



# Bay Breeze

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JANUARY 2020 • Vol. 44, Issue No. 1

## CLCA Family Affair

By Girvin Peters

On a rainy Sunday afternoon, 43 CLCA members ventured down to Testarossa Winery in Los Gatos for the annual Holiday Holiday Party. We met in the cask room, and you could feel the good vibes as the guests arrived. There was a good mix of new, energetic members, as well as the more seasoned ones.

After saying our hellos, we were treated to a wine tasting of five excellent Testarossa wines and tasty hors d'oeuvres. We socialized and sipped for an hour and then sat down for lunch. The tables were nicely decorated with a take-home Santa at each setting. The buffet lunch included a delicious farmers market salad and marinated chicken breast with roasted vegetables and potatoes. Everyone seemed to save room for dessert, which included lavender profiteroles and assorted truffles, because the serving plate was empty in a very short time!

*(continued on page 5)*



Above: Girvin Peters, Brigette and Ernst Lehman at the Holiday Party at Testarossa Winery in Los Gatos.



**Thursday, January 16**

## Kickoff the New Year with SFBA!

Come join the CLCA SFBA Chapter for a rollicking good time at Campo Di Bocce at 565 University Ave. in Los Gatos on Thursday, January 16, from 6 to 8:30 pm. Let's kick off the CLCA SFBA year with a fun event that offers plenty of opportunity to connect with fellow chapter members.

There will be appetizers, salad, pasta, and pizza while we play. We will have some raffle prizes and awards for a little bocce tournament that will go on during our time there. So come out and play bocce (it is so easy to play and so much fun), hang out with old friends and make new ones, and eat some good food.

Come out of the cold in January, join us, and make some heat by kicking off the year with the CLCA SFBA community at Campo Di Bocce. It will be a fun time!

**Where** Campo Di Bocce  
565 University Ave., Los Gatos, CA 95032  
1-408-395-7650

**Time** 6:00 to 6:30 pm – Cocktail hour  
6:30 to 8:30 pm – Food and Bocce Tournament!

**Cost** \$45.00 per person

Reservations due by January 12, 2020

For information and to RSVP: email Jeff Henninger at [jhenninger@deltabluegrass.com](mailto:jhenninger@deltabluegrass.com).

If you RSVP for an event and are unable to attend, you must cancel your reservation at least 48 hours prior to the event to receive a refund. If you do not cancel your reservation 48 hours prior to the event, you will be invoiced for the reservation and/or your fees will NOT be refunded.

**Partner Spotlight:**

# Jeremy Yearton: Hunter/FX Luminaire

Jeremy Yearton is a sales manager for Hunter Industries in the Northern California region and has an extensive background in sales, marketing, distribution, and customer support. Since joining the Hunter team, Jeremy has been involved with various CLCA events. He is passionate about the camaraderie that CLCA brings to the industry and its members.

Embracing the forward strides of the industry and his current role, Jeremy is enthusiastic about implementing strategies that will help contractors reach their goals. Jeremy is passionate about sharing Hunter's Hydrowise™ technology, a Wi-Fi based irrigation management software solution for contractors. This technology greatly improves water savings, promotes healthy landscape management, and provides opportunities for contractors to decrease labor costs and grow their businesses.

"This is a great opportunity for

contractors to expand their businesses with a platform that allows them to manage many customers across a large area from one single device. This equates to huge cost and time savings," says Jeremy.

Headquartered in San Marcos, California since 1981, Hunter is the world leader in the development of water-efficient irrigation systems. Innovation is the cornerstone of Hunter's business. Some of Hunter's newest innovations include:

- The mobile-friendly Centralus™ irrigation management platform — currently available in beta phase — offers highly secure, comprehensive cloud-based control and monitoring features for ICC2 and ACC2 controllers.
- The new battery-operated NODE-BT controller is enabled with powerful wireless Bluetooth® technology that can be easily managed from a smartphone. It's the perfect choice for gardens, parks, medians, or other outdoor applications

where AC power is unavailable.

- The revolutionary EZ Decoder System is designed for simple and low-cost installation so irrigation professionals can bring the power of two-wire technology to more projects than ever before. EZDS is compatible with ICC2 and HCC controllers.
- The simple, low-cost A2C-LTE modules enable Centralus web-based management via cellular service for ACC2 commercial controllers.



Jeremy and his wife Lori reside in the South Bay of Hollister, California, with their three kids. His responsibilities with Hunter will include Hunter/FX sales in the southern

Peninsula, East Bay and South Bay territory. Jeremy Yearton | Cell (669)253-3755 jeremy.yearton@hunterindustries.com

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# Growing into the Future With CLCA

By Jeff Henninger, Delta Bluegrass Co.



## Tips for Your Landscape Business New Legislation That Affects Your Business

There are many new laws and regulations going into effect on January 1, 2020, that could affect the way you do business. Please familiarize yourself with these new laws to avoid any surprises from non-compliance of a law you weren't even aware of. The CLCA works diligently to fight for our right to operate in a profitable fashion and to be free from business killing laws and regulations. Following is a list of new laws that may affect your business.

- AB 1565 Contractor Wage Liability
- AB 3018 Skilled and Trained Workforce
- SB 1300 Workplace Harassment
- SB 1252 – Employee Right to Receive Copy of Pay Statement
- AB5 - Subcontractor and 1099 Regulations
- SB 1412 Limitation on Use of Criminal Convictions.

For a synopsis of how these laws may impact your business, visit <https://bit.ly/2Q2tTAW>

We want to make sure you, as a CLCA member, have a leg up on the competition! Please take the time to familiarize yourself with these impending changes!

## CLCA Has You Covered Update Labor Law Posters

It's time to update your Labor Law posters! 2020 posters include all recommended state and federal updates

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CLCA members \$34 (plus tax & shipping)

Non-members \$44 (plus tax & shipping)

Thank you for the honor of serving as president of the CLCA SFBA Chapter in 2020. I am looking to the inspirations of the past as we charge into the future of our CLCA chapter.

I am fortunate to be moving forward with a very hard-working board. We hope to make this year a fun one with plenty of socializing and great networking opportunities with fellow members. This year our board is committed to being very responsive. We want to make the events well organized, useful and interesting.

The green industry continues to evolve. Moving forward, what will define the way we frame the "landscape economy?" The nature of our business, labor intensive tasks, production and cost efficiencies are all under constant pressure. In conversations across our industry, from tailgate meetings to board rooms, landscape companies are preparing their strategic plans for 2020 and beyond. Speculation about the impact of automation, demographic shifts, operations optimization and smarter workplaces are front and center. The CLCA SFBA Chapter is striving to set the example in the landscape industry.

Our industry is all about growing things, and CLCA is no exception. We are all CLCA and that means we are all growing... but what does that mean?

"Growing People" - Engage your employees as your collaborators. They are your most important asset. Invest in them. Get to know them. Tap into your employees' talents and unleash their potential in ways that are mutually beneficial to them and your business. This is

essential for operationalizing your goals. A committed, passionate workforce will deliver your long-term goals and move you closer to realizing your vision.

"Growing Members" - Membership is the lifeblood of CLCA and for good reason. Each membership represents a professional who establishes standards and ethics in the landscape industry and, most importantly, drives CLCA. That's why each year CLCA is tasked with one very special goal: TO INCREASE MEMBERSHIP!

"Growing Businesses" - Hire the right people and think about your company's growth trajectory. You need to ensure that you have a solid staff that can help you achieve your Vision. Grow your customer experience, drive your social media, and be adaptable to switch directions quickly to respond to changes in your market. Invest in yourself both professionally and personally. Always think ahead of the market, "Where am today, and where might I be tomorrow."

I look forward to working with Present and Future CLCA members, as well as a great SFBA Board for the upcoming 2020 year. Please feel free to contact any of our board members with any questions or suggestions you may have. "We Are All CLCA" and together we can build the future of our association and our industry.

I hope to see you at our kickoff meeting on Thursday, January 16 at Campo di Bocce in Los Gatos. Come out, play some bocce ball and get to know the board and your fellow chapter members.

# SFBA Chapter Member Takes Top Honors at Trophy Awards

Congratulations to our San Francisco Bay Area Chapter member who received recognition at the CLCA State Trophy Awards Program in South Lake Tahoe on November 15.

A big congratulation to Confidence Landscape, Inc. for winning the Special Effects Award and the Stuart J Sperber Memorial Sweepstakes Award. Confidence Landscaping, Inc. was founded by Jeff Sheehan in 1980 as a full-service landscape design/build company based in the Silicon Valley. Jeff is licensed in the State of California as both a Landscape Architect and Landscape Contractor. He is responsible for all business operations and technical aspects of landscape design, construction and management for the company.

During Jeff's career, his company has garnered more than 60 landscape industry awards for excellence in the field of landscape design and construction with specific honors focused on low water-use design and eco-friendly installations. For more than 30 years, he has been an active member of the California Landscape Contractors Association (CLCA), serving as California State President in 2001 and was honored as its Member of the Year in 2001.

Congratulation to the following Trophy Award Winners from the CLCA SFBA Chapter. We will be highlighting your award winning projects in future issues of



the Bay Breeze.

- Blue Sky Design, Inc.
- Frank & Grossman Landscape Contractor
- Bayscape Landscape Management
- Jensen Corporation Landscape Contractors
- Medallion Landscape

*Pictured above: The Perry/Bjedov Residence by Confidence Landscape winner of the Special Effects Award and the Stuart J Sperber Memorial Sweepstakes Award during the Trophy Awards held on November 15 in South Lake Tahoe.*

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Above left: Girvin Peters, Fred Hanker, and Ernst Lehmann.

Above right: Zach Coney and KC Coverdell.

At right: Elle Taketa, Mary Cohen and Lesley Peters.



Above: Lyudmila, Francisco and Alexandra Quezandaz.



Above: Lani Hanker and Sally Coverdell.



Above: Leo Ott, Leanna Coverdell.



Above: Cindy Singletary, Charlene Ott and Lesley Peters.

(continued from page 1: Holiday Party)

After lunch Jeff Henninger recognized Sam Whitney for being a member of CLCA for 25 years and award him with a lifetime membership plaque. Tom Ellington then installed Vlad Khrolov of Skyline Landscapes as the chapter secretary for 2020, and Marin Villapando of Zanker Recycling as the chapter's returning associate member representative.

Up next was the Auxiliary raffle. Our first winner was Marin Villapando, winning [www.clcasfa.org](http://www.clcasfa.org)

a basket by Jeff Henninger of Delta Bluegrass. And our second winner was Vlad Khrolov, winning a basket by Michelle Ott of Colony Landscape.

As the eventful afternoon came to a close, I thanked one of the servers for the excellent service, and she replied, "Your group was great! I had no idea you were an association. The way you were so friendly to each other I thought this was a family reunion of some kind!"

## Nor Cal Landscape & Nursery Show

➤ Growing Forward

Trade Show & Educational Seminars

[www.norcaltradeshow.org](http://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



## Nor Cal Landscape & Nursery Show is Almost Here!

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](http://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.

### The Nor Cal Show Needs You!

The last four years you've made a difference as we launched the CLCA/Nor Cal Landscape and Nursery Show partnership. The 2019 show was a large success due to the help of our CLCA members and supporters.

We are currently preparing for the 2020 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 26 and 27.

Signing up is easy. Just visit: [www.surveymonkey.com/r/2020NorCal](http://www.surveymonkey.com/r/2020NorCal).

For more information on the show and educational offerings visit the website at [norcaltradeshow.org](http://norcaltradeshow.org).

## 2020 SF Bay Area Chapter Contacts

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### CLCA Mission Statement

The California Landscape Contractors Association serves the interests of its members, promotes professionalism, and advances public awareness of the landscape industry.

The CLCA SFBA Chapter newsletter is published monthly. Copy and advertising deadlines are the 10th of the month preceding publication. Please send all copy, black & white photos, line art and ad materials to: Jerrie Beard & Associates, PO Box 7, Pollock Pines CA 95726. Emailed submissions are welcome at [jsb@beardassociates.com](mailto:jsb@beardassociates.com). For information on advertising and rates, contact Jerrie Beard at (530) 621-1701.

Articles submitted are subject to approval and modification. Chapter or Editor are not liable for misprints or errors, and do not necessarily agree with opinions expressed in byline articles. Articles may be used by other CLCA chapter newsletters, giving proper credit to their source.

## Auxiliary Report



Happy New Year! I hope you rang in the New Year with friends or family or both! I am happy to be starting a new year, fresh and energetic. More fun and exciting events are coming in 2020.

Thank you everyone for coming out for the Holiday Christmas Party at Testarossa Winery in Los Gatos. If you weren't there, you missed a fun party of wine tasting, a great luncheon and lots of smiles and laughter. It will be hard to top that this year, but our always-creative Auxiliary members will come up with a terrific idea. Thank you to Girvin Peters, who came up with the brilliant idea to have a party at Testarossa, to Leo Ott for making the name tags and to Charlene Ott for purchasing the Santa decorations for the tables. It was a very festive day, getting us in the holiday spirit!

Our first Auxiliary meeting of 2020 will be Tuesday, January 28, at 6 p.m. at Ristorante La Scala in Los Altos. Some of you may remember it as Bella Vita. Well, we are going back for good Italian food. We will have a lot to discuss as we make plans for 2020. Everyone is welcome. The Auxiliary is a fun group of men and women, working together to help the Chapter, promote education, and friendship. I look forward to seeing everyone in January, either at Campo di Bocce or at Ristorante La Scala.

Lesley Peters

## SFBA Chapter Scholarship Funds

The SFBA Chapter has established scholarship funds through the Landscape Educational Advancement Foundation (LEAF) with the following balances:

SFBA Chapter . . . . .	\$10,289.25
John Lyngso Honorarium . .	\$15,157.15
Herbert Frank Memorial . .	\$16,356.83
Hans Biland Memorial . . . .	\$11,545.88
Bill Hayes Memorial . . . . .	\$13,520.62
Klaus R. Hertzner Memorial .	\$11,544.49
G. Kunimoto Memorial . . . .	\$12,770.00
Ken Jenner Memorial . . . . .	\$12,201.99
Paul Shogren Memorial . . . .	\$16,363.56
Edron Schneider Memorial .	\$11,574.81
Dr. Barry Cohen PhD Honorarium . . . . .	\$ 8,270.29
Tanouye Memorial . . . . .	\$ 5,000.82
Steve Whitehill Memorial . .	\$ 5,133.50
John Gachina Memorial . . . .	\$14,135.00
Mas Tsuda Memorial . . . . .	\$5,393.98
Candy Fiske Honorarium . . .	\$6,475.12
<b>Total . . . . .</b>	<b>\$175,733.32</b>

To make a donation, send a check payable to "LEAF" to: CLCA, 1491 River Park Dr., #100, Sacramento, CA 95815.

### CLCA Benefit: Legal Forms

CLCA has a host of legal forms available online including contracts, subcontracts, change orders, and more. Login at [www.CLCA.org](http://www.CLCA.org), click on Professionals, Membership, then 'Legal Contracts Online' to take advantage of this great member benefit.

And, if you need legal advice, call CLCA's Attorney on Retainer, Bill Porter at (916) 381-7868.



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# Partners for Success

By Marin Vallalpando

2019 was a great year for the CLCA SFBA Chapter largely because of the support of our many sponsors. Please thank the companies listed at right for their support.

It's time once again to start reaching out to our members to become Partners for Success for 2020. If you would like to help support our chapter by becoming a partner, please look over the Partners information at [www.clcasfba.org/whoware/#Partners](http://www.clcasfba.org/whoware/#Partners) or contact me, Marin Vallalpando at 408.586.9292 or email [marin@zankerrecycling.com](mailto:marin@zankerrecycling.com).

All of our chapter events are made possible by the generous support of our many sponsors. Please thank them for their commitment to our chapter both with an "atta boy" when you see them, and also by supporting their businesses.

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## Achievement Awards Sponsors

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## Student Sponsors

- Girvin Peters Landscape

**CLCA MEMBER ADVANTAGE**

## Sharpen your leadership skills

Find opportunities that align with your interests.

Serving on a board or committee at the chapter or state level is a great opportunity to develop your leadership ability. Gain contacts and different skill sets in decision making, governance, group process, financial management and more.

The experience you acquire can be applied in many aspects of your professional life — no matter where you are in your career!

[clca.org/volunteer](http://clca.org/volunteer)

# Nor Cal Landscape & Nursery Show

## ➤ Growing Forward

### Trade Show & Educational Seminars

[www.norcaltradeshows.org](http://www.norcaltradeshows.org)

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