



Awards Night Approaches

By KC Coverdell

The time for the 48th Annual Achievement Awards is upon us. Applications will be open for submission mid-February with an entry deadline of April 24. Time flies and these deadlines will come quickly. We look forward to more contractor involvement this year, so please plan accordingly to get your projects ready and entered.

The Achievement Awards are a staple of the CLCA. It is an incredible opportunity to show the rest of the chapter the beautiful work you have accomplished. There is no better feeling than being recognized for the stupendous work you and your team have put in over the past year.

The awards dinner will be held on Friday, June 26. The theme this year will be 'A Night at the Oscars.' It was an absolute pleasure welcoming our well dressed chapter members to the awards program last year, so we decided to add to that experience with an Oscar's night theme in 2020. The dinner will be held at the University Club of Palo Alto, who always put together a wonderful setting for this fun filled night.

The Awards Committee will be working hard over the next couple of months to put on yet another great night for the 48th Annual Achievement Awards! We hope to see you and your projects at the show!

Thursday, February 13

Low Voltage Lighting Demo and Workshop

Would you like to learn more about the latest in Low Voltage Lighting? Join us on Thursday, February 13 at Par 3 at Poplar Creek in San Mateo to learn more and have your questions answered by the experts.

This workshop will be taught by industry experts Jeff Calhoun from FX Luminaire, Mike McPerson from Vista Professional Outdoor Lighting, and Rick Zinn from Unique Lighting. Come touch the fixture, ask questions, learn time saving tips, and get advice on how to use these products! This event is intended for all green industry professionals including owners, managers, and field personnel. Please join us for an extremely informative workshop.

WHERE:	Par 3 at Poplar Creek 1700 Coyote Creek Point Dr., San Mateo, Ca 94401
WHEN:	Thursday, February 13 5:30 pm – 8:30 pm
COST:	CLCA Members \$48 Students \$20
CONTACT:	Jeff Henninger at jhenninger@deltabluegrass.com
REGISTER:	Online at www.clcasfba.org

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.

February 27:

NorCal Nursery & Landscape Expo

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 including:

- Gardening the Pests Out
- What's New in Fight Against ACP, HLB
- Drip Micro Irrigation
- Successfully Planting Trees in Urban Gardens
- Creating a Culture of Attraction, Engagement, Retention

Visit www.norcaltradeshows.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.

Jensen Landscape Receives Herb Frank Memorial Award

Congratulations to CLCA San Francisco Bay Area Chapter member Jensen Landscape Contractors LLC who brought home a the Herb Frank Memorial Award for Moffett Towers II, in Cupertino. The award was received at the CLCA State Trophy Awards Program held in South Lake Tahoe in November.

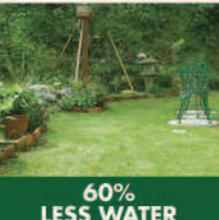
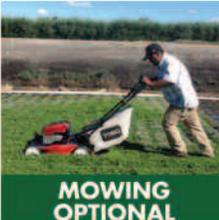
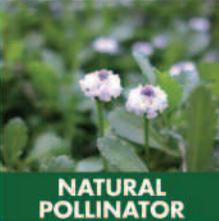
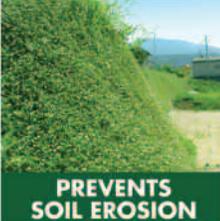
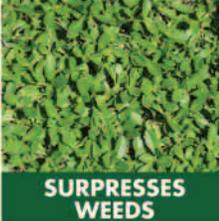
Jensen Landscape is a leading provider of landscape construction services throughout the San Francisco Bay Area. Focused on servicing customers, Jensen provides site work development for large scale construction projects and landscape maintenance services for both the private and public sectors. With over 45 years of site work construction experience, Jensen creates a seamless transition from bare ground to lush green environments for architects, owners, general contractors, and developers. Jensen's team of top landscape contractors approaches every project with unmatched speed and efficiency.



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Growing into the Future With CLCA

By Jeff Henninger, Delta Bluegrass Co.



As we move forward into 2020 and a new decade, I see good changes at the CLCA state and chapter levels. The SFBA Chapter is starting to see movement of the second-generation of landscape contractor move into the industry--KC Cloverdale at Blue Sky Design, Vladimir Khrolov at Skyline Landscape, Matt Ellington at Bayscape Landscape, Max Sheehan at Confidence, John Camin at Camin Landscape, and Russell Takehara at New Image Landscape. And that's just a few of the second-generation landscapers in our area.

The greatest intergenerational transfer of wealth in history will occur in this country over the next decade. An estimated \$10 trillion is expected to change hands, and much of this wealth will be managed by the second generation entrepreneurs in the form of ownership. What this means to the almost 13 million family controlled businesses remains to be seen. But one thing is certain - second generation entrepreneurs will hold the economy of this country in their hands for many years to come.

The world facing our second generation entrepreneurs is more complicated than the one in which our parents had success. Technology, competition, and workforces are ever changing in today's business environment and make up some of the most difficult challenges for new entrepreneurs. Couple these issues with the fact that the founder may still be actively involved and the job of running a family business by the second generation becomes monumental.

The CLCA SFBA chapter looks forward to our second generation taking the landscape industry by storm!

We are in the midst of a technology explosion. Fifty years ago, personal computers were unimaginable. Now we all carry one around in our pocket in the form of a smart phone that has any number of functions beyond just being a phone--email, internet, maps, calendar, calculator, alarm clock, weather station... and much more. This reminds me of all the functions provided by CLCA--from seminars, to cost saving insurance programs, to legal contracts and more. Visit www.clca.org to learn more and take advantage of these programs.

- CLCA 2020 Workshops-Building a Profitable Entrepreneur's Skillset, Leadership Training for Managers, and Don't Crash & Burn: Boost Profits by Mastering Chaos.
- Certified Water Manager - This program is the only performance-based Certification Program dedicated to saving California's water - our most precious resource.
- CLCA Insurance Solution - Customized coverage for CLCA members to help control your bottom-line insurance costs.
- Nor-Cal Show--Held in February in San Mateo, this one day show brings out the suppliers and contractors and provides learning opportunities.
- CLCA professional legal contracts and forms can be ordered at member@clca.org.
- Listening Lab-Your input is essential! CLCA wants to hear from its members.
- CLCA State Convention in Hawaii 2020.

This year is a leap year with 366 days. The last leap year occurred in 2016 and the next will be in 2024. Because seasons and

astrological events do not repeat in a whole number of days, calendars that have the same number of days in each year drift over time with respect to the event that the year is supposed to track. By inserting (also called intercalating) an additional day or month into the year, the drift can be corrected. A year that is not a leap year is called a common year.

So every 4 years, all this extra time is made into an extra day or 24 hours and placed at the end of February. This year February 29 falls on a Saturday. What will I do with this extra day? Take the day to do something special with family or friends. Take a selfish day to spend on recharging the battery. Whatever you do, make it a "Fun Filled Day." It only happens once every 4 years!

New Laws That May Affect Your Business

1. AB 5 creates new, more stringent tests for determining who is an independent contractor or employee. Companies must prove that people working for them as independent contractors are:
 - A) Free from the company's control when they're on the job;
 - B) Doing work that falls outside the company's normal business; and
 - C) Operating an independent business or trade beyond the job for which they were hired.
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 on employees who have opted out of your group health plan as it may mean they are going without coverage.

Partner Spotlight:

Lyngso Garden Materials, Inc.

Lyngso Garden Materials has been a family owned business since the 1950s and is well known in the community for a dedication to customer service. Lyngso has helped many generations of landscapers create their visions. Their commitment to their employees has turned this family-owned business into an employee-owned business (ESOP) moving into the future.

Commitment to Sustainability

Lyngso is proud to carry products that lessen the overall environmental impacts on the planet. The organics department has expanded to only carry truly organic and natural materials without any use of chemical or synthetic fertilizers. Many of the soil mixes are certified organic and/or are going through the process to be certified. Soil mixes such as Lyngso's Roof Mix, Biotreatment Soil Mix help clean stormwater runoff.

Lyngso carries a full line of natural stone hardscape products, dimensional paving

stone, decorative gravel, pebbles, and naturally stabilized pathway fines. Many of these products are local and recycled materials that qualify for LEED credits. Lyngso visits stone quarries on a regular basis to see their operations first-hand and to ensure that Lyngso works with vendors that use responsible quarrying methods and adhere to environmental regulations.

Collective Knowledge/Education

In efforts to educate the community on various sustainable and innovative gardening practices, Lyngso has been offering free clinics every Saturday on various landscaping topics, regenerative soil and DIY workshops. Lyngso partners with many local nonprofit organizations, such as the UC Master Gardeners, to bring curated educational experiences to the public. Lyngso's website offers articles on various landscaping and gardening topics.

Products, People and Practice

Erik Aichelen joined Lyngso shortly after graduating from college looking for an opportunity and for a place where he could grow. What he found was a close-knit, family-owned business that prioritized customer service. Erik started as an inside sales associate at the sales counter and has worked all sales related jobs at the company including his current role as a Contractor/ Outside Sales. Over the past six years, he has learned to love the trade and the people that make this industry so special. Erik is an efficient problem solver and his customers appreciate his extra effort to resolve issues smoothly. He hopes to continue to help Bay Area landscapers and contractors grow in a changing world. Erik is happy to field any questions you have or help you with any of your landscape needs. Please do not hesitate to reach out!

Erik Aichelen | Outside Sales | 650 364 1730
www.lyngsogarden.com



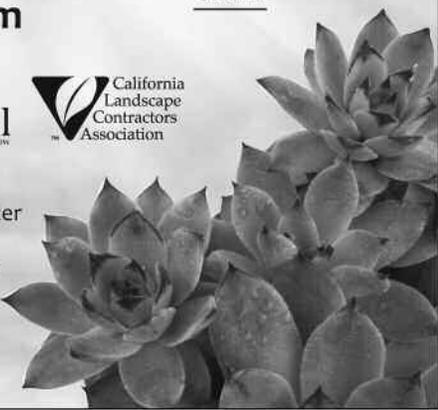
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Bocce Ball Fun at the Kickoff Meeting

Above right: Greg Black, Peggy Lundie and Andrew from Jain Irrigation.

At right: Max and Brianna Sheehan, Elle Taketa and Tom Ellington.



Above: Jeff Henninger and Mary Cohen. Above: Leo Ott, Charlene Ott, and James Walker.



Above: Jeff Henninger, Jeff Sheehan. Above: Michael and Diane Viva.



Above: Shane Henninger, Lesley and Girvin Peters. Above: Erhard Wegman and Erik Aichelen.

**Tips for Your Landscape Business
The Color Trilogy**

The pace of change in the outdoor lighting industry increases every year. LEDs first disrupted the industry with efficient new technology and more environmental responsibility. Then zoning and dimming controls were introduced to set a new standard for outdoor living. Now the majority of homeowners are demanding Wi-Fi or Cloud-based options. A new breakthrough technology is RGB color-changing fixtures.

Color is a combination of three factors: hue, saturation, and value (or intensity). Hue is the primary attribute of any color, and the full range is typically seen on a visible light spectrum (or color wheel). Remember the acronym ROY-G-BIV? Those are the colors in the light spectrum--red, orange, yellow, green, blue, indigo, violet.

In the lighting industry, saturation is the most important element of color because it allows a user to soften colors and reduce the harshness of extreme hues. The addition of a white LED to the RGB mix renders saturation possible. Thus, the true color LED consists of four colors: red, green, blue, and white (or RGBW). RGB can produce a variety of color options as well as a color close to white. RGBW color mixing creates a tremendous range of unique color options as well as a finely tunable white light.

The final member of the color trilogy is value, or the measurable amount of brightness. Value is often referred to as intensity. The ability to adjust intensity throughout the evening, or for a specific activity or event, sets a few RGBW color manufacturers apart. These RGBW products allow you to increase the intensity during the early evening hours, but dim it in the late evening and early morning to conserve energy and provide security lighting.

The RGBW trilogy of hue, saturation, and intensity establish a foundation of limitless possibilities with color.

Jeff Calhoun has been a Sales Manager with FX Luminaire for over 16 years. He can be reached at Jeff.Calhoun@FXL.com

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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: Jerrrie Beard & Associates, PO Box 7, Pollock Pines CA 95726. Emailed submissions are welcome at jsb@beardassociates.com. For information on advertising and rates, contact Jerrrie 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



Welcome to another February! Did Punxsutawney Phil see his shadow or not? Did the 49ers win the Super Bowl? As I am writing this, I don't know the answers, but I'm excited to find out. By the time you are reading this issue of the *Bay Breeze*, Groundhog Day and the Super Bowl are probably behind us, both occurring on the same day, February 2. A day to remember for sure if the 49ers win the Super Bowl! Is this the start of another winning era? Let's hope so!

The January kick-off meeting at Campo di Bocce was lots of fun. The food was excellent and in abundance. Bocce ball was super fun. Thank you, Mary Cohen, for being my partner. We kicked butt! Not enough time to finish and determine a big winner, but still loads of fun. Thanks to everyone who bought raffle tickets, the Auxiliary raised \$160 for LEAF scholarships. Thank you to James Walker for creating the raffle basket and signing up to bring the January basket until 2023! And who was the big winner? Girvin Peters! Congratulations, Girvin and thank you again everyone for your generosity.

I will have more to share next month about Auxiliary happenings and our calendar. As of now, stay dry, stay warm and Happy Valentine's Day! Go Niners!

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
Total	\$175,733.32

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, 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 or contact me, Marin Vallalpando at 408.586.9292 or email 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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