

inside Scoop



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION
EAST BAY CHAPTER

November 2022



In This Issue

- CORE Voucher Incentive Project
- December 2: Chapter Holiday Party 6-9 p.m.
- Selecting the Proper Valve for Your Design
- Drivers to Improve Employee Retention
- Sponsor Spotlight: Delta Bluegrass Company

On the cover: Weber Residence by Past the Gate, winner of the Medium Residential Installation award at the 2022 CLCA East Bay Chapter Beautification Awards.

CORE Voucher Incentive Project Opens November 7 - Are You Ready?

California has \$30 million to spend to help landscape professionals transition to electric landscape equipment. Since the demand for funds is expected to be high and claims fulfilled on a first-submitted, first-funded basis, it's imperative that you're prepared to take advantage of this opportunity.

The Clean Off-Road Equipment (CORE) Voucher Incentive Project aims to open voucher applications on November 7, so prompt action is needed now.

Applying for State Electric Equipment Vouchers

- Are you transitioning to electric landscape equipment?
- Want to use the \$27 million in transition funding from the state?
- Not sure what you need to do? This webinar will give you the low down on:
 - Who is (and isn't) eligible for funding
 - How to apply for funding
 - When funding will be available

- How to maximize the electric equipment funding you receive
- Pitfalls to avoid

Run Time

This webinar is 50 minutes.

<https://clca.org/webinars/applying-for-state-electric-equipment-vouchers/>

California CORE Voucher Program Checklist

Be prepared to apply!

____ Register for California CORE email alerts at info@californiacore.org

____ Be prepared to provide either:

- Your C-27 license number
- Entity number from California Secretary of State
- Copy of a current and valid business license
- Business card and dealer attestation

____ Review CORE catalog for eligible equipment at <https://californiacore.org/equipmentcatalog/>

Note: New products can be added or removed from the catalog at any time

____ Locate a participating CORE dealer at <https://californiacore.org/dealerlist/>

____ CORE program may ask a purchaser to provide proof of small business or microbusiness status through your federal tax filing. Use the one that applies to you.

Box 1c of IRS Form 1120

Box 1c of IRS Form 1065

Box 3 of IRS Schedule C, Form 1040

Put all this information into a file folder so you are ready to apply once the voucher application period opens.

Water Management Certification

Becoming a Certified Water Manager is essential for your business. As a Certified Water Manager you will be able to reduce water waste and water bills and save money. Through efficient, proven industry methods of water management, water managers are able to save significant amounts of water and money.

For info visit clca.org/water-pro//index.php

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Selecting the Proper Valve for Your Design

For every project you take on, the key is to design with valves in mind. Read on for a primer on valve fundamentals and selecting the correct valve.

Valves: What You Need to Know

A valve is a device that controls the flow through a passageway. A valve can be described by:

- Its function in the system (e.g., a master valve or isolation valve)
- The material it's made of (e.g., brass or plastic)
- Its operation type (e.g., manual or automatic)
- Its internal mechanism (e.g., ball valve or gate valve)

Remote Control Valves

These are automatic valves that control the flow of pressurized water from a mainline into a lateral line. They often correlate to zones in your design or stations in the controller. Depending on your local codes and conventions, consider an anti-siphon valve, an inline globe or angle valve, or an index valve. Inline globe valves are the most common, especially in commercial projects where backflow is already provided at the point of connection. These devices are inline with the pipe. The water enters one side of the valve and exits thru the opposite side.

Linking the Hydraulics

To function properly, a remote control valve needs to be connected to the pipe and the electrical control system, then sized

properly for the demands of the system. A variety of pipes exist, but the most common are polyvinyl chloride (PVC) and high-density polyethylene (HDPE or PE) pipe. The size of the valve, measured in inches or millimeters, correlates to the size of the pipe connection. PVC systems will use a slip or threaded valve connection. The most common thread type in the U.S. is National Pipe Thread (NPT). In international markets, British Standard Pipe (BSP) is often used. It's important to note that the two are not interchangeable. HDPE or PE systems will use a compression fitting or an adapter. Once the hydraulic side of the valve is linked, connecting the solenoid to the electrical control system is simple.

Connecting the Electrical Components

There are two basic types of solenoids: AC and DC. Use an AC solenoid when powering with 24 VAC from the controller. Use DC-latching solenoids when powering with battery- or solar-powered controllers. If you have a two-wire system, connect the solenoid to the decoder according to the manufacturer's instructions.

Sizing the System

Sizing the valve for system demands means ensuring your valve is suited to the quality, pressure, and volume of the water supplied. If the system uses reclaimed water, opt for a valve with a more robust diaphragm and internal filters designed for this water type. If a system must withstand extremely high pressures, address this with a pressure regulator at the point of connection and a valve suited to the final operating pressure of the system. Check manufacturer specifications

for the pressure rating of the specific valve. It will vary by material, manufacturer, and model. Additional pressure regulation at the valve can help provide proper pressure to the system downstream.

Valve size is based on the water volume required to supply a zone. Manufacturers provide pressure loss charts for valves based on flow rate and valve size. For proper operation of the diaphragm and components inside the valve, there must be a small amount of pressure loss, but not so much that it strains the mechanism. The desired pressure loss in an RCV ranges from 2 to 5 PSI (0.14 to 0.34 bar; 14 to 34 kPa). Valve size is never based on the size of the mainline or lateral line pipe alone. It should be sized for the flow demands of the zone.

Selecting the Valve

Irrigation design novices often think the valve is the component that decides the rest of the design. They want to know how many spray heads they can put on a valve. The truth is they're approaching the design in the wrong order. The valve is usually the last component to be selected. You must understand the supply type and system demands before valve selection occurs. Valves are complex. Taking the time to understand the function and features of each type will help you select the proper product for your design. Be sure to consider the manufacturer's specifications, project requirements, and zone characteristics. It also helps to know the constraints of valve operations as this will help inform the design on the front end. When you design with valves in mind, it makes selecting the right valve much easier.

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clca.org/volunteer

Drivers To Improve Employee Retention

Steven Cesare, Ph.D.

The Harvest Group, harvestlandscapeconsulting.com

A business owner from Oregon called me the day to talk about staffing issues. The astute owner, well-read and highly energetic, immediately accepted my premise that staffing is a composite of multiple factors, most notably recruitment and retention. Accordingly, it is imperative that business owners re-orient their focus onto retention first and stop reflexively and blindly fixating only on recruitment.

Recruitment is critical. We all agree. Oh, by the way, oxygen is important too.

By way of hypothesis, recruitment issues could be solved if you could overpay the going labor rate by \$8.00 per hour. Right? Of course, I understand the extreme nature of that position; the point is that an answer to that problem is available. The labor force is obtainable; prospective employees are out there. Hire a full-time recruiter, dramatically increase the Employee Referral Bonus (currently \$850 per Maintenance Foreman), establish recruitment goals by department, strategically design and maintain a bi-lingual social media campaign aimed at acquiring new employees, revisit the 6 Bs of staffing, attend more community events, schedule more open-house events, consider signing bonuses, partner with local agencies and businesses, advertise using Hispanic radio stations and newspapers, and most of all, be on the ground recruiting every day. As just presented: There is an obvious path to recruitment success.

Instead of addressing attention exclusively on recruitment, recast awareness onto retention. Companies would not have to spend as much time, money, and worry on recruitment if their employees did not leave in the first place. Asked rhetorically, why are we emphasizing bringing in new employees through the front door, when current employees are leaving us out the back door? Let's keep what we have, build around it; instead of continually churning new employees into the system all the time. Is that too much to ask?

Assuming a level playing field (e.g., economic conditions, geographical location, customer base), there are three primary underutilized drivers of employee retention that most business owners refuse to consider because they are too busy moaning about recruitment woes.

Trustworthy Management.

Employee retention rates will remain high if employees believe the company management team is ethical, moral, and truthful. Are ethics, morality, and truth too much to ask? Employees, especially high-caliber employees, are not dumb. They want honesty from their leaders; they view their leaders as role models of virtue, success, and honor. Accordingly, management should have monthly all-hands meetings with the workforce, tell the truth to them at all times, answer their questions, and

always do follow-up on their commitments.

Development Plan.

Employee retention rates will remain high if employees believe the company is investing in their career progress. Aren't "Our Employees are Our Greatest Asset." To that end, beginning with the job posting, supported by the website, continuing through the interview process, and taking shape during New Employee Orientation, inform the employees of your investment in them: safety training, OSHA 10-hour certification, equipment training, position training programs (e.g., Laborer, Foreman, Supervisor), customer service, CPR, team building, ESL, chemical handling, etc. Show the Career Ladder to them during their first interview! Is it too much to ask to show our employees that we have a plan in place to help them improve themselves, their families, and their future?

Employee Engagement.

Employee retention rates will remain high if employees have a sincere connection to management, their co-workers, and the company. The origin of this connection must be emotional; employees must know that the company actually cares about them as people. They are not workers; first and foremost, they are people. Know their names, talk with them, smile, walk their jobs, shake their hands, look them in the eye when you hand their pay checks to them, say "thank you," compliment them on meeting a performance expectation, and let them know you really care about them. If not, you'll be spending a lot more time doing employee recruitment.



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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/

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2018	Aaron Huxley
2017	Tim Hendricks
1996	John Redmond Jr.
1986	Roger D. Fiske
1978	Joe Tanouye

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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.

Sponsor Spotlight

Delta Bluegrass Company

Delta Bluegrass Company, established in 1978, is located in the heart of the San Joaquin Delta Region. Delta Bluegrass Company is a full-line Sod Company, one of the few in the industry supplying a complete product line of Commercial, Residential, Sports Turf, California Native Grasses, and Kurapia Ground Cover. Their market spans the entire state of California and is headquartered in Stockton.

Since its inception company President Ed Zuckerman has always been thinking of the big picture with an emphasis on water sensitive landscape options. Their mission is to partner with customers to provide knowledge, excellent service and innovative, quality products that benefit the environment.

Delta Bluegrass Company takes pride in growing and providing top quality sod. They know that when you choose their sod, you expect exceptional delivery service and the best value for your investment.

Delta Bluegrass Company has an in-house Research and Development Program that ensures their sod offerings are always progressive and on the cutting edge of the most improved varieties to benefit our industry. This effort has enabled the company to provide innovative products, including the Bolero™ line and exclusive California Native Sod blends.

Delta's California Native Sod program offers six different varieties, including Native Bentgrass™ and Delta Grassland Mix™, which were cultivated to be the first native lawns that withstand well-timed mowing for urban landscape areas. For bioswales, roadsides, medians, irrigation canals, erosion control, and environmental mitigation areas, Delta's team developed Native Mow Free™, Biofiltration Sod™, Delta Native Heartland Sod™, and Native Preservation Mix™. The program also offers a custom-grow option for large-scale projects.

These species stay green year-round if irrigated, using up to 50% less water than traditional cool season turfgrasses. In non-irrigated applications, most native sod blends will establish and actively grow during the wet season. They will go dormant during the summer, becoming golden summer fields and then green-up in the fall to become beautiful cool season meadows.

Delta's daily deliveries mean you can order today, with sod harvested tomorrow and delivered to you the next day, assuring customers of the freshest product.

Jeff Henninger has been a representative with Delta Bluegrass Company for several years and was named the Associate Member of the Year at the CLCA State Convention in 2015. He has been married to his wife Donna for nearly 30 years. They live in Pleasanton and have two adult children, Shane and Nicole. When he's not working, you can find Jeff traveling, golfing, skiing, playing or refereeing soccer, and spending time with his family.

Please visit the DBC website at www.deltabluegrass.com or call for a list of Delta Bluegrass product distributors: (800) 637-8873.

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- Four Tickets to the Baseball Event (includes tailgate party).
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For information, or to become a sponsor, call Laura Leuer at (510) 207-4350.



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