

# **A Fond Christmas Memory**

By Leeanna Schoeder, Rubicon Landscape

In the mid 1980's, I was working at Navlet's Garden Center, a retail plant nursery in Concord. For some, that name may ring a bell. Navlet's, was sold to Sloat Garden Centers in January 2016. Navlet's along with other true garden centers were the one-stop shop for gardening supplies long before Home Depot and Lowes ever existed. Christmas traditions at Navlet's were a season favorite, and there was one special night I'll never forget.

Right after Thanksgiving, the big trucks loaded with Christmas trees began to roll in. Soon the entire parking lot was turned into a winter wonderland. With no safety in mind, we had strung makeshift bistro lights throughout the parking lot to illuminate the sea of trees. Inside the nursery, we hung traditional Christmas lights wherever we found an available socket; and by dusk, the twinkling lights would glow on a sea of Poinsettias, Christmas cactus, wrapped gift suggestions of pruners or a gardening book, and fresh wreaths and garland.

It was 1984, one of the wettest winters on record, which made selling Christmas trees a heavy burden. Customers were not too picky with their choices; they just wanted to pick one and get home.

Christmas Eve quickly came and the selection shrank to a few dozen trees, the Poinsettia table had only a few left and the makeshift bistro lights were burning out

one by one every hour. It was a cold night, but it was luckily clear with no rain in sight. Since we were all complaining about the cold, with only a few customers wondering around, a worker went into an old store room and found a defective Weber fire place that was returned with a broken handle. As we saw him walking up with it in hand, the rest of us scrounged around for broken tree limbs, cut off tree bottoms, pieces of fire wood and broken pallets. Within minutes we had a toasty fire roaring among the trees that still stood for sale.

As we warmed ourselves by the fire, we swapped stories about the best presents we ever received, and what plans we had for Christmas morning. We were having such a good time, it took us a while to notice a stranger had joined the group with a bag of marshmallows. He smiled as he passed them around. We quickly found sticks and melted the tasty treats. Finally I asked if he needed help. He simply responded "no." We continued in silence for a few minutes trying to figure out why he was there.

Finally he broke the silence with, "What are you doing with the Christmas trees that are left?"

We explained that they would end up in the dumpster when we opened the day after Christmas. After some thought, he asked. "Can I take a couple now since you will just throw them away?" Since it was getting late, and we would be closing soon, I told him he could have his pick. I helped him picked out two of the best trees we had left.

After loading them in his pick up I asked, "What are you planning to do with these?"

"There's a homeless encampment over behind the Sheraton Hotel. I'm taking some food, clothes, and shoes over there and wanted to put them under a tree to brighten their spirits," he explained..

I paused a moment and just stood there. "Wait here," I said.

After explaining to the crew what the stranger was doing, we ran in all directions, taking down all the paper and plastic decorations, poinsettias, anything and everything we could find to help his cause.

Within minutes his truck was loaded with tinsel garland, strings of lights, cardboard cut outs, and more. We closed the store and asked him to follow us to the closest market. We supplied him with groceries, blankets, socks, tarps, whatever we could give or afford.

Then we followed him to the homeless encampment.

To our surprise, there was a fire pit with about 30 people gathered around--children, the elderly and all in-between. They were smiling as we approached. People gathered to unload all the supplies we brought, including the trees.

We all worked together to decorate the (continued on page 6)

## L.H. VOSS MATERIALS INC. Landscape Centers

## **Nyoka Corley**

Territory Sales Manager Email: nyoka.corley@gmail.com Cell: 510.773.7063

MAIN OFFICE: 2445 Vista Del Monte Concord CA 94520

Concord CA 94520 FAX: 925.676.7976 Acct: 925.676.7910 AFFILIATED STORES: Clarks U Save Rockery 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



2 • December 2018 CLCA East Bay Chapter

## **East Bay Chapter Member Standings**

Congratulations to the following members for reaching membership milestones.

#### **30+ Year Members**

Lafavette 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

### 12 Year Members

Henry Wolf, Wolf's Intuitive Landscapes

### **4 Year Members**

Mark Julian, Ewing Irrigation

#### 1 Year Members

Thomas Norton, Contour Landscape Inc. Eric Coulson, Sonsray Machinery

# The East Bay Chapter Thanks Our 2018 Partners for Success

Gold - \$1500

- ur 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.







Devil Mountain

WHOLESALE NURSERY





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.







Imperial

## 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.



## CHARLES CATES

TERRITORY MANAGER SAN FRANCISCO & SOUTH BAY AREA

6901 BRADSHAW ROAD, SACRAMENTO, CA 95829 916-364-2945 / ccates@villagenurseries.com www.villagenurseries.com

Where quality grows....



**Todd Gerrow** (916) 216-2859

tgerrow@agsod.com

12750 Guard Rd. **Lodi CA 95242** (800) 588-6882 www.agsod.com

Growers of Quality Bluegrass, Fescue & Bermuda Sod

December 2018 • 3 www.clcaeastbay.org

## president's message



## Thank Your for a Fantastic Year!

Eric Santos, CLT, CLCA East Bay Chapter President

The past 30 days have been extremely busy for CLCA Members. I can never say enough positives when it comes to attending our Annual CLCA Convention! Not only was this a great time to connect with other CLCA members and associates from different parts of our state, it was also a great opportunity to increase our knowledge base.

This years' event opened with a How to Make Money with Your Landscape Business class hosted by Frank Niccoli. Frank is an amazing instructor and the class feedback continues to be extremely positive from both landscape veterans and new business owners. Best of all, this year's classes have resulted in several new members!

The first educational session on day two of the convention was a very timely session on Firescaping followed by a talk on Petscaping by Designer Renee French. Renee shared information on how landscapes are being designed to be pet friendly environments.

The second educational session of the day, was given by Cal/OSHA Area Manager Dan Leiner. He presented information and advice on how to avoid common Cal/OSHA violations. Dan encouraged participants to be proactive by contacting their local Cal/OSHA Consultation Services Representatives for a confidential facility inspection to review potential hazards. Dan also provided clarity into the process of Cal/OSHA penalties and violations.

Day two also consisted of an amazing inspirational tour of Coastal Roots Farm in Encinitas (pictured at right). Coastal Roots Farm is a 20-acre community farm of production vegetable gardens, fruit

orchards, animal pastures, composting, vineyards and green houses. It is a great example of an organization funded through both philanthropic partnerships and social enterprise that offers learning opportunities about gardening, farming and environmental stewardship!

For me personally, the highlight of the tour was the farm's "pay what you can" market designed to encourage community connection and healthy living! The tour of Coastal Roots Farm, was followed by a tour of the USS Midway that was personally guided by a Midway Veteran who served our country on the battle ship. Overall, day 2 was extremely educational and informative.

The third day of the convention started off with our General Membership Meeting consisting of a few CLCA Bylaw updates and most importantly, nominations and voting in of our 2019 State Board of Directors. CLCA Insurance Solutions continues to be successful and shared

several donations at the meeting. The General Membership Meeting was followed by our Awards Luncheon and several committee meetings.

Following lunch, I had the pleasure of attending our Chapter Presidents Council meeting, where the group brainstormed ways to distinguish CLCA members from other C-27's and discussed topics and locations for future conferences. One big take away at the CPC meeting was the discussion to alternate the location of CLCA's Leadership Conference between Southern California and Northern California beginning in 2020.

If you were unable to make the 2018 Convention, I hope to see you at the 2019 Convention which will be held in Lake Tahoe in the fall of 2019.

Just a reminder, our local chapter will be having our Holiday Party on December 7th at 6 PM at the Rosen Residence in Castro Valley. A huge thank you to our State Membership Director Peter Rosen for kindly hosting our holiday party. Our white elephant gift exchange is always a great time. The following week, on December 12th, we will be having our December Board Meeting at Metro in Lafayette at 11:30 a.m. Please join us as we plan on accepting nominations and voting on our 2019 East



4 • December 2018 CLCA East Bay Chapter

Bay Chapter Board. To RSVP for both of these events, please log onto www.clcaeastbay.org

As 2018 comes to a close and as I wrap up my term as Chapter President, I would like to thank our Immediate Past State President Tim Hendricks and our State President Aaron Huxley for their support and advice throughout the year. I would also like to thank the East Bay Chapter Board and a special thanks to Roxy Wolosenko, Paul Wong, Jerrie Beard, and Laura Leuer for contributing all of their time and helping with all of our events, communications and meetings this year. On behalf of our entire chapter, I would also like to thank our President Elect and Secretary Leeanna Schoeder for her willingness to serve as our 2019 Chapter President.

The biggest thanks of all goes to Stop Waste, Devil Mountain, Ewing, Hunter/FX, Delta Bluegrass and Horizon for being Gold Partners for Success. Thank you to Imperial Sprinkler Supply, Vision Recycling, Landscape Contractor Insurance Services, and Site One for being Silver Sponsors, and to Bamboo Pipeline and WaterSavers for being Bronze Sponsors.

I encourage all fellow CLCA contractors to support the companies that directly contribute to the success of our chapter and who helped host educational and fun events this past year.

As we transition to 2019, I hope to continue to see everyone at East Bay chapter events.

www.clcaeastbay.org



## **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.

## **Upcoming Events**

#### **DECEMBER 7**

7 p.m. Chapter Holiday Party at the Rosen Residence in Castro Valley. There is no charge to attend. Please RSVP to Laura A. Leuer at lleuer@comcast.net

#### **DECEMBER 12**

Board of Directors Meeting. 11:30 am at Metro in Lafayette for lunch. Vote on the 2019 Chapter Board of Directors and changes to the East Bay Chapter By-laws. There is no fee to attend but please RSVP to Laura A. Leuer at lleuer@comcast.net.

#### **JANUARY 10**

Chapter Lunch Meeting - Details TBA.

#### **FEBRUARY 7**

Chapter Lunch Meeting - Details TBA.

#### MARCH 7

Chapter Lunch Meeting - Details TBA.

#### **APRIL 26**

Awards entry drop off at location TBD

#### **MAY 9-10**

Chapter Awards judging

#### JUNE 7

Chapter Awards Presentation & Dinner at location TBD

### **AUGUST 8**

Chapter BOD Planning Meeting

#### **AUGUST 24**

6pm - A's vs Giants baseball outing

#### **SEPTEMBER 5**

Chapter Dinner Meeting - Details TBA.

### **OCTOBER 3**

Chapter General Membership Meeting -Details TBA.





imperial sprinkler supply

Paul Wong SALES REPRESENTATIVE 925.518.6331 cell paulw@imperialsprinkler.com

#### Raul Gutierrez

Branch Manager - Concord Branch 1260 A Diamond Way Concord, Ca CA 94520 925.771.8165 tel • 925.771.8170 fax

SE HABLA ESPAÑOL

December 2018 • 5

#### **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@roxydesigns.net Roxy Designs

#### **PRESIDENT**

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

## PRESIDENT-ELECT

OPEN POSITION

### **SECRETARY**

LEEANNA SCHOEDER Rubicon Landscape

#### **TREASURER**

MARTIN CLEARY Cleary Brothers

#### DIRECTOR-MEMBERSHIP

LANCE PERRY (925) 683-6013 **CLCA Insurance Solutions** lance.perry@arm-i.com

#### **DIRECTOR-EVENTS** OPEN POSITION

#### **ASSOC. MEMBER REPRESENTATIVE** SPONSORSHIP CHAIR

PAUL WONG

Imperial Sprinkler Supply

#### **EXECUTIVE ADMINISTRATOR**

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

#### **NEWSLETTER PRODUCTION**

JERRIE BEARD (530) 621-1701 Jerrie Beard & Associates ish@heardassociates.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: isb@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.

illellibers of the East Day Chap		
	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 Jeffrey Jones George Sunayama

Thomas Raeth

Ken Gerlack Joe Korematsu Jack Rydman

### **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

> The solicitation, recruitment of, or attempt to hire another Contractor's employees while attending any CLCA function is strictly prohibited.

(continued from page 2)

trees and sort the groceries and supplies, singing Christmas carols as we worked.

As we all slowly gathered around the fire pit again, I finally asked the stranger, "What made you want to do this? How did you know they were here?"

"Because of you," he said.

"Me?" I asked dumfounded.

"Last Christmas, I lost my job, my house, everything. We didn't have any money for a place to sleep, let alone a Christmas tree. My wife and I found this encampment and stayed here for about six months. It was Christmas Eve, and I came into your store to see if I could have one of the trees that were left. You came over and said hello. I hesitated since I was embarrassed to ask, but you seemed to know what I was going to ask, so we walked the lot. You let me talk about my problems, you asked about my kids, without judgment. Finally, you let me pick out a tree, and walked me to my truck. When I tried to give you my last couple of bucks, you wouldn't take it. In fact, you gave me a \$20 and said Merry Christmas."

I stared at him with no recollection of what he described. "Are you sure it was me?" I asked.

He just smiled. "I got a great job now; my family is doing great, so I thought I'd pay it forward," he said simply. "I wanted you to be a part of this tonight, so thank you."

My eyes watered, and I was overwhelmed. "Thank you" was all I could get out without falling apart.

The stranger and the crew from Navlet's stayed around the campfire for hours that night. We were all equal, we were all kind, and we all had hope for the future. It was a moment I will never forget.

What may seem small and unimportant to us can mean the difference between hope and despair for others. With all that is happening in the world today, kindness is free but the worth is boundless. I have made a point every year since to do random acts of kindness.

There is probably someone you know that has had a bad or even tragic year. The recent fires have devastated so many that are left with nothing but the clothes on their back. If a simple Christmas tree and used decorations meant so much to a single individual or a homeless encampment so many years ago, just imagine what a new coat or basic supplies would mean to these people today. Consider their pets, their children and even the most basic of needs that they do not have. It could have been any of us.

Make this year a priority for someone else. Be kind to a stranger it will melt your heart. Get your family involved. Find a cause you believe in. Visit a retirement home. Donate. Be kind. I promise you, it could be a moment you will never forget.

## **Sponsor Profile:**

# **Vision Recycling**

Vision Recycling transforms yard trimmings, wood debris and food waste into Compost, Mulch, Soil Amendments, and Decorative Bark.

Vision Recycling emerged in 1993 from a substantial local landscape company, Del Conte's Landscaping Inc. The founder of both companies, Tom Del Conte, has 40 year's experience as a landscape contractor and 20 years in the organics, composting and recycling industry. Tom was instrumental in the development of the Green Business requirements for landscapers. He sat on the County Green Business Advisory Council and has given talks to Bay Friendly Certification classes.

In the early 90's Vision Recycling acquired equipment to convert the green waste generated by the landscape firm's maintenance division into organic amend-

ments used by the landscape construction division. Soon thereafter, Vision secured a contract with the County of Santa Cruz to process their organic material. The company also has a long term contract with the Salinas Valley Solid Waste Authority.

Vision Recycling comes from the horticulture side of the waste stream as opposed to the garbage side, utilizing sustainable solutions for its processing. Vision's staff sees the importance of transforming green waste into valuable resources that the local community can use.

In 1996 Mr. Del Conte took on a partner, Roberto Aguirre, who has mastered the skill sets required to maximize productivity and safety. The company currently operates 6 facilities on a turn-key service basis and provides mobile services to many other landfill operations in all parts of Northern California. Through these operations, Vision now processes over 200,000 tons of feedstock per year.



Vision Recycling endeavors to partner with local agencies who wish to have a top quality organics recycling operation within their own community. The Vision Recycling model supports local commerce, reduces trucking emissions and traffic, promotes buying local, creates community pride for using home grown organics on a large scale, and ultimately reduces product price from both ends of the recycling circle.

In 2013 Vision began a new paradigm by opening two facilities in Newark and Livermore on Vision Recycling's own property. These stores are the beginning of many more to come.

Vision Recycling maintains a solid business platform with innovative visions!



www.clcaeastbay.org December 2018 • 7





