigation solutions for residential, commercial, and golf course applications. Designed with the demands of irrigation professionals in mind, Hunter's irrigation product line includes pop-up gear-driven rotors, high-efficiency rotary nozzles, spray sprinklers, valves, controllers, central controllers, professional landscape drip, and weather sensors.

Hunter's core business interest has always been producing products that allow irrigation professionals to create solutions that use as little water and energy as possible to create optimal landscape function and ambiance. Several years ago, Hunter diversified into the landscape lighting industry through the acquisition of FX Luminaire. FX lighting products are manufactured in San Diego adhering to the highest quality standards. Hunter also acquired a Custom Molding company and started Hunter Custom Molding.

Hunter is also known as a leader in outstanding customer service, product training and technical support in all of its business segments. Hunter is committed to pushing the boundaries of technology, conservation, quality, and customer experience in every product and project they undertake. In the factory, the office, and the field, Hunter puts innovation to work every day for every one of its customers.



## president's message

# Life Goes On Amid COVID

*Leeanna Schoeder, CLCA East Bay Chapter President*

It has been an interesting month! My husband and I contracted COVID-19 and spent a long two weeks in isolation. Luckily, we both pulled through without too much drama. I am hoping you and yours are healthy and safe.

Overall, the industry is back to work. Through my conversations with members, it appears that most are productive. The California Landscape Contractors Association statewide 2020 Trophy Awards are still on! I hope many of you enter and show off your great work!

Our chapter is promoting a FREE, fun way to show off your hard work. Check out the information at right. We hope that next year the chapter's Annual Beautification Awards program will take place and we can celebrate your hard work and talent in person again!

The pandemic continues to disrupt many of our favorite events including:

- The Rose Parade has been canceled for the first time since World War II
- The American Society of Landscape Architects has canceled its conference in Miami Beach.
- The Mill Valley Fall Arts Festival, also announced its 2020 fest is canceled.

## Landscape Trivia...Did you know?

Australia is the landscape capital of the world. They employ more landscapers than any other country and have the most national parks in the world. If work is slow where you live, you know where to go.

An hour of weeding burns about 300 calories (equivalent to biking at a steady pace) and an hour of pushing a lawn mower burns about 500 calories (equivalent to playing tennis). Now you have an excuse

to skip the gym.

Pink Flamingos are still the most popular landscape decoration sold in America. About 250,000 are sold each year. First introduced in 1957, they are still popular today, and still cost about \$15/set!

About 66% of all water use in each household comes from watering a lawn. A pleasing landscape can increase property value by at least 15%.

A 100 foot tree can absorb 50 pounds of carbon dioxide in a year. In its lifetime this equals the production of an average car being driven 25,787 miles.

Trees talk to each other. When under attack by insects, trees excrete chemicals to warn other trees about the insects. These chemicals reduce nutritional value of the leaves for insects as well as warn all neighboring trees.

The Poplar is the most common tree on the planet.

A treated wood deck will release the arsenic and other toxins used to weather-proof it into the soil over time. These toxins do not break down readily in the soil and can contaminate the environment around it, including water supplies. Brick or Pavers are less toxic.

Frederick Olmsted is considered the "Father of American Landscape Architecture. He was a landscape architect before the profession was founded. He was a visionary who foresaw the need for national parks, devised one of America's first regional plans, and designed America's first large suburban community. He also played a part in the creation of Golden Gate Park visiting the area in 1865.

<https://fromthethicket.com/2011/03/29/who-really-designed-golden-gate-park/>

# Social Media Fun Photo Promo Thru September 15th

The CLCA East Bay Chapter Board of Directors wants to promote your talent, hard work and creativity on the chapter's social media accounts! The picture(s) can be of anything on your finished or unfinished installation or maintenance project list and can include you and your hardworking crew! Enter as many categories as you like. Text your image, your company name and a brief caption to our Chapter President-Elect, Paul Wong, @ (925) 518-6331. Choose a fun category for your photo from the list below and we'll post your photos on the chapter's social media sites.

The categories are open to your interpretation. At a later date the chapter will create a video presentation that will include all the images. Have FUN and be creative with your pictures. Enter in any of the categories below:

Color me a rainbow  
Dirty work  
Edging your bets  
Kiss my grass goodbye  
Living the outdoor dream  
Oopsy daisy  
Raking it in  
Save the grass, ride a mower  
Thank you very mulch  
The birds and the bees  
Turf sod and sow much more  
Wall flower

This is a fun, FREE way for us to share ANY image of your choice while we are required to socially distance during the COVID-19 pandemic. We hope that next year the chapter's Annual Beautification Awards program will take place and we can celebrate your hard work and talent in person again!

# Big Information on Running Your Business

Get BIG information for running and growing your business with a SMALL time investment

Presented by the HR experts at the California Employers Association, the voice of CLCA's popular HR Hotline member benefit, these August webinars are FREE for CLCA members! (\$50 non-members).

## Tuesday, August 4 • 2-3:30 p.m. Mid-Year Labor Law Update

Hot Employment Laws You Need to Know About! Our dynamic speaker will bring you up to speed on the hottest 2020 employment laws in effect since January. Join us to ensure you haven't missed any new California employment laws that have taken place before and since the pandemic began. We'll take your questions throughout the session and discuss:

- Minimum wage increases amid COVID conditions
- New ruling on paying for boots in the workplace
- COVID changes to I-9 forms

- Age discrimination lawsuits
- Employee handbook updates
- Coronavirus and FFCRA rules

## Tuesday, August 11 • 2-3:30 p.m. The Pros and Cons of Alternative Workweeks

In California, employers may create Alternative Workweeks that allow their employees to work longer shifts and avoid overtime penalties. However, implementing an alternative workweek schedule requires strict adherence to state guidelines.

Join us for our webinar on alternative workweeks to learn:

- All of the steps that must be followed for the successful implementation of an alternative workweek
- What mistakes to avoid
- What to do if you realize you have done it all wrong

## Wed., August 19 • 2-3:30 p.m. Building Strong and Engaged Teams

Leaders spend most of their time focused on improving their teams. They want their teams to perform better, innovate more, resolve conflict, and independently solve any problem that emerges. This training focuses on how to utilize strengths on teams and in the workplace. Participants will be given practical tools to develop team trust and develop their leadership style.

- Recognize dysfunctional team behaviors
- Improve your team's engagement
- Increase team performance for enhanced results
- Recognize the role of strengths when building, managing, and supervising teams

## Registration

Register online at <https://bit.ly/3hydMpX> or call the California Landscape Contractors Association at (916) 830-2780.



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— Jay Valentine Martinez,  
JVM Landscape Construction, Inc.

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California  
Landscape  
Contractors  
Association



## 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, Stephen Lambert, Calvin Craig

### 30 Year Members

Kevin Montgomery, Diamond K Supply

### 29 Year Members

Tony Franchetto, Cottage LS & SW Green

### 21 Year Members

Randal Fenton, Sundance Landscaping

### 3 Year Members

Jan Blosl, Horizon  
 Mark Pennington, SiteOne LS Supply

### 2 Year Members

Peter Rohan, LandSpaces  
 Adrian Martinez, New West LS Mngmt

### 1 Year Members

Trinidad Marquez, Jose Orozco, Joe Souza of Tree Sculpture Group  
 Johan Gutierrez, Roxy Designs

## 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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### 2020 East Bay Chapter Board of Directors

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**LEEANNA SCHOEDER** (925) 584-4119

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Imperial Sprinkler paulw@imperialsprinkler.com

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Indian Rock Landscapes  
david@indianrocklandscapes.com

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Golden Gate Truck Center

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#### 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  
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(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.

## Horizon Announces New Region Manager

Horizon Distributors recently announced the promotion of David Rohrer to the position of Region Manager.

David Rohrer has been promoted to Region Manager for the South Bay and South Valley in California. In the past seven years, David has demonstrated success in each position he has held at Horizon, starting as an outside sales representative and then quickly transitioning into a successful branch manager in Fresno. Most recently, David held the position of Zone Manager for the San Joaquin Valley. David will be responsible for six stores from Menlo Park to Fresno.

These changes all happen on the heels of Horizon naming a new president in March, Jeffrey Clay. Before Horizon, Jeff was founder and President of Belltown Power Texas, responsible for the overall strategy, operations and business execution. Just prior to that, Jeff was the Vice President of Strategy & Corporate Development for the Roofing Supply Group based in Dallas, TX, where he led all greenfield efforts resulting in 26 new branches delivering more than \$150M in revenue in just over two years.

"It's always great when you can promote from within your own organization," says Clay. "David has been a great performer at Horizon and I look forward to seeing his success in his new roles."

### About Horizon Distributors Inc.

Horizon Distributors Inc. offers customers the industry's widest choice of irrigation, landscape, outdoor living and power equipment products, including top quality brand names like Rain Bird, Hunter, Lasco, NDS, Toro, Exmark, Echo/Shindaiwa, Vista Professional Outdoor Lighting, Corona and PBI Gordon. For more information, please visit [www.horizononline.com](http://www.horizononline.com).

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Cell: 510.773.7063

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Concord CA 94520  
FAX: 925.676.7976  
Acct: 925.676.7910

#### AFFILIATED STORES:

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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



# PLAYING IT SAFE CONSTRUCTION

## Preventing Heat-related Illness

*Helpful tips for beating the summer heat*

Summer heat can be more than uncomfortable; it can be a threat to your health. Unfortunately, you do not have much of a choice when it comes to job site. Follow these tips to stay safe in the searing heat.

### Heat Exhaustion

Heat exhaustion occurs when a person cannot sweat enough to cool the body—usually the result of not drinking enough fluids during hot weather. Symptoms include:

- Dizziness, weakness, nausea, headache and vomiting
- Blurry vision
- Body temperature rising to 101° F
- Sweaty skin
- Feeling hot and thirsty
- Difficulty speaking

A person suffering from heat exhaustion must move to a cool place and drink plenty of water to avoid a more severe heat-related condition—heat stroke.

### Heat Stroke

Heat stroke is the result of untreated heat exhaustion. Symptoms include:

- Sweating stops
- Unawareness of thirst and heat
- Body temperature rising rapidly to

above 101° F

- Confusion or delirium
- Possible loss of consciousness or seizure

Heat stroke is a serious medical emergency that must be treated quickly by a trained professional. Until help arrives, cool the person down by placing ice on the neck, armpits and groin. If the person is awake and able to swallow, have them drink a small glass of water every 15 minutes or until help arrives.

### Tips for Staying Cool

The combination of heat and humidity in the summer months can be downright uncomfortable and even dangerous. Stay cool by following these safety tips:

- Drink plenty of water—enough water to quench your thirst. The average adult needs eight 8-ounce glasses of water a day, and even more during hot weather.
- Skip the caffeine and soda; drink water instead.
- Dress for the weather. When outside, wear lightweight clothing of natural fabric and a well-ventilated hat.
- Eat light. Replace heavy or hot meals with lighter, refreshing foods. And always eat smaller meals before work or intense activity.

Be safe and healthy on the job at with these helpful tips provided by **CLCA Insurance Solutions**.

Heat syncope is fainting or dizziness that occurs from prolonged standing in hot weather. Avoid this by staying hydrated throughout the workday, even if you don't feel thirsty.

This flyer is for informational purposes only and is not intended as medical or legal advice.

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# ~KURAPIA~

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