

# Bay Breeze

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MARCH 2019 • Vol. 43, Issue No. 3

Thursday, April 11

## 2019 Product Showcase

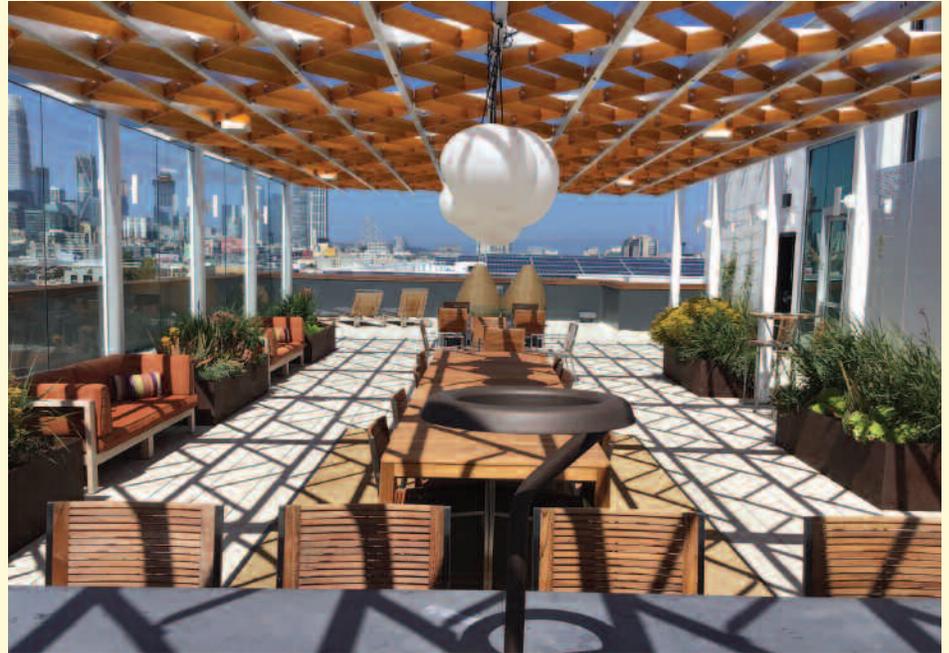
Peninsula Building Materials recently announced that the 2019 Product Showcase will be held on Thursday, April 11 from 4-7 p.m. at their showroom at 2490 Charleston Road in Mountain View.

Contractors, masons, designers, architects and builders are encouraged to attend the onsite installation demonstrations and presentations including a presentation on designing with stone, an MSI Porcelain Paving demonstration and a thin veneer demonstration.

Complimentary food and drink will be served. To register, visit [www.pbm1923.com](http://www.pbm1923.com) or email [events@pbm1923.com](mailto:events@pbm1923.com).



The gateway to the new John Paul and H. Jaclyn Ishimaru Gachina Learning Center at Foothill College. See page 4 for the complete story photos from the dedication ceremony.



855 Brannan by Jensen Landscape Construction, winner of the Landscape Awards Sweepstakes Award in 2018.

## Landscape Awards Update

Kenneth "K.C." Coverdell, Blue Sky Designs Inc

Applications for the CLCA SFBA Chapter Awards Program are now online at [www.clcasfba.org/landscape-awards](http://www.clcasfba.org/landscape-awards). The Awards committee is making the final arrangements for the gala presentation of awards, so now it's up to you to deliver the projects. Judges have been chosen and accommodations are set.

- Friday, May 3 - Deadline to submit entries -fee \$100
- Friday, May 10 - Deadline to submit late entries - fee \$150
- Saturday, May 11 - Entry processing
- Tuesday, May 14 - Thursday, May 16 - Project judging
- Friday, June 21 - Black Tie Awards Dinner at University Club of Palo Alto.

I hope you all have been contemplating which projects you want to enter. Download the awards application from the chapter website for all the information.

You are also encouraged to get involved in the planning and set up for this event. We are still looking for 3 Drivers/Navigators. Being involved is the perfect chance to see the work of other contractors first hand. We look forward to receiving your applications. Bring your team members to the event. The more the merrier!

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## A Message from the President

# A Rising Tide Lifts All Boats

By Gabriel Thomas, Three Rivers Landscape Services



On February 1 our company started a landscape maintenance contract on a new property for a new client. It will keep one of our crews busy two full days per week. We didn't get the work because of an eye catching website or social medial presence. We didn't get the work because of a robust business development campaign. We certainly didn't get the work from cold-calling. We secured this job because a fellow SFBA chapter member picked up the phone and referred out company.

Here in the Bay Area there is no shortage of business marketing advice urging us to be "disruptors" or "build brand recognition." While this may be sound advice, it is equally important to foster a reliable and personal network with other contractors in our chapter. If I have learned anything in my time in the CLCA it is that there is plenty of work for all of us. Think of the times when you were buried in work and received an unsolicited call looking for your services. I know I've been guilty of not following up on prospects when we are booked out for months. But, instead of ignoring the call, consider passing that work along to a fellow chapter member. Although winning work is our ultimate

goal, a very close second is being able to pass off our surplus to another competent and qualified contractor. In the end you'll be helping the client, helping a fellow member, helping the image of our industry, and helping yourself by positioning your company as one that cares and follows up. Even if you couldn't do this job yourself, you helped the client find a contractor who could, and that will be remembered.

The economic boom that we're all enjoying right now won't last forever. However the relationships that we forge with our fellow contractors have the potential to endure. Our trade as a whole benefits from our ability to see our fellow contractors as a resource. In the end we all win: the customer gets a quality landscape job, your fellow contractor gets some revenue, and you get the satisfaction of knowing that you're advancing the prosperity of our chapter. Keep the business cards or contact information of a few chapter members handy. "I can't take on your project right now, but I have a friend from the CLCA who would definitely be interested." Who knows? Maybe you'll be on the other side of that referral at a time when you need it the most.

## Calendar of Events

### March

- 21 Chapter Meeting. Details TBA
- 28 Chapter Board Meeting. 5 p.m.  
Peninsula Building Materials, 2490  
Charleston Rd., Mountain View.

### April

- 11 4-7 p.m. Product Showcase.  
Peninsula Building Materials, 2490  
Charleston Rd., Mountain View.
- 18 Chapter Meeting. Details TBA
- 25 Chapter Board Meeting. 5 p.m.  
Peninsula Building Materials, 2490  
Charleston Rd., Mountain View.

### May

- 3 Landscape Black Tie Achievement Awards entries due.
- 10 Late entries due for Awards.
- 14-16 Awards judging.
- 16 Chapter Meeting. Details TBA
- 23 Chapter Board Meeting. 5 p.m.  
Peninsula Building Materials, 2490  
Charleston Rd., Mountain View.

### June

- 21 Landscape Black Tie Achievement Awards Dinner – University Club of Palo Alto
- 27 Chapter Board Meeting. 5 p.m.  
Peninsula Building Materials, 2490  
Charleston Rd., Mountain View.

### July

- 18 Chapter Meeting. Details TBA.
- 25 Chapter Board Meeting. 5 p.m.  
Peninsula Building Materials, 2490  
Charleston Rd., Mountain View.

Visit [www.clcasfba.org](http://www.clcasfba.org) for chapter events.

### 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 <https://www.clca.org/webinars>. You'll 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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# Gachina Learning Center Dedicated at Foothill College

By Frank Niccoli

Foothill College has established 25 new teaching modules along with instituting a certificate program to further the education of those wishing to join the green industry. These modules are all hands-on allowing students to put theory into practice working outside and getting their hands in the soil. Sometimes it is a small leap from casually taking a class on gardening to getting hooked on horticulture after the first few hours of a class taught by a passionate instructor. Soon that student can be seen driving down the street naming all the plants... in Latin. This is called The Hort Geek Syndrome, and I can guarantee that no one is looking for the cure.

To accommodate these hands on classes, Foothill College in conjunction with the Gachina Family recently completed an outdoor learning center. A huge thank you to Christine Hawkins of Hunter Industries, who generously donated controllers, valves, and irrigation equipment to complete the irrigation learning center.

The Gachina Family has a history of providing learning environments for those who want to learn and advance in life. Those who were in attendance representing Gachina Landscape Management are living witnesses to that philosophy.

Job Train, also started by the Gachina Family, is a wonderful example of this philosophy and dedication. Job Train transforms lives and communities in Silicon Valley by helping Silicon Valley's most in need reclaim their lives from poverty and unemployment by preparing them for successful, sustainable careers in high-demand and emerging fields. As an example, to augment Job Train's Culinary Arts program the Gachina family created The Farm on a ¼-acre plot of land. The Farm provides produce for the Culinary Arts program furthering the farm-to-table philosophy. In so doing they are teaching people another skill that can transform their

lives--they are training Hort Geeks.

The Gachina family has changed lives with their dedication to education and their belief in providing an atmosphere for learning. And so it is with the new Foothill College learning center, which continues the spirit of transformative teaching for those who learn by doing.

Recently, it was my honor to officially dedicate and name this site the John Paul and H. Jaclyn Ishimaru Gachina Learning Center. In attendance from CLCA was Sandra Giarde, the Executive Director (pictured below with Frank Niccoli), Allison LoDolce, CLCA certification manager, Regan Berry, CLCA state president-elect, Henry Buder, CPC North Rep, Tony Bertotti, past state president, Charlene

attending and they were able to further understand what John and Jackie Gachina have done for our industry.

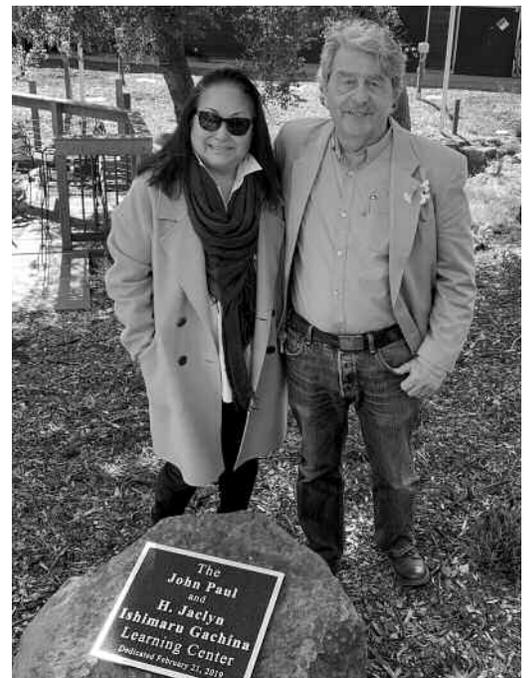
Jackie and Dominic Gachina and John Gachina's sister were a part of the dedication ceremony. Gachina Landscape Management was well represented with 16 of their senior management in attendance (shown below).

At the conclusion of the dedication a reception was held. All in all, it was a wonderful spring day, honoring a family



Ott, Lesley and Girvin Peters, and Gabriel Thomas, SFBA chapter president.

Ram Subramanian, the dean, Nanette Solvason, Deputy Sector Navigator, David Sauter, the director of horticulture, Dee Wong, adjunct instructor of horticulture, and Frank Niccoli represented Foothill College. Many of the current horticulture students filled in the ranks of those



Above: Jackie Gachina and Frank Niccoli who has long supported the vision, the mission, and the code of ethics that the California Landscape Contractors Association espouses.

# ARCHIVES NEEDS YOUR HELP!

We need your help to solve two problems regarding our Chapter Archives...

- 1) We need to relocate our Chapter Archives, so we're looking for someone who is willing to provide a place for storage in a corner of their shop or warehouse, about 6'x8' (approximately 4 file cabinets). We will need access about 6-8 times a year with advance notice, of course.
- 2) Over the last number of years a lot of items, most importantly posters with historic photos, have gone missing. Perhaps they were borrowed for an awards or special chapter event and not returned. If you have any historical items or know of their whereabouts, PLEASE contact me ASAP, so we can arrange for their safe return. It is critical to maintain and have access to the history of the SFBA Chapter, not only for us but for the entire Association.

Thank you in advance,  
Barry Cohen  
Archives Chair  
408.741.0670

# Changes to the Landscape Industry Show

This year, 2019, marked the 40th year of the LIS. It's an historic achievement to be proud of, for sure! At the same time we are marking 40 years, the CLCA Board of Directors is moving towards a new beginning. This LIS was CLCA's last.

The industry is changing. How we connect with each other is changing. And while education is a cornerstone of the Association, how we learn is changing. CLCA is moving towards a new beginning for this event where it will be more educationally focused, dynamic, foster better connections between the vendors/suppliers with the landscape contractors and best meet the needs of the green industry.

Over the next several months, CLCA will be formulating the new direction we will be taking.

CLCA is inviting green industry members to join on this journey and co-create the future. The CLCA Board of Directors is dedicating tremendous resources to this endeavor and are excited about what the future holds.

If you are interested in joining these efforts, please contact Sandra Giarde at (916) 830-2780 or sandragiarde@clca.org.

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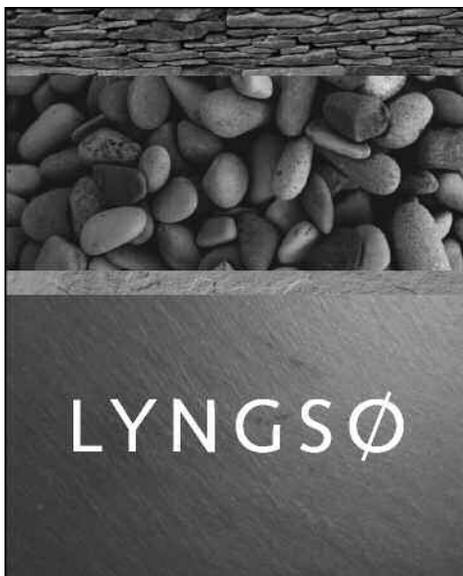
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### CLCA Mission Statement

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.



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# Auxiliary Report



Lesley Peters

Brr! It's cold outside. Will a cold, wet and soggy February bring fantastic spring flowers? One can only hope.

As I mentioned last month, we had a fabulous Auxiliary meeting on January 22 at Parkside Grille in Portola Valley. Here are the highlights from our meeting:

- We approved a budget for 2019. If you have questions about the budget or the treasurer's report, you can contact me, or our treasurer, Rick Camin.
- Our monthly dinner meeting raffles will benefit LEAF beginning in March. We clarified ticket sales procedures and ticket prices. Sounds boring, but it was a must have action item!
- The Chapter Picnic is scheduled for Sunday, September 8 at Cuesta Park in Mountain View. Thank you Rick Camin for making the reservation. Thank you also to KC Coverdell for volunteering to be our chef again this year. He cooked up some fabulous food last year! Looking forward to another great picnic with kids' games, a scavenger hunt, and, of course the horseshoe tournament. We have some great cooks in our chapter, so make plans to join us and share in the bounty. The picnic is a must-do family event in September where you can kick back and really get to know your fellow members

and their families in a relaxed setting. We had a lively conversation about pricing for the picnic, but we will make a final decision in May.

• The Chapter Holiday Party is scheduled for Sunday, December 8, at Testarossa Winery in Los Gatos. Who can think about the Christmas holidays in February? I know that's a busy time of year, so I wanted to throw the date out there so you can mark it on your calendar. It is going to be a fantastic party. Thank you, Girvin for taking the helm for this event.

• Our monthly basket raffle list is almost full. If you are interested in making a basket for the June raffle at the Achievement Awards banquet on June 21, please email me at [gpland@sbcglobal.net](mailto:gpland@sbcglobal.net).

Again, thank you to Marin Villalpando from Zanker Recycling for paying for lunch at the January meeting. We appreciate your participation and your generosity!

In case you are unfamiliar with the Auxiliary, we are a fun group of men and women who are passionate about the landscape industry and CLCA. We plan several CLCA events each year and work on the philanthropic and social end of the Chapter. These endeavors are crucial to the continued success of the Chapter and the landscape industry. We welcome your participation on whatever level of interest you may have and wish to share. Please feel free to contact me or any Auxiliary member if you have questions, or would like to join us.

Did I mention it's cold outside? I hope everyone is surviving the winter weather. Daylight savings is close and spring is near. I look forward to seeing everyone at the March dinner meeting or some other CLCA event soon.

Lesley Peters, Garden Designer  
650-941-4093  
[gpland@sbcglobal.net](mailto:gpland@sbcglobal.net)

## 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<br>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> |

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# Partners for Success

By Marin Vallalpando

With all this wet weather, it may be hard to think about which of your (now soggy) projects to enter into the awards program, but I hope you all have at least one favorite to enter. The awards banquet is always a wonderful event and a great way to see what other contractors in the area are doing.

The awards program is 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.

If you would like to become a partner, please contact me, Marin Marin Vallalpando at 408.586.9292 or email [marin@zankerrecycling.com](mailto:marin@zankerrecycling.com).

Partners information can be found at [www.clcasfa.org/whoweare/#Partners](http://www.clcasfa.org/whoweare/#Partners).

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