



Bay Breeze

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January 17, 6 p.m. Kickoff Meeting

Join us as we kickoff the new year for the CLCA SFBA Chapter. Join friends and colleagues for an evening of networking, great food, and fun. Watch your email for further details and a link to register for this great event.

Where: Flames Eatery & Bar
88 South 4th St., San Jose

Time: 6 - 8 p.m.

For more information or to RSVP watch your email or visit www.clcasfba.org.



CLCA Trophy Awards Congratulations Winners

The following companies brought home the gold for the San Francisco Bay Area Chapter receiving recognition for their work at the recent CLCA Trophy Awards held in San Diego in November.

Herb Frank Memorial Trophy Award

Jensen Landscape for 855 Brannan Street



John Redmond Memorial Trophy Award

Gachina Landscape Management for the Malavalli Estates

Nelson Colvin Humanitarian Trophy Award

Janet Moyer Landscaping for Sojourner Truth/Felton Day Care Center
Award: Outstanding Achievement

Design/Build

Outstanding Achievement
Frank and Grossman Landscape Contractors, Inc. for Sympetrum

Small Commercial Maintenance

First Place

Bayscape Landscape Management for Samsung Research Center

Large Commercial Maintenance

First Place

Bayscape Landscape Management for Netflix Campus

Outstanding Achievement

Gachina Landscape Management for 1400 Pagemill Road

Condos/Townhomes/Apartments

Outstanding Achievement

Medallion Landscape Management, Inc. for Montecello

Public Works Maintenance

Outstanding Achievement

Bayscape Landscape Management for Capitol Expressway Auto Mall

Landscape Renovation

Outstanding Achievement

Tamura Designs, Inc. for Miller Residence



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CLCA MEMBER ADVANTAGE

Hang out with friends and benefit your business
(Dare we say by leaps and bounds?)

Benefit your business by attending your **CLCA Chapter events!** Building relationships with others in your industry leads to new opportunities, new friends, and new connections that can be valuable to your success. Participating in state and chapter activities is a great way to connect, learn and grow with CLCA.

clca.org/calendar

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A Message from the President

CLCA Convention Provided Opportunities

By Fanny Obadia, Green Thumbs Up



Contractors work really hard, but when it's time to party, they certainly know how. Having just returned from the CLCA convention in San Diego, where all 12 chapters from the state were represented, I can attest to this!

Partying aside, the convention was very well attended, and there was never a dull moment! Our days were filled with educational events, seminars, lots of networking, an awards ceremony, and even a wine toss event.

For me, the highlight of the convention was Renee French's session on 2019 landscape industry trends. It provided valuable insights into new ways for us to upgrade sales and profits with add-ons, while continuing to provide services that clients appreciate. You may want to consider offering one or both of these add-ons to your landscaping services: Firescaping and Petscaping.

Firescaping

Firescaping is key to mitigating risk around homes that are prone to fires due to dry vegetation. You may think this is relevant only in the vicinity of forests, but in fact, urban landscapes can benefit significantly from fire-resistant design approaches, based

on utilizing the right plants and understanding the technicalities of how fire spreads. Ensuring that placement of trees, shrubs, perennials, and hardscaping materials--relative to one another and to the residence--conforms to minimum spacing standards can go a long way toward preventing a fire from becoming an inferno. Look into the city bylaws and fire regulations before designing or installing a landscape. Down the road, these sorts of regulations will become as consequential in your landscapes as WELO is today. Be the first professional in your area to become a firescaping expert!

Petscaping

Petscaping is a slightly more pleasant topic. Pets are a \$70+ billion industry in the US, so why not capitalize on it? People will spend almost anything for their pets' pleasure and comfort, so why not give them the pet spa their beloved dog or cat deserves? Or how about a dedicated exercise space in the garden, with hoops, steps and other accessories. Have fun with it, and offer a new service to your clients. It's so much easier to work with your clients for repeat business than to be constantly seeking out new customers.

I am so proud of the new board that was installed for 2019: a group of dynamic young contractors with more energy than many of us old folks. As Gabriel Thomas, our incoming president, said, "We will still need all of the experience you can support us with." So we seniors are not off the hook yet; we will need to continue to deliver value to our members. And we can expect fun and creative events for 2019!

I am looking forward to seeing all of you at the 2018 Holiday Party. Reserve soon, tickets are limited!

Once again, I want to thank all of you for supporting me this year in all of the ways that you have. I learned so much, and had a wonderful time getting to know all of you a little better. The CLCA would not have existed for over 70 years were it not for the people and the advocacy at the state level. Keep focusing on the positive. I wish you and all of your loved ones a Merry Christmas, a Happy Hanukkah, and a joyous, healthy and prosperous new year.

NorCal Needs You!

As a show partner, CLCA is responsible for half the volunteer labor for the NorCal Landscape and Nursery Show, February 14 from 8 a.m. to 4 p.m. at the San Mateo Expo Center.

A variety of time slots are available on February 13 and 14. As a volunteer, you'll receive snacks, beverages, free parking the day of the show and our deep gratitude. Signing up is easy by visiting surveymonkey.com/r/CLCANorCal19

CLCA Member Benefit

On Demand Webinars

CLCA members have access to knowledge through a library of recorded webinars on business topics. Access these and others at clca.org/webinars/index.php. You will need member login info.

- What Keeps Employers Up at Night? (60 minutes, Nov 9, 2017)
- The Ins and Outs of Employee Handbooks (61 minutes, October 26, 2017)
- 2017 Immigration Update (60 minutes, August 24, 2017)

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Images of Yesteryear



Girvin Peters, Ernst Lehmann, George Kunimoto

(Photos from 1986 and 1990 tests)

On October 18 and 19, 1986, the CLCA San Francisco Bay Area Chapter hosted the Certified Landscape Technician Test at Foothill College. The test was co-chaired by George Kunimoto and John Gachina. Also instrumental in the success of the event were Mary Hayes and Girvin Peters who lined up donations of materials for the test. Marty and Rick Meyers also made up all the signs. Leo Ott was in charge of procuring equipment and Hans Coaz the tools for the test. And the Grass Widows provided coffee and lunches during set up of the test site.



Girvin Peters and Todd Bradrick



Lebo Newman (center) gives instruction

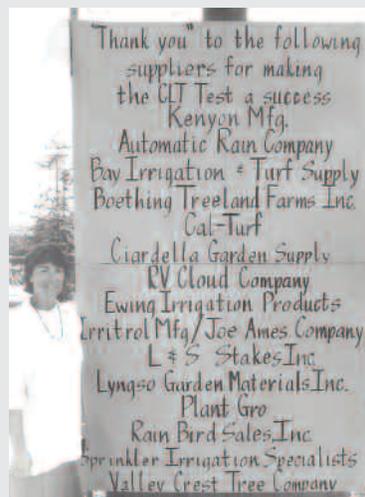
The setup crew included Leo Ott, Hans Coaz, Jeff Frank, Bill Turano, Don Defever, Mas Tsuda, Girvin Peters and Scott McGilvray and his crew.

Donations of supplies were from Automatic Rain, Bay Irrigation, Boething Treeland Farms, CalTurf, Ciardella Garden, R.V. Cloud, Ewing Irrigation, Javelco Equipment, Irritrol/Joe Ames, Kenyon Mfg, L&S Stakes, Lyngso, Plant Gro, RainBird, Sprinkler Irrigation Specialists, and Valley Crest Trees.

Charles Konigsberg and Foothill College were also helpful.



Bill Turano



Marty Hayes



John Gachina



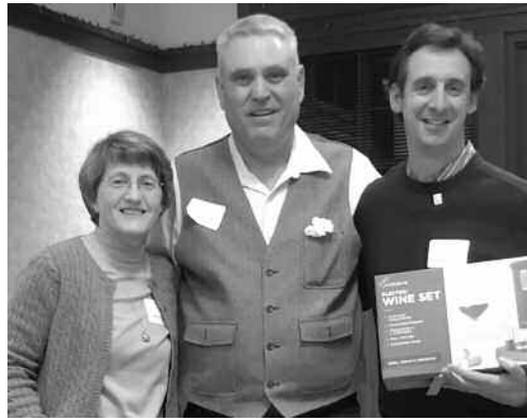
Above: 2019 Board: Jeff Henninger, Fanny Oadia, Gabriel Thomas, Kenneth Coverdell, Juan Esparaza and Marin Villalpando



Ernst Lehmann, Leo Ott and Frank Dell.

Membership Night Festivities

Members seasoned and fresh came out to Michael's at Shoreline to enjoy the networking and great food during membership night in November.



Erhard Wegman and Gabriel Thomas.



Girovin Peters and Simon Parrott.



Jeff Henninger and friends.



Lesley Peters and Ken Coverdell



Leo and Ed Ott

Below: Lesley Peters and Rick Camin



Jolee Horne, Vicky Parrott, Brigette Lehmann



Lesley Peters and Gabriel Thomas



Auxiliary Report



Firstly, I want to thank the Auxiliary for awarding me this year's Auxiliary Member of the Year. I am truly grateful and humbled by this honor.

I'd also like to take this opportunity to formally thank Frank and Cathy Dell for their very generous donation of \$500 to the Auxiliary in my honor. The Dells have a very special place in my heart. They are kind, generous and so humble. What an awesome couple!

Installation Night was an evening of celebration as the 2019 Boards of the

Chapter were installed. Thank you to Sir Mike Hertzner for installing the Auxiliary Board. A total of \$265 was raised, thanks to donations from Erhard Wegman and the beautiful Auxiliary basket created by Vicky Parrott. Congratulations to the many winners, including Frank Dell, Les Harris, Girvin Peters, Leo Ott, Ken Coverdell, Gabe Thomas and the lucky winners at each table who won a centerpiece puzzle from their respective tables.

The Convention in San Diego last month was a lot of fun and financially a great success for the Auxiliary and LEAF. The Wine Toss was well received by all. Thanks to the donations of wines of all colors and sorts, over \$1500 was raised by the Auxiliary for LEAF. In addition to this,

new named funds were established and donations were received, including \$2500 from Jon and Tanya Singley to establish the Dan Lassanske Memorial Fund and a generous donation of \$10,000 came from CLCA Insurance Solutions.

I'm not sure if you'll receive this issue of the Breeze before the Chapter Holiday Party, but I hope you've signed up to celebrate the Holiday Season with sure-to-be-spectacular views of the San Francisco bay and skyline.

In closing, I wish next year's Board much success. Under the leadership of Lesley Peters, I'm confident 2019 will be great for the Auxiliary and the Chapter. I wish each of you a joyous Holiday Season surrounded by family and friends.

What Might My Employees Be Experiencing After a Disaster?

Shock and denial are typical responses to disasters or traumatic events, especially shortly after the event. Once the initial shock subsides, reactions vary from one person to another. Per the American Psychological Association, the following are common responses to a traumatic event. It may be of help to share these with your managers and employees:

- Feelings may become intense and sometimes are unpredictable. They may become more irritable than usual, and their mood may change back and forth dramatically. Your employees may feel anxious or nervous, or even depressed.
- Thoughts and behavior patterns are

affected. Employees may experience repeated and vivid memories of evacuating or seeing the fire approach, for example. These flashbacks may occur for no apparent reason and may lead to physical reactions such as rapid heartbeat or sweating. Employees may find it difficult to concentrate or make decisions, or become more easily confused. Sleep and eating patterns also may be disrupted.

Awareness of this can assist employers in working with employees.

- Recurring emotional reactions are common. Reminders or triggers such as smoke, ash, sirens or fire trucks can create anxiety.

- Interpersonal relationships can become strained, particularly if employees are living in temporary housing. In some instances, employees may find themselves experiencing arguments with family, friends or co-workers. On the other hand, an employee may become withdrawn and isolated and avoid their usual activities.
- Physical symptoms may accompany the extreme stress. For example, headaches, nausea and chest pain may result and may require medical attention. Pre-existing medical conditions may worsen.

There is no one "standard" pattern of reaction to the extreme stress of traumatic experiences. If you have questions regarding how to handle employee situations, please take advantage of CLCA's HR Hotline at (888) 783-4340.



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Partners for Success

By Jeff Henninger

Wishing you all a wonderful holiday season! May you enjoy the warmth of friends and family.

Our chapter board is planning chapter activities for 2019. These meetings and events are made possible by the generous support of our sponsors. Please support the companies that support our chapter.

As we look forward to the new year, we ask that you consider renewing your sponsorship of our chapter, or, if you are not already a sponsor, that you consider joining the ranks of this elite group of companies who provide the means for this chapter to present quality programs.

To become a partner, please contact me, Jeff Henninger, at (925) 698-8295 or email jhenninger@deltabluegrass.com.

Partners information can be found at www.clcasfa.org/whoweare/#Partners.

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 Drive, #100, Sacramento, CA 95815.

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