



inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION
EAST BAY CHAPTER

December 2022

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On the cover: Vista Del Sol by Terra Landscape, winner of the achievement award for Small Commercial Maintenance at the 2022 CLCA East Bay Chapter Beautification Awards.

Congratulations to Trophy Award Winning CLCA East Bay Chapter Members

"The best of the best" of green industry professionalism was honored during a gala Trophy Awards Ceremony, presented during the California Landscape Contractors Association's Annual Convention in Indian Wells on November 11.

The California Landscape Contractors Association presents the Trophy Awards to:

- Encourage interest in landscaping
 - Recognize professionals who produce outstanding landscapes
 - Create pride in superior workmanship
 - Bestow public recognition on companies, institutions, municipalities and residents for their interest in a beautiful California
- CLCA received 112 entries for the 2022 competition, and each and every one was individually judged by two highly regarded landscape contractors. The judges travelled statewide to view every entry, and rated projects on their artistic and technical merits.

Design/Build

Project designed and installed by the contractor, with a contract amount less than \$250,000.

Sponsored by Delta Bluegrass Company



First Place awarded to Rock Paper Scissors Landscape for their work on Trestle Glen.

Humanitarian Trophy Award

Recognizes landscape contractors who donate more than half the total labor/materials to a project benefitting a worthy cause.

Sponsored by the CLCA Auxiliary



Outstanding Achievement awarded to CLCA's East Bay Chapter for their work on Oakland Zoo.

Congratulations!

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GROWING FORWARD

NorCal California Landscape Contractors Association

Landscape & Nursery Show

Trade Show and Educational Seminars

FEBRUARY 9, 2023
San Mateo Event Center

Learn more! norcaltradeshow.org

Chapter Thanks Jerrie Beard

After 18 years of service to the CLCA East Bay Chapter, Jerrie Beard will be leaving her post as editor of the Inside Scoop.

Jerrie joined the CLCA in 1988 when the San Diego chapter asked her to take on their chapter newsletter. Over the years she became more involved with the chapter, developing their web presence and serving as chapter secretary for many years. At the state level, Jerrie sat on the communications and public relations committee for a number of years and served as the director of communications on the state board of directors for 3 years.

Shortly after moving from San Diego to the Placerville area in 2004, she met with then Chapter President Rick Martens to discuss taking over production and distribution of the Inside Scoop. In the years since, Jerrie has also helped the chapter with build and maintain their website and with online promotions for events.

Jerrie will be pursuing new career challenges after the new year as a staff services analyst and volunteer coordinator for state parks at Marshall Gold Discovery State Historic Park. Her experience with CLCA will serve her well as she trains and manages docents, and organizes and promotes special events. The park is home to Sutter's Mill where gold was discovered in 1848 setting off the California Gold Rush. The chapter wishes to thank Jerrie for her hard work and commitment over the years!



Trade Show and Educational Seminars

CLCA Volunteers Needed Feb. 8 & 9

Volunteering at the 2023 Nor Cal Landscape & Nursery Show is:

- A surefire opportunity to forge new professional relationships and connect with old friends
- An easy way to give back to the profession that has given you so much
- An excellent way to score free snacks, free parking and free admittance to the premier Northern California show for green industry professionals, as well as the eternal gratitude of the show's organizers and attendees

Visit <https://bit.ly/3Vuk2wp> to register to volunteer at the show.

CLCA members like you have made a difference since we launched the CLCA/Nor Cal Landscape and Nursery Show partnership. The shows are a large success due to the help of our CLCA members and supporters.

Any questions about volunteering contact Micheyl Barnett at CLCA Headquarters (916) 830-2780 or micheylbarnett@clca.org.

For more info: norcaltradeshow.org

Don't Be Left Out!

The Nor Cal Landscape & Nursery Show is Back!!

Nor Cal is just around the corner! CLCA and Nor Cal have partnered to produce a show bringing together the best the industry has to offer.

The Nor Cal Landscape & Nursery Show Is:

- Where the leaders and key players of our industry meet
- Where new concepts and ideas take place
- An efficient and economical business forum — it's a one-day show
- Centrally located by two freeways and easy to find at the San Mateo Event Center
- Known for great atmosphere and friendly volunteers to help you out!

Just the Facts:

- Thursday, February 9, 2023, 8a.m. to 4p.m.
 - Pre-Register for Free Admission, \$5 registration on-site! (\$15 to park on show day)
 - Booth pricing as follows: 9x10 booths - \$1100 member/\$1200 non-member;
 - 10x10 booth spaces-\$1250 member/\$1400 non-member.
 - Interested? Contact margoc@frontiernet.net for more details
 - Meet and greet attendees from California, Oregon, Washington, Nevada, Arizona.
- Check out the following link to see a list of current exhibitors: <https://norcaltradeshow.org/exhibitor-listing/>

For more information contact Margo Cheuvront, Show manager at margoc@frontiernet.net or 530-458-3190.

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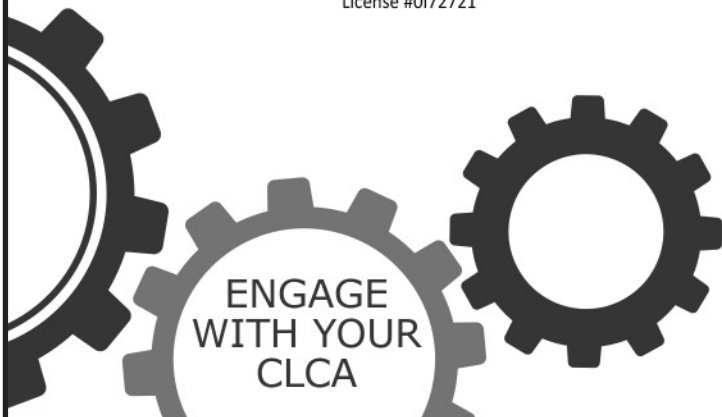
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Various Incentive Programs

Steven Cesare, Ph.D.

The Harvest Group, harvestlandscapeconsulting.com

One of my top two or three favorite words is "incentive." It compels me to action, focus, and growth. It implies motivating people to achieve more than they are accustomed to producing. It allows for a redefinition of one's potential, lifestyle, and self-respect. I love that word.

Wouldn't you work harder for more money, status, time off, or any other valued reward?

That's called incentive.

With that context in mind, I have had innumerable phone calls, discussions, and meetings with a plethora of business owners over the past year or so, to develop creative incentive programs for their workforce as a means of remaining competitive with constantly increasing wage rates. Accordingly, I thought it was now time to share some of those successful incentive programs with you.

- A Florida business owner offers a 1% monthly commission to his Accounts Receivable Clerk for every dollar she collects, that is due past 60 days outstanding. To be clear, if the Accounts Receivable Clerk collects \$100,000 due past 60 days, she would receive a \$1,000 bonus for that month.
- A Pennsylvania business owner offers a .5% monthly commission to his Accounts Receivable Clerk for every dollar she collects, that is due within the first 30 days of billing. Unlike the Florida business

owner who is trying to reduce delinquent payments from his clients, the Pennsylvania business owner wants to reinforce collecting as much payment as early in the Accounts Receivable process as possible.

- A Maryland business owner who has achieved remarkable success by providing a lucrative commission rate to his capitalistic Account Managers for meeting their monthly Enhancements sales goals, has expanded his Account Manager Incentive Program by offering them a bonus if they have face-to-face contact with every one of their clients on a bi-monthly basis. The business owner's premise is to implement a structure that forges increased contact and rapport between the client and the Account Manager in the hope that it will promote a personal relationship eventuating in increased job retention.
- An Ohio business owner offers each field employee a monthly bonus of \$100-\$150 if the employee's entire work crew does not have any unexcused absences during that month. Thus, if any member on the crew misses one day of work in a month due to an unexcused absence, the entire crew is disqualified from receiving the monthly bonus. Remember high school? Peer pressure still works.
- A California business owner offers \$1,000 to each of his Field Supervisors if they complete the OSHA 10-hour certification during their first 90 days in position. It

should be noted the Field Supervisors at his company are required to attain their OSHA 10-hour certification within their first year of employment.

- A Massachusetts business owner offers his Accounts Receivable Clerk a monthly bonus of \$1,000 for each month she achieves her collection goal before the average collection timeline. For example, in his company, the average time to collect \$300,000 is 21 days. Thus, the Accounts Receivable Clerk will receive a \$1,000 bonus if she collects at least \$300,000 in less than 21 days in any month.
- A California business owner offers a bonus of \$500-\$1,000 to each field employee who completes the basic English as a Second Language (ESL) competency certification. It should be noted that this business owner has contracted with an instructor to teach ESL to interested field employees, at the company office two afternoons each week.

What "incentive" compels you to action, focus, and growth?

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?

**Call CLCA's HR Hotline at
(888) 783-4340**



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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.

Sponsor Spotlight

Urban Farmer Store

The Urban Farmer Store is a local source for professional quality irrigation and landscape lighting supplies. For over 40 years, they have provided sustainable solutions to landscape professionals and are proud of their commitment to education that has created long-lasting community partnerships.

The idea for a store grew out of a weekly dinner of graduate students. Founder Tom Bressan was a member of that

THE URBAN FARMER STORE

group. The concept grew into a "New Age" hardware store called Living Lightly. As Tom developed the gardening section including drip irrigation, he wrote both informational pieces and a manual on Drip irrigation best practices. That attention blossomed into the founding of The Urban Farmer in 1981 with John Stokes. The new company focused on agricultural drip components to be used in the urban setting, thus the name.

The Urban Farmer Store originated selling by mail and installing, locally, drip irrigation out of Tom's garage. In 1983, the first store was opened on Taraval St and relocated to the current San Francisco location (40th Avenue and Vicente St in the Sunset District) in 1986.

In the late 1990s, a second store was opened in Mill Valley. Shortly after that, in 2002, The Urban Farmer Store built a store in the Richmond annex in the East Bay (co-located on a large parcel with American Soil & Stone). This store provided the warehouse and yard space to purchase in better quantities and serve as a supplier to the two other stores with smaller footprints.

The Urban Farmer Store has flourished over the years by developing and retaining the industry's most knowledgeable staff, carrying professional grade products, and through our commitments to customer education and dedication to community involvement.

East Bay Events in 2023

- January 5, 11 a.m. East Bay BOD Meeting via ZOOM
- January 12, 6 to 8 p.m. East Bay Kick-off Meeting. Drake's Brewing Company, 1933 Davis St #177, San Leandro
- March 2, 9 a.m. to 12 noon. East Bay Irrigation and Fertigation Workshop. Details TBA.
- April 6, 11 a.m. to 1 p.m. Lunch Meeting. Electrical Equipment Training.
- April 28, 6-8 p.m. Award entry drop off, refreshments, and bocce ball fun. Plank, 98 Broadway, Oakland.
- May 4, 11 a.m. to 12 noon. East Bay Board of Directors Meeting via ZOOM.
- May 11, 7 a.m. to 5 p.m. Awards Judging.
- June 1, 11 a.m. to 12 noon. East Bay Board of Directors Meeting via ZOOM.

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)
William Rogers

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

2 Year Members

The Urban Farmer Store - Doug Anthony, Eric Titus, Kim Titus
Allied Landscape Services - Michael McCormick, Tim Abbott, Cesar Ramirez, Jorge Ponce, Fiona Mayne, Kimberly Valentino

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

www.clcaeastbay.org

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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