

FEBRUARY 2020

inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION
EAST BAY CHAPTER

Scoop

On the cover: San Benito by Rock Paper Scissors Landscape, winner of the achievement award for Medium Design Build Installation Award at the 2019 CLCA East Bay Chapter Beautification Awards.





Keys to a Successful Performance Review

Steven Cesare, Ph.D.

The Harvest Group, Landscape Business Consulting | harvestlandscapeconsulting.com

A business owner from Minnesota contacted me the other day to discuss his upcoming 90-day performance review with the new Office Manager. The Office Manager is responsible for all accounting, administrative, and customer service

responsibilities spanning payroll, tracking enhancements proposals, new hire paperwork, record keeping, and the safety program. While the owner told me the Office Manager was doing an okay job in general, he wanted her to “raise the bar” by taking a leadership role, and at the same time, eliminate some annoying behaviors that are counterproductive to the company culture.

To keep things simple and focused on improving her performance in a meaningful way, I suggested the owner provide the performance feedback to the Office Manager using the “Start-Stop-Keep” method. As the name suggests, I told the owner to organize her behavioral feedback into three categories:

- **START** doing these new behaviors, that the employee is currently not doing, to be more successful.
- **STOP** doing these unproductive behaviors that are making the employee unsuccessful.
- **KEEP** doing these productive behaviors that are making the employee successful.

I reminded the owner that all of the feedback should be: behavioral in nature, not personally-oriented; constructive in tone, intended to improve the Office Manager’s job performance; and presented as an on-going conversation with routine follow-up, not a one-time event. Here is what he came up with:

START

- 1) Proofreading all of your work to have more attention to detail
- 2) Being more organized. File all paperwork before the end of each work shift
- 3) Learning more about the new hire process and human resources compliance standards
- 4) Doing all billing procedures on time, knowing when to bill from operations
- 5) Creating administrative standard operating procedures

STOP

- 1) Chatting too much
- 2) Being so passive, by waiting to be told what to do each day
- 3) Making recommendations to Operations employees about how they should do their jobs
- 4) Making snarky comments to me that I am not aware of all your work contributions
- 5) Taking so many smoking breaks

KEEP

- 1) Submitting reports to each management team member before the monthly financial review meeting
- 2) Having excellent customer service skills
- 3) Maintaining your patience with me
- 4) Offering to help others
- 5) Being flexible, as we continue to grow and make the system better

If you have any questions or comments related to human resources, simply call Steve Cesare at (760) 685-3800.



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president's message

Time Management Strategies

Leeanna Schoeder, CLCA East Bay Chapter President

We are all very aware of this topic and have heard about this before. However, my question to you is, have you implemented any time management strategies into your routine lately? We all say, there is just not enough time in the day to get everything done and wish the clock would magically add two more hours to the day. But, implementing just one idea can make a real difference in your routine.

Ask yourself, do I control my own time? The fact is no, we don't. Interruptions from employees, customers, even the weather can affect our time management. The best course of action is to take stock in what you can control and schedule time for the things you cannot.

Ask yourself, does delegation work? Yes. If the employee understands your expectations delegation can be a very precious tool in time management. It does take time to explain the what, where, why, and how long it will take to the employee. When done correctly, however, the employee becomes a valuable tool and an investment. The key to delegation is follow through. Checking in during the process helps assure the task will be completed to your expectations. Follow through allows course corrections preventing wasted time.

Ask yourself, in order to have a project completed right, do I have to do it myself? No. Understand it will take valuable time to show someone else how to do a task or project, however that does not mean you must do it yourself. Many times, if explained thoroughly, an employee may surprise you. They may come up with a better, more productive way or a timesaving way you did not think of.

Ask yourself, do I work harder or

smarter? How many times have you had to make a second trip to a supplier simply because you forgot an item? Or better yet, an employee forgot to tell you they need something? Rely on tools to help prevent wasted time. Keep a notebook in your vehicle, use your smart phone to keep notes, set reminders, etc. Communicate with staff when you visit a supplier.

Time Management Strategies

Here are some easy tips to help with time management strategies. Implementing just one into your routine can help productivity and help you find those two additional hours you desperately need.

Batch tasks such as phone calls and emails. Fight the urge to immediately answer the phone or email, especially if you are in the middle of something. It can be distracting and lead to disruption of your day. In most cases, it can wait. Handle correspondence at one time. In general, email is expected to be answered within 24 hours, not 10 minutes.

File paperwork. That means every day. It prevents clutter in your vehicle, office and/or desk, and keeps you better organized. Expect the same from your employees.

Prepare the work for the next day. Your day is not finished until the next day is planned and ready to implement. Fill the gas tanks on the way home. Write a 'to do' list and place it in a prominent spot so it won't be missed in the morning.

Try going to bed and rising at the same time every day, including weekends. We are creatures of habit and our bodies respond to routine. It helps to keep you alert and more productive throughout the day.

Create a supply order form. This form

can be simplistic or very thorough. This can be given to your staff to prepare for the following day, helping to prevent repeated trips to suppliers. It also influences staff to check supplies before the end of the day.

Create a vehicle and equipment prevention program. All vehicles and heavy equipment should be inspected a minimum of once a month. Get it on a calendar. Thirty minutes can prevent days of down time later.

Make use of your support pipeline. If you haven't asked a supplier or vendor representative to help with training your employees, you are missing out on a valuable resource. Call them today!

Get feedback from your customers on a regular basis. Many times, the customer has a different perspective of results. Keep the line of communication open. Then, be sure to communicate their feedback to your staff. A good example is picking up jobsite trash every day prevents wasted time later and customer complaints.

Know what the non-essential tasks are. If time becomes critical, remove non-essential tasks and schedule them for another time.

Invest in performance improvement media. Most of us, including employees, have some windshield downtime. Provide employees with audio books on subjects to help them improve their productivity, training, leadership, etc. So many topics are available today. Take advantage of this downtime to invest in your employees while they drive to work. Many are available in multiple languages!

Turn tasks into habits. Empty trash cans daily, put supplies back where they belong every day. Assign specific tasks to individuals.

I hope these tips will help you manage your time better allowing you to prosper and grow in the new year.

CLCA Chapter Leaders Meet to Hone Leadership Skills for the Coming Year

On Tuesday, January 28, chapter leaders gathered at the Holiday Inn Sacramento for CLCA's Annual Leadership Conference. Attendees were greeted by 2020 CLCA President Regan Barry and introduced to the facilitator for the day, Peter Houstle of Mariner Management and Marketing. Mr. Houstle has over three decades of senior-level association management experience and centered his presentation around 21st Century Volunteer Strategies to Maximize Member Engagement and Build Future Leaders.

Mr. Houstle first took a look at the new paradigm that is volunteering in the 21st century. Who is volunteering? What are their reasons for volunteering? How much time are they willing to devote to volunteering? And, what do they hope to get out of the experience?

With answers to these questions, the conversation shifted to 21st century volunteer development strategies which create more flexible options for members to participate -- how to attract more volunteers, build better leaders and maximize member engagement by re-thinking volunteer systems. Mr. Houstle further discussed how to leverage the unique passion and skills of members and build volunteer opportunities around individual interests and availability.

The speaker asked participants to consider that not all volunteers are engaged for the same reasons. Once you know why a person is involved, it becomes easier to find a way they can participate that is satisfying for them and beneficial for the association.

Houstle then covered how technology has changed the way associations function. Quoting *Race for Relevance*, he noted, "Technology is to associations what the assembly line was to manufacturing. It has fundamentally changed the way we deliver value."



He noted that the concept of sitting in at board or committee meetings may no longer be relevant. Today's volunteers are interested in virtual volunteering and short-term assignments. He suggested that volunteer commitments be made convenient, bite-sized, autonomous and something that makes a difference.

As concepts were introduced, Houstle asked conference participants to share their experiences and discuss alternate solutions. The discussions at each table were lively and much knowledge was shared.

The recognition lunch followed the morning session. Members who have served the association above and beyond were awarded for their service. Receiving the Regular Member of the Year Award was Eric Watanabe of Signature Pools and Landscape. Eric is a board member for CLCA Insurance Solutions and currently sits on the CLCA board as Chapter Presidents Council Co-Chair South.

Lindsay Ono was recognized as the Associate Member of the Year. A member of the Kern County Chapter, Lindsay sits on the board as Director of Education.

Receiving the Allegiance Award was Jerrie Beard for her many years of work on the Public Relations, Website and Communications Committees.

Breakout sessions by board position and the installation dinner in the evening rounded out the conference.

New Laws That May Affect Your Business

1. Arbitration agreements. Starting Jan. 1, the state will bar almost all employee arbitration agreements, under AB 51. The new law bars employers from requiring applicants, employees and independent contractors to sign mandatory arbitration agreements and waive rights to filing lawsuits if they lodge a complaint for various forms of discrimination, harassment, wage and hour issues, more.
2. Wildfire safety regulations. Cal/OSHA has issued emergency regulations requiring employers of outdoor workers to take protective measures, including providing respiratory equipment, when air quality is affected by wildfires.
3. Federal overtime rules. Employers will be required to pay overtime to certain salaried workers who make less than \$684 per week, or \$35,568 per year.
4. Return of the individual mandate. Starting in 2020, California residents will be required to have health insurance or pay excess taxes. This will have an effect employees who have opted out of your group health plan as it may mean they are going without coverage.
5. New audit, X-Mod thresholds. The threshold for physical workers' compensation audits for policies incepting on or after Jan. 1, 2020 will be \$10,500 in annual premium, a drop from \$13,000. This means that any employer with an annual workers' comp premium of \$10,500 or more will be subject to a physical audit at least once a year.
6. Reporting serious injuries. A new law broadens the scope of what will be classified as a serious illness or injury which regulations require employers to report to Cal/OSHA "immediately." The new rules being implemented by AB 1805 are designed to bring California's rules more in line with Federal OSHA's regulations for reporting.

East Bay Chapter 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)

27 Year Members

Calvin Craig, Calvin Craig Landscaping

14 Year Members

Susan Royter, Lantech Design, Inc.

10 Year Members

Roxy Wolosenko, Roxy Designs

9 Year Members

Tom Sweeney, Landscape Care Company

5 Year Members

Stephen Carmassi, Interwest Insurance

3 Year Members

J. Fookes, Bee Green Recycling & Supply
 D Fookes, Bee Green Recycling & Supply
 J. Hughes, Bee Green Recycling & Supply
 N. Smith, Bee Green Recycling & Supply
 Sal Duhamel, Home Grown Gardens

2 Year Members

Kyle Raney, California Water Services

1 Year Members

Mathew McGrath, Farallon Gardens

The East Bay Chapter Thanks Our 2019 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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Brightview eric.santos@brightview.com

DIRECTOR-EVENTS

GREG WRENN (925) 313-9025
Past the Gate greg@pastthegate.com

ASSOCIATE MEMBER REPRESENTATIVE

DAMION ROSBY (510) 632-3535
Golden Gate Truck Center

EXECUTIVE ADMINISTRATOR

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

NEWSLETTER PRODUCTION

JERRIE BEARD (530) 621-1701
Beard & Associates jsb@beardassociates.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 96, Coloma, CA 95613. Or email to: jsb@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

2020 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

2018	Eric Santos
2017	Roxy Wolosenko
2016	Calvin Craig
2014-15	Peter Rosen
2012-13	Tim Hendricks
2011	DeeAnn Schuttisch
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	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.

New Law Redefines Independent Contractors

Are your independent contractors now employees? Answer this question wrong, and your company could face significant fines and penalties.

In a change called "one of the most significant disruptions to California employment law in decades," many workers in California will now be classified as employees instead of independent contractors (also informally known as "1099" workers).

Employers who do not comply with new independent contractor law that takes effect January 1, 2020 face significant fines and penalties. Worse news: The newly created exemptions to the law will apply retroactively to existing claims and actions.

"Unfortunately for California employers," says Attorney Jennifer Grady of The Grady Firm, P.C. in a blog post, "this new law is far from clear and is likely to result in increased litigation, with potentially devastating consequences for businesses that have or continue to misclassify their workers."

To be safe during this time of flux and ongoing court battles, Grady explains, smaller companies that lack the big budgets for extended court battles may decide to reclassify their workers as employees preemptively. While it may cost more in the short-term, it could save substantial time and money by preventing a future claim for misclassification.

Who Is an Independent Contractor?

According to Assembly Bill 5, which Gov. Gavin Newsom signed into law on September 18, 2019, three elements must be met to allow an employer to classify their worker as an independent contractor:

- The business is not able to control or direct what the worker does, either by contract or in actual practice,
- The worker performs tasks outside of the entity's usual business, and
- The worker is engaged in an independently-established trade, occupation or business.

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