

OCTOBER 2018

inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION  
EAST BAY CHAPTER

**GENERAL MEETING: THURSDAY, OCTOBER 11**

## **Know What's Below. Call 811 Before You Dig**

Join the CLCA East Chapter for a FREE General Membership Meeting at Masses Sports Bar & Grill, 2721 North Main St, in Walnut Creek at 6 p.m. on Thursday, October 11. Enjoy complimentary refreshments, network and learn what the CLCA East Chapter has planned for 2019. All attendees will be entered in a raffle with prizes provided by our generous Partners. CLCA members will vote for the chapter's 2019 Board of Directors.

You are encouraged to stay after the General Membership Meeting for an 811 presentation with Steve Cleaver. For more information, see page 5.

*On the cover: Pool to Garden Reservoir by Roxy Designs, winner of the Water Conservation Landscape Installation Award at the 2018 CLCA East Bay Chapter Beautification Awards.*



## Sponsor Profile:

# SiteOne Landscape Supply

SiteOne Landscape Supply prides itself on knowing customers and their business better than anyone else. It starts with knowing customers by name, but it goes much deeper than that. SiteOne wants to know your challenges, your expectations, your goals-so they can meet your needs like no other supplier can.

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SiteOne Landscape Supply is the nation's largest supplier of wholesale irrigation, outdoor lighting, nursery, landscape supplies, fertilizers, turf protection products, grass seed, turf care equipment, and golf course accessories for green industry professionals in the United States and Canada. They are committed to becoming the distributor of choice for landscape, irrigation, and turf care professionals nationwide.

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### Willing to Go the Extra Mile

SiteOne offers additional related services that support your core business through the Partners Program and Business Solutions. Take advantage of superior pricing, earn points on every purchase, and save on business expenses such as your mobile phones and services, office supplies, payroll services, and much more.

SiteOne University is proud to offer green industry professionals access to



substantive training and informational seminars that will add directly to your bottom line. Attending a seminar series will help professionals understand emerging trends, as well as new methods of managing their core business.

With an extensive line of irrigation, turf and landscape supplies, the Partners Program, Business Solutions, and value-added services, SiteOne can provide you with what you need to operate your landscape business professionally and profitably.

A circular logo for Delta Bluegrass Co. celebrating its 40th anniversary (1978-2018). The logo features a stylized grass blade and the text "PIONEERS OF SUSTAINABLE TURF".

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## 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)

### 21 Year Members

Past the Gate

### 7 Year Members

JVL Ortiz Landscaping

### 6 Year Members

Kaiser Gardens Inc.

### 5 Year Members

City of Vallejo

### 4 Year Members

DK Landscape Inc.

### 3 Year Members

East Bay Municipal Utility District

## 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.



### 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

# Back to School

*Eric Santos, CLT, CLCA East Bay Chapter President*

The kids have gone back to school, the days are getting shorter, and we're settling into our fall routines... fall already? It seems like summer gets shorter every year. Halloween will be upon us at the end of this month and then it's only a short hop to Thanksgiving and Christmas.

As the days are getting shorter and leaves are changing color, we should all stop for a moment and take a deep breath.

In September, the chapter began resuming our normal routine of holding monthly chapter events. Our Immediate Past Chapter President Roxy Wolosenko, lined up a phenomenal educational event for our September meeting. A panel of experts shared insights on how to beat challenging hillside installations. The information was timely, relevant, and well received.

Our three experts provided information on how to landscape, irrigate and stabilize challenging hillside landscapes. Stew Winchester discussed proper plant selection and installation for hillsides. Christine Hawkins with Hunter Industries shared information on proper irrigation design and practices. And, John Oldenburger with Earth Savers Erosion Control discussed best strategies for slope stabilization.

A big thank you to Roxy for putting this together and to our panel for sharing their knowledge and expertise.

In addition to our Chapters upcoming educational event, there are also two opportunities in September to further your education. The CLCA will be hosting a seminar designed to educate landscape contractors on how to run a profitable business. The workshop is called, How to Make Money with Your Landscape Business and will run from 9 am to 4 pm on Thursday, October 11 in Los Altos Hills. The instructor for this event is Frank Niccoli, a veteran contractor and experienced educator. For more details on this educational opportunity on How To Make Money please visit [www.clca.org/htmm](http://www.clca.org/htmm).

It's also not too early to make travel reservations to attend CLCA's Annual Convention in San Diego November 7 – 10. There will be educational opportunities during this event including another opportunity to sit in on How to Make Money in Your Landscape Business and information on Firescaping and How to Avoid Getting Burned By Cal/OSHA. During this seminar, Landscape Designer Renee French will talk you through the design, plant selection and maintenance

steps needed to increase property value and provide homeowners with peace of mind. In addition to addressing the ins and outs of firescaping, she'll also address another hot topic: Petscaping -- beautiful landscapes that make special consideration for pets.

The second speaker during the convention, Dan Leiner, an Area Manager for Cal/OSHA's Consultation Services Branch, will help you avoid being burned by Cal/OSHA regulations.

Beyond the educational aspects of the convention, there will be plenty of time to network with contractors and suppliers from around the state. This is an invaluable opportunity to share information on landscaping and business challenges and learn from your peers. And, the trophy awards provide an opportunity to see the best of the best in landscape contracting from around the state. Please visit [www.clca.org/convention](http://www.clca.org/convention) for more details.

I hope you have a wonderful October and stay tuned for more details on additional educational events this fall!

## Wise Thoughts

"Successful gardening is doing what has to be done when it has to be done the way it ought to be done whether you want to do it or not." – Jerry Baker

"Life begins the day you start a Garden." – Chinese Proverb

"I'm not aging, I just need repotting." – unknown



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THURSDAY, OCTOBER 11

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At 7 p.m. join us for a presentation on 811 with Steve Cleaver. Steve is a Lead Investigator with PG&E's Dig-in Reduction Team (DiRT). He has been with PG&E since the DiRT Team's inception in 2015, and has over 18 years of investigation experience. This is your opportunity to clarify any questions you have about the latest 811 updates. Cost includes dinner and non-alcoholic beverages.

### YOU WILL LEARN:

- Current California Law regarding excavation requirements
- Best practices for excavating near underground utilities
- What to do in the event of a natural gas or electric emergency

The cost for the 811 presentation and dinner is \$30 CLCA Members registered and paid by Oct 5th or \$40 after. Non-members \$40.

Register online at [www.clcaeastbay.org](http://www.clcaeastbay.org).

## How to Make Money with Your Landscape Business

This straight-to-the-point workshop gives you the knowledge you need to compete, profit and prosper in today's market!

Estimating and pricing your services correctly are key to a profitable business. Learn the best methods from some of the most successful veterans in the landscape industry!

- Plan your business growth, considering employees, clients and retirement goals.
- Develop pricing habits that pay off -- don't let mistakes hurt your profits.
- Understand customer education, expectations and satisfaction.
- Review the three phases of a bid, plus margins and markups.
- Define and allocate general and administrative overhead costs including advertising, insurance, licenses, bonds, equipment, travel and much more.

### Upcoming Workshops

Los Altos Hills, October 11

- Workshop 9 a.m.-4 p.m., includes lunch.
- CLCA members: \$250, Non-members: \$350
- Second person from same company: \$150
- Register early and save \$25!
- To register, contact CLCA Headquarters at (800) 448-2522, or visit [clca.org/HTMM](http://clca.org/HTMM)

## Upcoming Events

### OCTOBER 12

Landscape Certified Technician Written test. 1 p.m. Buckeye Ranch, Petaluma. <http://bit.ly/2BJDZgo>.

### OCTOBER 13

Landscape Certified Technician Hands-on test. All day. Buckeye Ranch, Petaluma. <http://bit.ly/2BJDZgo>.

### OCTOBER 11

General Membership Meeting and 811 event. Information at left.

### NOVEMBER 7-10

CLCA Annual Convention. San Diego Hilton on Mission Bay in San Diego. [clca.org/convention](http://clca.org/convention)

### DECEMBER 7

Landscape Certified Technician Written Test. 2 p.m. CLCA Headquarters, Sacramento. <http://clca.org/certification>

## Natural Ways to Make Your Halloween Pumpkin Last Longer

1. Scrape and discard the pumpkin guts.  
When prepping your pumpkin for carving, be sure to scrape and discard as much of the pulp (aka pumpkin guts) as possible. The cleaner and drier the pumpkin interior, the slower the rotting process.
2. Clean with peppermint dish soap.  
Dilute one tablespoon of a natural peppermint oil or dish soap in a quart of water. Pour the mixture into a clean spray bottle and lightly spray the inside of your pumpkin. Peppermint is antifungal and will slow the decomposition process, extending the life of your pumpkin.
3. Refrigerate overnight.  
If it's still warm outside, consider placing your carved pumpkins in the fridge at night instead of leaving them on the porch. Spray your pumpkins with the peppermint oil or soap-water mixture and wrap each one in a trash bag prior to placing in the fridge. This will rehydrate your pumpkins each night.

## CLCA Water Management Certification Program

The demand on landscape contractors to provide more efficient water management is the highest it's ever been. To help landscape contractors and other green industry professionals meet this growing demand, CLCA developed the Water Management Certification Program.

This program is designed with a simple goal: to train water managers to provide customers with good to excellent landscape appearance using the right amount of water based on plant requirements.

For more information visit [clca.org/water-pro//index.php](http://clca.org/water-pro//index.php)

### CLCA East Bay Chapter Address

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

### 2018 East Bay Chapter Board of Directors

#### IMMEDIATE PAST PRESIDENT

**ROXY WOLOSENKO** (925) 300-3948  
Roxy Designs roxy@roxydesigns.net

#### PRESIDENT

**ERIC SANTOS** (925) 924-8900  
Brightview eric.santos@brightview.com

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lance.perry@arm-i.com

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#### EXECUTIVE ADMINISTRATOR

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

#### NEWSLETTER PRODUCTION

**JERRIE BEARD** (530) 621-1701  
Jerrie 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 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

1491 River Park Drive, Ste. 100  
Sacramento CA 95815-8899  
(916) 830-2780 • (800) 448-2522  
(916) 830-2788 Fax  
email: hq@clca.org

### 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 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	

### 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.

# Gardening Facts to Ponder

*Submitted by Leeanna Schoeder, Rubicon Landscape*

## Did you know...

Most deciduous trees can be pruned now? Even though leaves are still on the branches, the tree is transitioning into dormancy. To reduce fall clean up, consider doing some pruning now. Although later pruning may be necessary for shape, eliminating crossing branches and opening up the canopy will give you a good head start. As winter approaches, trees in the Bay Area rarely have to deal with ice cold temperatures and frigid winds. However, preparing for frost and high winds is an important task now.

## Did you know...

Evergreens, majestic in stature, can be affected by our winters. Although tough, they are susceptible to the occasional frost, so pruning is best in the spring once the danger of frost is over. However, the occasional snipping to bring some of that wonderful scented foliage into the home during the holidays is just fine. And don't forget the pinecones!

## Did you know...

Other plants such as blueberries, Plum Passion Hydrangea, Concord Grapes, Forsythia, and many others provide a burst of color throughout the landscape. Consider incorporating deciduous shrubs into designs for those amazing autumn focal points. Fall bulbs are in great supply this year.

## Did you know..

Crocus and Daffodils deter gophers. Surprise your clients this spring by planting some accent bulbs throughout the landscape. Who can resist the fragrance of Hyacinth or Lilly of the Valley? They make great gifts too.

## Did you know...

It's time to lower the height of your lawn mower blades. The shorter grass provides more winter light. Also, mulching those grass clippings will become food for earthworms and microbes that will help make your lawn green and healthy.

## Did you know...

Keeping the area clean and open underneath Camellias as well as picking up fallen flowers prevents blossom damaging diseases.

## Did you know...

Poinsettias need at least 40 days of a strict regimen of light and dark to produce color. As temperatures drop, bring the plants indoors. Provide 13 to 16 hours of complete and uninterrupted darkness daily by covering with a cardboard box. Then, remove the box for 8 hours. Okay, it may be easier just to go buy a new one. But at least you know how to make them color up for the holidays.





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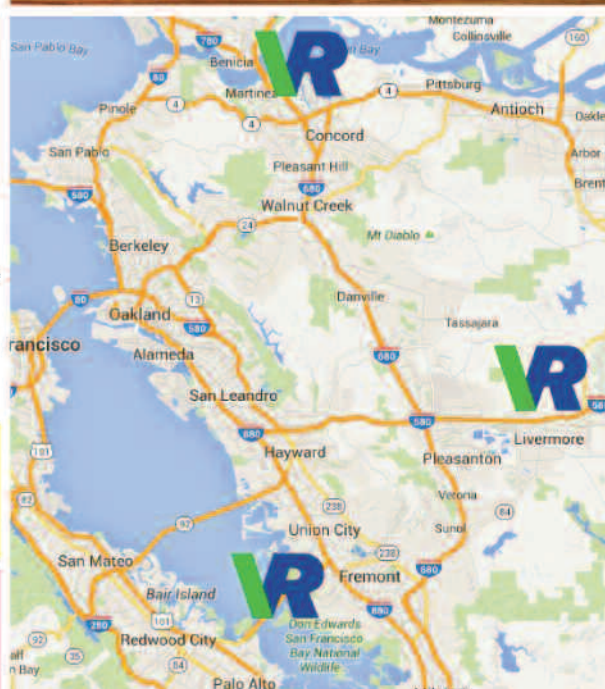
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