

NOVEMBER 2018

inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION
EAST BAY CHAPTER

DECEMBER 7:

Chapter Holiday Gathering

You are invited to attend the CLCA East Bay Chapter Holiday Celebration!

Bring a guest(s), children are welcome, and celebrate the holiday season with your friends and colleagues of the East Bay Chapter! There is no charge to attend this event, but you are welcome to bring a side dish, an appetizer or dessert to accompany the dinner provided by the generous East Bay Chapter Board of Directors. Bring a fun wrapped gift (less than \$20 value) for the white elephant gift exchange.

WHEN:

Friday, December 7, at 7pm

WHERE:

The Rosen Residence in Castro Valley.

Watch your email for details.

COST:

There is no charge to attend the Holiday Celebration

REGISTER:

Laura A. Leuer at lleuer@comcast.net

On the cover: Small Beautiful Cooking Garden by Calvin Craig Landscaping, winner of the Small Design/Build category at the 2018 CLCA East Bay Chapter Beautification Awards.

Sponsor Profile:

Horizon Distributors

With over 60 years of experience in the landscape and irrigation industry, Horizon knows how to take care of its customers. Horizon focuses on what's important to you—the products you need, in stock, with experienced professionals available to answer your questions.

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Horizon customers get access to the Marketing Toolkit, a menu of strategies and materials proven to attract new customers.



Created to address the needs of both new and established businesses, the Marketing Toolkit boosts your presence in the local marketplace and gets the phone ringing.

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As an EPA WaterSense Distribution Partner, Horizon Distributors is devoted to keeping you at the forefront of the water conservation movement. Horizon has developed a number of resources and solutions to help you educate your organization and your customers about smart watering practices.



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Nor Cal Landscape & Nursery Show



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East Bay Chapter Member Standings

Congratulations to the following members for reaching membership milestones.

30+ Year Members

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)

Life Members

George Sunayama
Joe Korematsu
Roger Fiske
Paul Schultz
Ken Gerlack
William Rogers
Thomas Raeth
Dan Berger
Robert Battinich

14 Year Members

Gil Gonzalez, LCIS Inc.
Richard Pacheco, New West LS Mngmt.

11 Year Members

Martine Lopez, Curb Appeal Landscape

10 Year Members

James Varley, Ewing Irrigation

7 Year Members

Alex Gomez, Ewing Irrigation

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

Fall is Here!

Eric Santos, CLT, CLCA East Bay Chapter President

Now that Halloween is behind us and we prepare for Thanksgiving, we can all give thanks that the days are getting shorter and temperatures are cooler. Unfortunately, the benefits of cooler temperatures bring fall leaf pick up for our maintenance crews!

Last month, we had our General Membership meeting at Masses in Walnut Creek, but unfortunately had to hold off on voting for our new board because we did not have enough regular members in attendance. The board has decided to postpone the voting for our 2019 board until our Holiday Party.

I would like to take this opportunity to thank members David Manlove and Bruce Womack for taking the time to catch up and connect at last month's meeting. It's always a pleasure to get to know fellow members better and to catch up with old friends. Also, thank you to all of our Partners for Success who participated in the General Membership meeting.

The list of benefits of being a Chapter Board Member are numerous, but from my perspective, one of the biggest advantages is to be able to attend the State Convention. This year's convention is being held in San Diego on November 7 – 10 at the Hilton San Diego Resort and Spa. In addition to

educational opportunities on how to be more profitable and Firescaping, this is a great opportunity to meet and network with industry leaders. Being a board member is not required to attend the State Convention, and registration is open to all CLCA Members. To register for the Convention, please visit clca.org/convention

Please stay tuned for more information on our upcoming Holiday Party and Gift Exchange. This will be another great opportunity to connect with local fellow contractors and Partners for Success. Have a safe and relaxing Thanksgiving celebration with friends and family!

Upcoming Events

DECEMBER 7

7 p.m. East Bay Chapter Holiday Party. The Rosen Residence in Castro Valley. Watch your email for details. There is no charge to attend the party. For more info or to register, contact Laura A. Leuer at lleuer@comcast.net

DECEMBER 7

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

Nor Cal Landscape & Nursery Show



> **Growing Forward**

Trade Show
& Educational Seminars

February 14 · 2019
8 am to 4 pm

CLCA Needs Your Help! 2019 Nor Cal Landscape & Nursery Show

The last three years you've made a difference as we launched the CLCA/Nor Cal Landscape and Nursery Show partnership. The 2018 show was a large success due to the help of our CLCA members and supporters.

We are currently preparing for the 2019 Nor Cal Landscape and Nursery Show, and we need your help. Would you be willing to give a few hours as a volunteer for the show in February?

A variety of time slots are available on February 13 and 14. As a volunteer, you'll receive snacks, beverages, free parking the day of the show and our deep gratitude. Signing up is easy using the following link: www.surveymonkey.com/r/CLCANorCal19

For more information on the show and educational offerings visit the website at norcaltradeshow.org.



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Education Opportunities Announced for the Nor Cal Show

Looking to boost your knowledge? The Nor Cal Landscape & Nursery Show, scheduled for February 14 at the San Mateo Expo Center, has been awarded 27 CEUs for their five-session seminar program. Seminar registration is now open at www.norcaltradeshow.org/seminar. Seminars begin at 8:00 a.m. and conclude at 3:30 p.m. Parking is \$12 per carload.

Seminar Pricing

- Student with ID: \$15 each, 2 for \$20, 3 for \$25
- 60 minute seminars will be \$45 or 2/\$85 by February 8, 2019
- 90 minute seminars will be \$60 or 3/\$150 by February 8, 2019
- 60 minute seminars will be \$50 or 2/\$95 After February 8, 2019
- 90 minute seminars will be \$65 or 3/\$160 After February 8, 2019

Seminar Program

Landscape Maintenance Best Management

Practices. Speaker: Loren McIrvin, President, Allied Landscape — 90 minutes 8:00 a.m. to 9:30 a.m.

CEUS: QWEL, IA, CANGC, APLD, NALP

Topics to be covered include: Taking steps to reduce maintenance requirements, Less green waste generation, Mulch exposed soil surfaces, Water Use Efficiency, Properly Managing Herbicide and Pesticide Use, Properly Managing Fertilizer and Soils, Appropriate Horticulture.

Low Water Use or Drought Tolerant Landscape Plants. Are They the Same?

Speaker: Dr. Loren Oki, UCD — 60 minutes 8:00 a.m. to 9:30 a.m.

CEUS: QWEL, IA, CANGC, APLD, NALP

The terms “low water use” and “drought tolerant” are often used to describe plants and their irrigation needs in urban landscapes, but these terms are not synonymous. This seminar will explain how they are different and some plant

characteristics that may tell us how plants use water.

Landscaping for Native Bees: Plants, Maintenance & Design

Speaker: Dr. Christine Casey, Haagen-Dazs Honey Bee Haven, UCD — 90 minutes 11 a.m. to 12:30 p.m.

CEUS: QWEL, IA, CANGC, APLD, NALP

Built landscapes can serve as vital bee habitat. This workshop will provide the information needed by landscape managers and designers to utilize their landscapes’ full potential as pollinator gardens. The presentation will include results from current UC Davis research.

Welcoming Wildlife into Our Gardens

Speakers: Richard Hayden, Garden Director, Elizabeth F. Gamble Garden — 60 minutes 12:45 p.m. to 1:45 p.m.

CEUS: QWEL, IA, CANGC, APLD, NALP

The march of progress has put great pressure on our wild areas and the animals that call them home. Studies have shown that by planting our homes and businesses following a few simple principles, wildlife can find food, water and a place to raise their young in urban and suburban settings, creating an essential bridge between wild places.

The New World of Outdoor Lighting ---

The end of incandescent lights and the new world of LED's Speaker: Tom Bressan, The Urban Farmer Store — 90 minutes 2:00 p.m. to 3:30 p.m.

CEUS: CANGC, APLD

This session will survey the various types of LED fixtures, their uses and how they can create the effects we are looking to achieve. The overview will include new controls, best installation practices, and how site demonstrations add to the making of more satisfying projects.

Registrater online at
www.norcaltradeshow.org/seminar.

WEDNESDAY, NOVEMBER 28:

WELO and The New Normal for California Landscapes

Back by popular demand! Enjoy a free, one-day workshop on the statewide Water Efficient Landscape Ordinance. Through a combination of lecture and hands-on exercises you will gain a thorough understanding of what’s required by the ordinance and how to comply with it.

This workshop is sponsored by StopWaste and PG&E. It will take place at the Pacific Energy Center in San Francisco from 8:30 a.m. to 4:30 p.m. Register online at <https://rescapeca.org/event/welo-and-the-new-normal-for-california-landscapes/>

BEGINNING JANUARY 8, 2019:

Bay Friendly Training and Qualification for Landscape Maintenance

Give yourself a competitive edge by being a part of Bay-Friendly’s dynamic approach to maintaining and managing healthy landscapes. This four-session training program is taught by leading experts in stormwater management, soil health, irrigation, plant care, integrated pest management, and more!

Classes will take place January 8, 15, 22 & 29, 2019, from 8 a.m. to 3 p.m. at Jack London Aquatics Center in Oakland. The cost for the series is: \$485 - \$495

Discounts (70% off!) are available for employee’s of StopWaste’s member agencies. To obtain a scholarship application through StopWaste, please email Teresa Eade at teade@stopwaste.org.

Register online at <https://rescapeca.org/event/bftrainingoakland2019/>

This seminar is presented by ReScope California and sponsored by StopWaste and the City of Oakland.

CLCA East Bay Chapter Address

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www.clcaeastbay.org

2018 East Bay Chapter Board of Directors

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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.

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(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

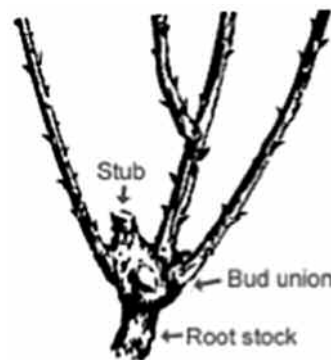
Submitted by Leeanna Schoeder, Rubicon Landscape

Did you know most Citrus and Roses are grafted?

With citrus, many well-known varieties are grafted onto Ponderosa Lemon rootstock. Unfortunately, if not periodically inspected, suckers from this root stock may grow and quickly take over the preferred plant. Football sized lemons with very thick rinds are the result. All varieties of citrus such as oranges, limes, grapefruits, and of course lemons may be on this rootstock. So, seeing a maturing lemon forming on an orange tree may cause some confusion.

"Ponderosa Lemon is a large fruit with a thick and bumpy rind. Since both the tree and the fruit resemble citron in most respects, there is little doubt that Ponderosa is a hybrid between citron and lemon. This variety originated about 1887 as a seedling grown by George Bowman of Hagerstown, Maryland, and was named and introduced into the nursery trade in 1900. Ponderosa makes a nice ornamental with its purple-tinged flowers and new growth; however it is sensitive to cold and very thorny." (University of California, Riverside)

As with citrus, most roses are also grafted onto a hardier and more aggressive rootstock. As with the lemon mentioned above,



this method of propagation can cause unwanted suckers that grow quickly and usually are very thorny. In any rose garden, consistent sucker pruning is necessary to keep the rootstock under control. If not, it will quickly over take most rose plants.

Did you know Halloween dates back more than 2000 years ago?

"Halloween's origins date back to the ancient Celtic festival of Samhain (pronounced sow-in). The Celts, who lived 2,000 years ago in the area that is now Ireland, the United Kingdom, and northern France, celebrated their New Year on November 1. This day marked the end of summer and the harvest and the beginning of the dark, cold winter, a time of year that was often associated with human death. Celts believed that on the night before the New Year, the boundary between the worlds of the living and the dead became blurred. On the night of October 31 they celebrated Samhain, when it was believed that the ghosts of the dead returned to earth." (www.history.com)



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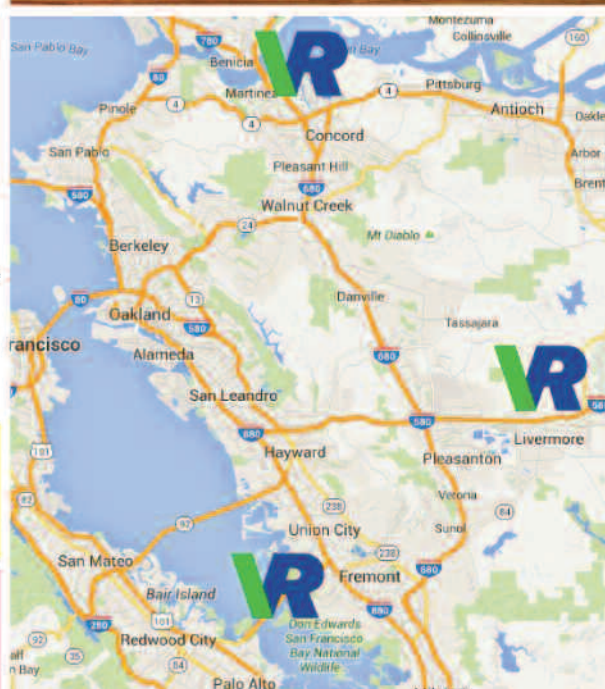
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