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inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION
EAST BAY CHAPTER

Scoop

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On the cover: Miller/Wilber Residence by Suma Landscaping Inc., winner of the Petite Residential Installation award at the 2022 CLCA East Bay Chapter Beautification Awards.



Convention 2022

NOVEMBER
9-12

*Join us in
Indian Wells,
California!*



Save the Date!

Hyatt Regency Indian Wells Resort & Spa
November 9-12, 2022

Connect, Learn and Grow at CLCA's Annual Convention

Need better clients? In their Marketing to Attract Your A-Client presentation, the experts from Intrigue Media will show convention attendees how to get higher quality leads and better outcomes, resulting in fewer tire-kickers and more ideal clients.

Looking for inspiration for low-water usage landscapes? Join curator Paul Sturwold, ASLA, for a behind-the-scenes tour of the Living Desert Zoo and Gardens. Here's what Condé Nast Traveler said in their listing of the 10 Best Zoos in the U.S.: "Seeing the animals here feels a little like stepping onto the set of The Lion King. The desert animals roam free with little inhibition, while visitors can roam the 50 gardens of 1,400 different plant and animal species in what's undoubtedly the best desert-themed zoo in America."

Afterwards, all are invited to the SiteOne Show-room Premier & Happy Hour.

Hotel Reservations

Our host hotel is the Hyatt Regency Indian Wells Resort & Spa. Convention attendees are encouraged to reserve their hotel rooms A.S.A.P. Call reservations at (877) 803-7534 or book online.

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California Creates Clean Off-Road Equipment Voucher Incentive Project (CORE) for Landscape Equipment

The Fiscal Year 2021-22 Funding Plan for Clean Transportation Incentives allocated \$194.95 million to the Clean Off-Road Equipment Voucher Incentive Project (CORE). CORE is intended to accelerate the adoption of cleaner, commercially available off-road technologies by providing a streamlined way for fleets ready to purchase specific zero-emission equipment. In addition to freight, this year CORE has expanded to include incentive funding for construction, agriculture, and marine zero-emission equipment. Included in the total funding allocation for CORE for Fiscal Year 2021-22 is \$30 million from Senate Bill 170 directing CARB to establish a statewide program for incentivizing the purchase of zero-emission professional landscaping equipment for small-businesses and sole proprietors.

Annual Funding Plan

The annual funding plan is each year's blueprint for expending Low Carbon Transportation and AQIP funds appropriated to CARB in the State budget. The Fiscal Year (FY) 2021-22 Funding Plan covered a total of \$1.5 billion in clean transportation appropriated to CARB in the Budget Act of 2021 as amended by Senate Bill (SB) 129 (Skinner, Chapter 69, Statutes of 2021) and SB 170 (Skinner, Chapter 240, Statutes of 2021).

The FY 2021-2022 Funding Plan for Clean Transportation Incentives allocates

\$194.95 million to CORE to build upon a program that will bring about greater adoption of cleaner, commercially available off-road technologies by providing a streamlined way for fleets ready to purchase specific zero-emission equipment to receive funding. The modifications approved by the Board include an expansion into equipment types beyond freight, including, but not limited to, construction, agriculture, and material handling. In addition, the creation of set asides for small business or sole proprietors to purchase small off-road equipment, including but not limited to, leaf blowers and lawnmowers for professional landscape services.

Air Pollution Control Fund investments have traditionally funded multiple technologies, overcoming deployment barriers, reducing production costs, promoting consumer acceptance, and accelerating technology transfer to other sectors. This program is designed to achieve both immediate emission reductions and, as emphasized in Governor Newsom's Executive Order N-79-20, support the transformation of California's equipment fleet to one that is zero-emitting where feasible. In designing these investments, CARB strives to maximize the benefits for disadvantaged communities, low-income communities, and low-income households.

CORE will provide vouchers for specified types of zero-emission off-road equip-

ment on a first-come, first-served basis, with increased incentives for equipment located in disadvantaged communities. CORE accelerates the deployment of cleaner off-road equipment and benefits the citizens of California by providing immediate criteria pollutant and greenhouse gas emission reductions and supporting California's long-term air quality and climate change goals.

Friday, October 14 | 6 p.m.

General Membership Meeting at Da Boccery

You are invited to join the CLCA East Bay Chapter for a FREE General Membership Meeting at Da Boccery, 175 E Vineyard Avenue, in Livermore. We will vote on the nominees for the 2023 Board of Directors and discuss the exciting calendar of events for the upcoming year. Light refreshments will be served as you mingle, network and take part in decisions affecting the chapter.

Invite your family, friends and crew and stay after the General Membership Meeting for Bocce Ball and gourmet pizza starting at 6:30 pm. Fees for this portion of the evening include Gourmet Pizza and Bocce Ball.

- CLCA Members \$25
- Non Members \$35
- Partners - No Charge

Please register online by October 7 at <https://conta.cc/3SnXz9a>

Check out the many activities at Da Boccery at <https://www.daboccery.com/>. Free activities include giant Jenga, giant Connect Four and Corn Hole. Da Boccery also offers axe throwing, shuffle board, foot pool and arcade games.

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Listen. Learn. Lead.

Steven Cesare, Ph.D.

The Harvest Group, harvestlandscapeconsulting.com

A business owner called to talk about his recently-hired Controller. After years of placating his previous underperforming Controller, the owner finally came across a candidate with impressive credentials, admirable professionalism, and an approachable interpersonal style capable of adding significant value to his Company's Administrative Services Department.

Now that she was in the employment pipeline, the business owner called me to discuss the level of detail, rigor, and pace associated with her on-boarding program to ensure she could be acclimated to the company with a proper degree of fit, challenge, and growth. As we all know: That recipe sounds a lot easier to do, than it actually is.

While discussing the weekly on-boarding agendas, activities, and deliverables, I told the owner that a large part of a successful on-boarding process is actually resident within the domain of the new employee. The new hire must be receptive, willing, and engaged during the entire program to maximize desired intent.

I suggested the business owner convey a three-step mindset for the new employee to follow throughout her on-boarding program: listen, learn, and lead.

Listen: Explain to the new hire that this is her time to take it all in. Be the proverbial sponge, expanding her knowledge base by listening to the content as well as the context of information being shared with her.

This is not the time to make a big splash and broadcast what the new hire thinks in the hope of impressing her new co-workers. This is no time to show off. Listen to what they have to say; let them sell themselves, their functions, and their expectations without any disruptive egotism from the new employee. This introductory aspect of on-boarding lays the foundation for partnerships, respect, and teamwork. Talk less; listen more.

Learn: With the information flow wide open, begin to incrementally integrate the roles, responsibilities, and realities that characterize the new work environment. The ability to link others' inputs to her outputs and vice versa, understand the value system inherent within the company culture regarding how processes are executed, and internalize the norms that define procedural assimilation as a precursor to collective goal achievement are vital at this point. This is the phase of the on-boarding program where current employees whisper the same question to their peers: "What do you think of the new Controller?" The degree of insight, comfort, and validation provided by their answers will contribute significant evidence to a mutually successful on-boarding experience. Put the puzzle together in a piece-meal fashion convincing others of the new employee's fit with them, the company, and their shared organizational culture.

Lead: Start contributing. Blend best practices from previous employers with the current employment setting. "Blend." Do not try to perfectly replicate a former company's style into the new company. "Blend." Demonstrate leadership by adding discernible value to existing procedures, extending current mindsets, and promoting tenable change management initiatives, positioning oneself as an approachable resource of knowledge, application, and accountability. Ask the new hire to present the Top 10 items she thinks the company should Start, Stop, and Keep doing to recalibrate success. With that capstone as her signature, the management team will then be able to determine if the new hire is a noticeable upgrade from her predecessor.

I am an ardent advocate for comprehensive, demanding, and outcome-based on-boarding programs, underscored by a variable continuum of involvement from the new hire to optimize knowledge transfer, synthesized integration, and distinctive return on investment relative to the previous incumbent.

Free HR Hotline

California's laws, rules and regulations about the employer/employee relationship are complex and confusing. CLCA's Human Resources (HR) Hotline has answers!

- What forms are required by law?
- Can I ask if an applicant has a criminal history?
- My employee is chronically late for his shift. How can I manage the situation?
- What about medical marijuana?

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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.

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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.



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Sponsor Spotlight

Hunter/FX Luminaire

A global leader in the irrigation, landscape lighting, and custom molding industries.

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. Whether you're from New York, Shanghai, Sydney, Paris, Moscow, or Cairo, the odds are you've probably encountered a Hunter product somewhere along the way.

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, the current Hunter 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.

Since the beginning, Hunter's core business interest has 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. In the interest of sustainability and maximizing their infrastructure and capabilities, Hunter diversified into the landscape lighting industry through the acquisition of FX Luminaire. FX lighting products are manufactured in San Diego ensuring the highest quality standards are adhered to. As a further step of expansion Hunter also acquired a Custom Molding company and started Hunter Custom Molding.

Beyond efficient product innovation, Hunter is also known as a leader in outstanding customer service, product training and technical support in all of its business segments. Moving forward, 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 around the world.

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

25 Year Members

Greg Wrenn, Past the Gate

10 Year Members

Lisa Kaiser, Kaiser Gardens Inc.

8 Year Members

Kathryn Von Dohre, DK Landscape Inc.

7 Year Members

Charles Bohlig, EBMUD

4 Year Members

Danielle Keeling, Northern Landscape Management Inc.

3 Year Members

Kristin Gallego, Artistic Landscape

2 Year Members

Danielle Padilla, Joseph Padilla, Michaela Rivas - Padilla Group, Inc.

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.



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