

NOVEMBER 2019

inside



CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION
EAST BAY CHAPTER

Welcome to the 2020 Chapter Board of Directors

Please join us in welcoming the 2020 CLCA East Bay Chapter Board of Directors, who were voted in at the October meeting.

- President: LeeAnna Schoeder
- President Elect: Paul Wong
- Secretary/Treasurer: David Manlove
- Director of Membership: Eric Santos
- Director of Events: Greg Wrenn
- Associate Member Rep: Damion Rosby

On the cover: Eagle's View Plaza by Allied Landscape, winner of the Large Design Build Installation Award at the 2019 CLCA East Bay Chapter Beautification Awards.

Great Educational Lineup at NorCal

The NorCal Show is coming back to the San Mateo Expo Center at 1346 Saratoga Drive on February 27, 2020 from 8 a.m. to 4 p.m. This is a great opportunity to learn about new products and take advantage of a full line up of educational offerings.

Visit www.norcaltradeshow.org for updates on the show and to register to attend. Pre-registration for the show is Free until February 26th. Register onsite for \$5. Additional fees apply to attend seminars.

Educational Offerings

Gardening the Pests Out

Suzanne Bontempo of Plant Harmony

Time: 8:00 a.m. to 9:00 a.m.

Suzanne will be speaking on the use of IPM in gardening practices to increase the health of the garden as well as reduce pests.

It's not dirt!

Julie Saare-Edmonds, Senior Environmental Scientist, CA Dept of Water Resources

Time: 9:15 a.m. to 10:15 a.m.

Healthy soil makes all things possible in

landscapes and gardens -without it, we are doomed to fail by not achieving all the many benefits that living soil provides.

Creating a Culture of Attraction, Engagement & Retention

Christina Delgado, Hunter Industries

Time: 11:45 a.m. to 12:45 p.m.

The competition for talent is high. How do we attract, retain and keep our top talent engaged to meet our business goals? Join Lead Talent Acquisition Specialist, Christina Delgado from Hunter Industries for a seminar sharing insights and perspectives for attracting top talent, and building engagement and retention for businesses in the green industry. This session will introduce helpful recruitment strategies to attract top talent, minimize turn over and create a roadmap for developing a culture of employee engagement and retention.

What's New in the fight against ACP and HLB

Aaron Dillon, Four Winds Growers

Time: 10:30 a.m. to 11:30 a.m.

Join Aaron Dillon from Four Winds Growers, for an update on the fight against Huanglongbing (HLB) and the Asian Citrus Psyllid (ACP). HLB is a deadly disease that can affect all citrus trees and is spread by ACP feeding on citrus trees. The psyllid first arrived in Southern California in 2008 and the disease was first discovered in Los Angeles in 2012. Hear the latest news and information on the spread of the psyllid and learn what you need to do to protect your citrus trees from the disease.

Successfully Planting Trees in Urban Gardens and Public Spaces: Key Factors to Consider

Dr. Larry Costello, Oracle Oak Nursery

Time: 1:00 p.m. to 2:00 p.m.

Planting a tree is not as simple as digging a hole and sticking the rootball in the ground. A number of factors need to be

(continued on page 7)

Nor Cal Landscape & Nursery Show

➤ Growing Forward

Trade Show & Educational Seminars

www.norcaltradeshow.org

February 27•2020 **NEW DATE!!**
8 am to 4 pm



Expo Hall
San Mateo Expo Center
1346 Saratoga Drive
San Mateo, CA 94403



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Jaclyn Ishimaru-Gachina Named Woman Entrepreneur of the Year



The National Association of Landscape Professionals (NALP) is proud to announce H. Jaclyn Ishimaru-Gachina as the 2019 NALP Woman

Entrepreneur of the Year. The award recognizes an NALP member who has demonstrated entrepreneurial spirit and initiative, ensured advancement of the landscape industry by actions and endeavors, and serves as a shining example to current and future female entrepreneurs. This award was presented at NALP's LANDSCAPES 2019 in Louisville, Kentucky in mid October.

"Creating a work environment that promotes diversity, that couples 'The Gachina Way' – Respect, Courtesy and Professionalism, has allowed women to thrive within our organization," said Jaclyn Ishimaru-Gachina. "It is very inspiring to see so many women at the National Collegiate Landscape Competition, who have chosen the Landscape Industry.

"When interviewing female candidates, I am encouraged by their greater numbers," she continued. "These women are self-confident, knowledgeable, driven and prepared/inspired to make an impact. We encourage them to intern with us and after graduation join our team. The fact that 45% of the Senior Management team is female speaks volumes."

Jackie is President and co-founder of Gachina Landscape Management. In 2018, Gachina Landscape was certified by the Women's Business Enterprise (WBE) Pacific Region and received a Western Regional Minority Supplier Development Council (WRMSDC) certificate in the summer of

2019. Gachina has been named in the top 25 woman and minority-owned companies by the San Francisco Business Times the past four years. The organization represents cultures from 4 continents and over 10 countries; their strength coming from this diversity.

Jaclyn Ishimaru-Gachina has also been named to JobTrain's Board of Directors and the Marketing and Development committee. In September 2019, Jackie successfully completed the NALP Emerging Leaders Program at Cornell SC Johnson College of Business at Cornell University.

Jackie's mission is to honor John Gachina's legacy of leading the green industry in sustainability, water resource management, farm-to-table gardens, and valuing interior and exterior clients. She champions continuous improvement known in Japanese as Kaizen. Personally and professionally, Jackie is committed to the community. She generously supports multiple community outreach programs throughout the year with volunteers, landscape materials and cash donations. Nearest and dearest to her heart is her support for the Movember Foundation promoting men's health in John's memory.

EBMUD Seeking Workshop Presenters on Water Conservation

EBMUD is requesting information from qualified presenters and workshop facilitators in the area of sustainable gardening and outdoor water conservation.

Information received will be used to create a roster of speakers and facilitators in the subject area in support of EBMUD's WaterSmart Gardener Program, Landscape Rebate Program, and general conservation education.

There is no deadline for the current roster, but interested parties are encouraged to submit their information as soon as possible. Hard copy or email responses should be mailed/delivered to:

Hardcopy or Emailed Responses

East Bay Municipal Utility District
ATTN: Jolene Bertetto, WaterSmart Gardener Program Lead
RE: Presenters and Workshop Facilitators for Sustainable Gardening
P.O. Box 24055, MS 109
Oakland, CA 94623-1055
WaterConservation@ebmud.com

Online Responses

www.ebmud.com/business-center/requests-proposal-rfps/workshop-presenters-gardening-and-conservation/

CLCA Water Management Certification Program

The The California Landscape Contractors Association's Water Management Certification Program helps the green industry reduce landscape water usage by certifying individuals through performance-based water budgeting. This unique program carries the WaterSense label from the U.S. Environmental Protection Agency.

To gain certification:

- Completion of the irrigation audit introduction.
- Pass the written test with 70 percent or better (written test typically immediately follows the one-day workshop).
- Successful completion of the performance program or management of at least one landscape site for a rolling 12 months.
- Successful completion of performance site review by CLCA administration.

For more information visit www.clca.org, or email watermanagement@clca.org.



Sponsor Profile:

The Lumber Baron

Albert Slendebroek founded the Lumber Baron in 1978. He chose to specialize in redwood and built a successful business from scratch. His close relationships with redwood suppliers allowed him to offer the best quality and selection in the bay area. His willingness to go above and beyond for his clients, gained his business a strong, dedicated, word of mouth customer base.

Albert's son, Maximillian, started running day to day operations of the firm in 2006 and purchased the business from his father in 2009. "My goal is to grow this business, with out it losing the family run

feel. Currently we are doing a lot more reclaimed redwood business. Most of the reclaimed material we are acquiring is quality redwood you can't even find anymore in new material. Plus, it's like you're giving the redwood a second chance on life, which is kind of fun."

Known for quality Redwood Lumber since 1978, The Lumber Baron, Inc. has expanded its inventory to include a full line of Western Red Cedar and a large selection of Reclaimed Lumber. Having developed special relationships with the best redwood mills around, they are still committed to

offering customers the highest quality, widest selection, and lowest prices on new redwood lumber in the Bay Area and beyond. However, with a new 3.5 acre site in the works, complete with inside storage, and expanded milling operations, a show room and a vast hardware selection, they feel now is the perfect time to incorporate these new product lines in the same large selection, high quality fashion customers have come to expect.

The new location on Harbour Way South in Richmond, will be the new home to the complete line of #2 clear, Old Growth Vertical Grain Western Red Cedar Lumber.

The new location will house the already expanded Reclaimed Lumber selection, freeing up much needed space at the 500 Cleveland Ave yard. The Lumber Baron has acquired some special historical lumber from locations such as the Bay Bridge, Hangar One on Moffett Field, and flooring from the Naval Base on Mare Island.

Visit www.thelumberbaron.com.



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East Bay Chapter Member Standings

Congratulations to the following members who reached membership milestones this month.

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)
Trimacs Maint. & LS Const, Inc. (1988)
Dryad LLC (1989)

15 Year Members

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

12 Year Members

Martine Lopez, Curb Appeal Landscape

11 Year Members

James Varley, Ewing Irrigation

8 Year Members

Alex Gomez, Ewing Irrigation

7 Year Members

Dennis Murray, Meadowbrook Designs
William Rogers

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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2019 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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email: hq@clca.org

2019 CLCA State Executive Board

clca.org/about/board-of-directors/

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

2018 Eric Santos
2017 Roxy Wolosenko
2016 Calvin Craig
2014-15 Peter Rosen
2012-13 Tim Hendricks
2011 DeeAnn Schuttish
2009-10 Nate Sili
2007-08 Barry Minor
2006 Gregory Wrenn,
Rick Martens, CLT
Dennis Brewer
2005 Rick Martens, CLT
2003-04 Gregory Wrenn
2000-02 Rob Solomon CLT, CLP
1999 Dave Wolkenhauer, CLT
1997-98 Diane McNally
1996 Dan Berger, CLT
1995 Craig Hutchinson
1994 Steve Schlitt
1993 Matt Schiller
1992 Robert Battinich
1991 John Redmond
1990 Jim Kwiat
1989 Thomas Raeth
1988 John Nishizawa
1986-87 Thomas A. Adan
1985 David Burnley
1984 Don Young
1983 David Gutu
1982 Joe Tanouye
1981 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.

Bay-Friendly Training & Qualification Program for Landscape Maintenance

Oakland | January 9, 10, 23, 24 2020 | 9am – 4:30pm
Cost: \$575-\$625

Give yourself a competitive edge by being a part of ReScape's dynamic approach to maintaining and managing landscapes.

Based on ReScape's 8 Principles, the Maintenance Qualification Training (MQT) provides landscape maintenance professionals with practical tools to manage healthy landscapes, protect local watersheds, and address our changing climate. Learn about regenerative landscape practices from leading experts in soil health and carbon sequestration, irrigation, plant care, integrated pest management, green stormwater infrastructure, and more.

The Maintenance Qualification Training is offered with tuition ranging from \$575 - \$625 as a 4-day course, including a half-day practicum in the field.

To register, visit rescapeca.org/event

New Qualification Renewal Trainings Offered

New Qualification Renewal Trainings will be offered for ReScape Qualified Professionals in need of renewing qualification, plus earn 5 ReScape CEUs. The first is in December for Maintenance Qualified Professionals, and more are coming next year!

SOUTH SAN FRANCISCO MQT RENEWAL

December 10, 2019 | 8:00 AM – 2:30 PM
South San Francisco City Council Chambers
Cost: \$220/\$265 (includes 2-year membership)
Register online at <https://bit.ly/2CwF51a>

PETALUMA MQT

March 26, 27, & April 2, 3, 2020 | 9:00 AM – 4:30 PM
Petaluma Community Center, 320 N. McDowell Blvd.
Cost: \$575/\$625 | Register online at <https://bit.ly/2CtYtvE>

CLCA Member Benefits

Did you know that your CLCA membership entitles you to a plethora of invaluable benefits? Visit [>>Member Resources>>](http://www.clca.org) Member Benefits for the complete list of benefits.

- Peer Consulting Service
- Human Resources Hotline
- Certification/Water Management
- Networking Opportunities
- Supplier/Materials Search
- Legal Forms and Contracts
- Leadership Opportunities and Training
- Professional Development
- Credit Card Processing
- Group Insurance
- Attorney on Retainer
- Lien Paperwork
- Fuel Card

(continued from page 2)

considered, such as assessing soil conditions, improving unfavorable soil conditions, selecting good quality planting stock, dealing with imperfect root systems, sizing the planting pit, amending the backfill, fertilization, and post-planting care. Each of these factors will be addressed in this presentation. When followed, they will lead to the successful establishment and development of urban trees.

Drip Micro Irrigation – Why Do We Keep Losing Plant Material?

Jim Borneman, Ewing Irrigation

Time: 2:15 p.m. to 3:15 p.m.

Agriculture in California would collapse without the benefit of drip irrigation. Hundreds of thousands of acres are currently being irrigated by drip/micro irrigation systems. Water delivery, with respect to pressure and filtration is critical. Furthermore, the irrigation manager must have a thorough understanding of soils and crops to properly manage the system.

Their job is easy -- same crop, same water source, and very little microclimatic variation.

Your job as a landscape professional managing or installing a drip system is tough; multiple crops on the same water source, multiple water sources to manage, and microclimatic variations.

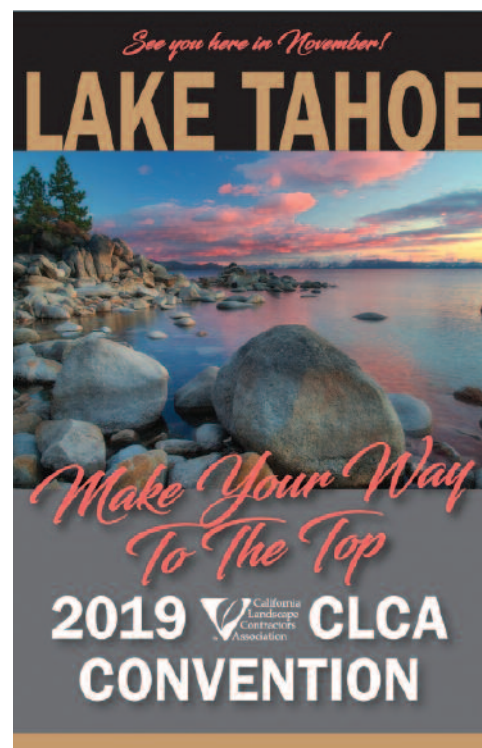
In just one hour, you will learn critical drip installation and management skills that will improve your installation and management of drip systems.

Topics we will be discussing....

- Pressure and filtration – the requirements and how to measure systems in the field.
- Calculating the number of emitters or size of tubing ring for a tree or shrub.
- Calculating the application rate of an existing drip system for better scheduling.
- Calculating the gallons needed per day per plant on a seasonal basis for 100 popular landscape plants.

Seminar Registration

norcaltradeshow.org/seminar-registration/



November 13-16

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