



Awards Program Canceled
Kenneth 'KC' Coverdell
Blue Sky Designs inc.
Vice President SFBA CLCA

It is with great disappointment that I must inform you that the CLCA SFBA Chapter Board has decided to cancel the 2020 SFBA Chapter Achievement Awards.

After much discussion regarding how best to execute the awards judging while still honoring the shelter in place restrictions, the chapter board did not see an opportunity to make fair judgement on entries that potentially cannot be visited. We do not feel it would be fair to the applicants to not give them the full judging protocol.

Although we have had many members contact us with interest to apply, we must pull the trigger now to cancel so that contractors do not spend extra time preparing jobs to enter.

We look forward to when things have calmed down and we can return to normal operations. For now we will focus our energies on planning for an extravagant event next year.

If you have any questions please reach out to any of the board members. Remain safe and healthy, and we look forward to seeing all the entries next year.

California Spray Sprinkler Body Regulation

Distributor and retail store shelves are about to look a little different. Beginning October 1, 2020, California state law will mandate all spray sprinkler bodies sold

San Francisco Bay Area Chapter
of the CLCA presents the

48th Annual Landscape Achievement Awards

Entries available
clcasfba.org/landscape-awards/
Open to member
Entry Deadline: April 24, 5p.m.
Late Deadline: May 1, 5 p.m.
Judging: May 12, 13, 14

*Sight
at the Oscars*
Awards Banquet
Friday, June 26
6:00 p.m.
University Club
of Palo Alto
3277 Miranda Ave.
Palo Alto

I-9 Basics

Steven Cesare, Ph.D.

The Harvest Group, Landscape Business Consulting | harvestlandscapeconsulting.com

A business owner from Tennessee called me the other day to say that several landscapers in his vicinity have recently been audited by Immigration and Customs Enforcement (ICE) and he believes that since his company has not yet been audited, his competitors will tell ICE to audit his company. To that end, he was extremely nervous about his I-9 Forms and processes. Here are some I-9 basics that I told him to consider:

- Use the correct version of the I-9 Form. At the time of this conversation, the current I-9 Form publication date is 10/21/2019 which is found in the bottom left margin on Page 1 of the I-9 Form.

- The Spanish version of the I-9 Form is only to be used in Puerto Rico, not the USA.

- Print out a Payroll Register of every company employee who received a paycheck last week. Cross-reference the Payroll Register with all active I-9 Forms on file. Every employee (including the owner) hired after November 6, 1986, must have a completed I-9 Form on file.

- Company staff who complete the I-9 Form and related process should be properly trained on both.

- Employees must complete Section 1 in its entirety by no later than their first day of work. The only time an applicant can complete an I-9 Form is after s/he signs and returns a conditional job offer, but not before then.

- If the company is not using E-Verify, the employee is not obligated to enter the Social Security number in Section 1; however, if the company is utilizing E-Verify, a Social Security number is required.

- The employee must sign & date Section 1.

- Today's date in Section 1 should correspond to the "employee's first day of employment" in Section 2.

- If the employee requires assistance in completing Section 1, make sure the appropriate information is added in the Preparer 2

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and/or Translator Certification area on the bottom of Page 1.

- The employer is responsible for completing Section 2 in its entirety within the three business days of the employee's first day of work. Thus, if the employee begins work on Monday and completes Section 1 of the I-9 Form on that same day, the employer must complete Section 2 of that employee's I-9 Form by no later than close of business on Thursday.

- Don't forget to complete the information labeled "Employee Info from Section 1" at the top of Page 2.

- Regarding Section 2, employers cannot require employees to give them certain documents (e.g., driver's license and a social security card).

- Employees must submit one document from the List of Acceptable Documents for List A, or one document from the List of Acceptable Documents for List B and one document from the List of Acceptable Documents from List C.

- Employers must only accept documents identified on the List of Acceptable Documents.

- Employers must not accept any document that has exceeded its expiration date.

- Employers must only accept original documents; photocopies aren't acceptable.

- Employers must accept documents that "reasonably appear to be genuine" on their faces. If a new employee provides a document that does not reasonably appear to be genuine (e.g., wrong name, font, color, wording, or format), the employer must reject that document.

- Section 3 is only completed by the company when certain documents must be reverified or if an employee is rehired.

- If an employee is rehired within three years of dismissal and has the same Section 2 documents, the company can use the employee's original I-9 Form on file; if the employee returns to the company beyond three years of dismissal, the employee must complete a new I-9 Form.

- Never use "white-out" to edit an I-9 Form; instead, when making edits, draw a line with a blue pen through the inaccurate

information, add the correct information, and then put the editor's initials and date of the change in the margin.

- All Active Employee I-9 Forms should be kept in a 3-ring binder organized alphabetically by last name.

- All Inactive Employee I-9 Forms should be kept in a separate 3-ring binder organized chronologically by destruction date: The latter of (1) one-year post-termination date, or (2) three years post-hire.

- Have an external party conduct an I-9 audit each year.

If you have any questions or comments about this topic or anything else related to human resources, simply call me at (760) 685-3800.

LEAF Application Deadline Extended to June 1, 2020

Since 1972, the California Landscape Contractors Association Auxiliary has offered scholarships to college and university students majoring in landscape related programs. In 1988, the Landscape Educational Advancement Foundation (LEAF) was formed to carry on the tradition of awarding financial aid to deserving students.

LEAF Scholarship Application

LEAF invites all students attending an accredited California community college or state university majoring in a landscape-related program and taking a minimum of six units to apply for a LEAF scholarship.

The deadline to apply for 2020 scholarships has been extended to June 1, 2020. For more information visit clca.org/industry-resources/college-scholarships-leaf/

A Message from the President

Making the Most of Shelter in Place

By Jeff Henninger, Delta Bluegrass Co.



As I sit here writing this president's message, I am sheltering in place, distancing myself 6 feet from everyone, wearing a mask when I leave the house, celebrating my sister's birthday via Zoom, shopping for my next door neighbors who are in their 80s and asking myself "Is the New Norm?" Hopefully we will all come out stronger on the other side of this virus. Please stay safe, sane, and happy.

Focus on the things you CAN control

There's no point worrying about the things that you have no influence over. You can't control the weather, so why worry about it? You can't control how much time you're given, so why stress over it? You can't control the pandemic situation, so why complain about it?

Here's what you CAN control:

- Your attitude.
- Your mindset.
- Your habits.
- Your activities.
- Your feelings.
- Your outlook.

That's just a short list, but you get my gist.

"It is not what happens that determines the major part of your future. What happens, happens to us all. It is what you do about what happens that counts," Jim Rohn

Look adversity in the eye, punch it in the face, and don't look back.

Provide more value

Most tradespeople/salespeople are horrible when it comes to follow up. Not only do they not do it nearly enough, they don't do it effectively.

Now is not the time to be following up correctly and asking people if they still want to buy from you. Now is the time to follow up effectively and with care, compassion, and empathy.

Offer something for free that you

normally wouldn't have done before. Offer to make a connection that may help them eliminate expenses or increase revenue in some way. Offer to be a resource for information related to the pandemic and how to best address the situation. Offer them hope, support, and real value during this time.

And I'm BEGGING YOU, please stop sending emails like this: "Hi Mike, just wanted to let you know I'm here for you."

Be of value to people, don't just be there for them. There's a lot more to it than promising an empty gesture.

Become Masterful

We have all been given a ton more hours than we had before. Not physically, as we all have 24 hours in the day, but figuratively. We now have "the time" we always said we needed, to be able to do the things we promised ourselves.

Remember the 1,400 times you said: "If I only had more time?" Guess what? Now you do. Stop the excuses. Stop blaming distractions. Stop, for real.

The average person just added 4.75 hours to their week because they're not commuting to work. That's 19 hours a month. We now have SO MUCH MORE TIME in our day to get better! We all know you weren't making calls, prospecting, following up, networking or any other activity for eight straight hours.

You have the time to invest in your skill sets, to improve your sales-related competencies, and to strategize and develop a plan to take your business to another level.

The time is now. Build your skill sets, build your mindset, and build your pipeline. If you don't come out ten times better on the other side of this thing, that's on you.

CLCA Responds to Coronavirus

With advocacy, action on upcoming events and a Company/HR information portal, the California Landscape Contractors Association is taking action to help you survive the coronavirus pandemic. Here are a few resources to help you navigate this challenge.

Apply Now For Business Financial Relief

New Federal legislation was signed to enact the CARES Act. Business financial relief is a significant part of the Coronavirus Aid, Relief and Economic Security (CARES) Act and provides critical help to businesses that may have been negatively impacted by COVID-19. CLCA recommends that applications be submitted as soon as possible. *MORE INFORMATION* visit <https://conta.cc/2UZGrdI>.

Support for Small Business

California Senator Dianne Feinstein has two informative documents outlining the CARES Act.

- User-friendly guide to programs and initiatives in the bill.

MORE INFORMATION visit <https://bit.ly/39HF6NR>

- Detailed explanation of business provisions in the bill.

MORE INFORMATION visit <https://bit.ly/2XbS97C>

CARES Act: Small Business Owner's Guide

Acting to provide small business owners with "whatever needs they have right now," a U.S. Senate Committee has released a focused guide on the programs and initiatives in the Coronavirus Aid, Relief and Economic Security (CARES) Act. If you need capital to cover the cost of retaining employees, a quick infusion of a smaller amount of cash or just some quality, free business counseling, the guide provides solutions. *READ (PDF)* at <https://bit.ly/2UM3byZ>

Partner Spotlight

Horizon

Horizon Distributors is probably familiar to most of you. Founded in 1963 as Automatic Rain, Horizon is an essential part of the Bay Area Green Industry community providing our members quality product and knowledgeable staff for almost 60 years.

Horizon is more than just a landscape and irrigation distributor; they are your partner, ready to deliver the products and services you need to be successful. Horizon offers the most complete selection of products in the industry, including irrigation, fertilizer, pesticides, seed and sod, mowers, 2-cycle equipment, lighting, barbecues, tools, safety products, pavers and more. With on-time delivery, will-call, online ordering and account management, parts hotline, accounting hotline, paperless invoicing and more, Horizon is the only distributor you need to get the job done.

Always at the forefront of industry trends, including being the first supply house to proactively encourage the use of glyphosate alternative pesticides, what does Horizon see as the most impactful trend in the landscape industry today?

Labor.

According to the U.S. Bureau of Labor, 4.8% of all construction positions are unfilled, which is an all-time high. We know this affects your overall profitability; it impacts your ability to start new jobs, meet deadlines, even service existing clients. And there does not appear to be any relief in sight. Our industry must figure out how to do more with less. Fortunately, Horizon has identified several products that can help landscape professionals reduce their dependence on manpower in both construction and maintenance work. All the products will easily adapt into your current processes while reducing your overall labor costs.

Power Equipment

- Exmark Wide Deck Zero Turn Mowers
The wider your deck and the faster your engine, the more acreage you can cover in an hour with just one machine. That



means the job gets done more quickly, and you can put your crew on more profitable jobs. See for yourself.

- Toro TRX Trenchers

Toro's line of walk behind trenchers improves your productivity in a variety of landscape and ground conditions. But more than that, one TRX trencher can handle the work of two workers, and at less cost per month.

Landscape Products

- Energy Efficient Fertilizers (slow release)
Fertilizers featuring slow release technology like Duration and UFlexx do more than reduce the number of fertilizer applications every year. Using better technology fertilizers can impact every part of your business and improve your overall efficiency, including reducing wear and tear on your equipment.
- Plant Growth Regulators
PGR's like Attrimec might scare you off with the price per jug. But if you look at it by application and the total time and labor you can save with the product, you will use it on every property.

Irrigation Products

- WiFi Controllers
Your clients are looking for ways to make their home life "smarter" with technology. WiFi controllers offer them the control they want over their irrigation system. But what's more, WiFi controllers give you access to all your properties from anywhere in the world. You can monitor and manage all your properties from your phone, reducing costly callbacks.
- EZFlow French Drain Pipe
NDS gravel-free French Drain products cut installation time in half by eliminating the need to transport, shovel and move

heavy gravel. It can be used as a substitute for a traditional gravel French drain. They consist of fabric, lightweight gravel substitute, and pipe all in one package.

Horizon 24/7

How much time do you or your guys spend picking up products every day? What if we could cut that time and get you back in the field? With Horizon 24/7 you can place your order from your desktop or phone and have it ready for pickup. Or even better, have it delivered directly to your jobsite!

Want to Learn More?

Can these products eliminate all your labor problems? Probably not. But maximizing your time on property with a few easy ideas can minimize labor fluctuation's impact on your business and get to work on more profitable opportunities. To see videos, labor savings calculators and more, visit <https://www.horizononline.com/seven-product-that-help-reduce-costs/>

You can find a Horizon in Menlo Park, San Jose and San Rafael, as well as 11 other stores throughout Northern California. Come by to experience the Horizon difference today!

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(415) 454-4313

California Spray Sprinkler Body Regulation

By Silvia Gourian / Rain Bird

Beginning October 1, 2020, California state law will mandate all spray sprinkler bodies sold in the state have integral pressure regulation (PRS). The goal of this legislation is to add spray sprinkler bodies to California's existing Code of Regulations and appliance efficiency standards that conserve water and energy resources. It also provides consumers access to more efficient appliances that will help reduce their water bills.

The Natural Resource Defense Council states "...California's standard requires new spray sprinkler bodies to come with built-in pressure regulation, so that the water pressure reaching the sprinkler nozzle is always close to the manufacturer's recommended operating pressure." (<https://www.nrdc.org/experts/ed-osann/ca-sets-standards-new-lawn-sprinklers-curb-waste>)

Four additional states, Vermont, Colorado, Hawaii, and Washington, have also passed laws requiring integral pressure reg-

ulation in spray sprinkler bodies. Vermont's law goes into effect July 1, 2020; Colorado, Hawaii, and Washington laws go into effect January 1, 2021.

How does this law affect the construction and maintenance contractor?

Contractors should start familiarizing themselves with pressure regulating spray heads ahead of the October 1, 2020 regulation effective date. Check with your local distributor to make sure they stock pressure regulating spray heads so you know you will have inventory for jobs.

- Beginning October 1, 2020 you will only be able to buy pressure regulating spray heads from distributors and retail sellers. This applies to new and retro-fit sites.
- To see the most water savings on aging systems, upgrade all spray heads on a zone to PRS.
- PRS is a larger investment up front, but

saves water and energy over the life of the spray head, resulting in fewer worries and call-backs from customers.

- Spray heads are available in 30psi or 45psi options. PRS-30 psi is optimal for spray nozzles and PRS-45 psi is optimal for rotary nozzles.

How does PRS help save water and money over time?

PRS reduces high or fluctuating water pressure resulting in the following benefits:

- Reduced water pressure reduces water flow
- Reduced water pressure creates larger water droplets that won't get carried away by wind, creating more even coverage
- Running a spray head between 30 psi and 45 psi extends the life of a spray head
- PRS saves up to a gallon of water a minute per spray head!

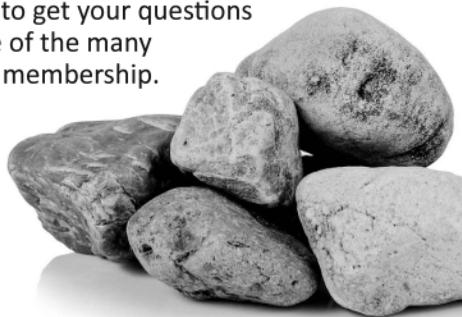
Do your research and be prepared come October 1, 2020.

CLCA MEMBER
ADVANTAGE

Between a rock and a hard place?

Call the CLCA Legal Hotline!

Whether you have a contract dispute or another rocky situation, **CLCA's Attorney on Retainer** is a helpful resource to get your questions answered — one of the many benefits of CLCA membership.



clca.org/benefits

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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. 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



April showers bring May flowers...and weeds! One of the better parts of the shelter in place mandate is we are able to spend time in our garden, both doing maintenance and enjoying the spring abundance of flowers. Did I mention the weeds? I have been weeding in short spurts each week. I never really noticed weeds in our garden before, but now that I have time on my hands, I'm noticing everything! Brings new perspective to the term low maintenance. Girvin cleaned the windows (THANK YOU!) and I can see clearly now! I hope everyone is enjoying the weather and the bounty of their spring garden.

It is a very stressful time right now. I am glad that we have friends and family for support. I have been having a Zoom "meeting" with my three sisters and my Mom on Sundays. Very nice to see their faces but I'm looking forward to our first family event when we are able. My articles are usually about recent events and upcoming events. I will have to dig deep to find something interesting that I want to share with everyone.

Don't forget your mask and your gloves when you go out! Stay safe and take care of yourself and your family.

Lesley Peters, Garden Designer
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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

Thank you to all the companies who have stepped up in 2020 to support the CLCA San Francisco Bay Area Chapter. Your generous support goes a long way in helping us provide top quality events to our chapter throughout the year.

If you would like to help support our chapter by becoming a partner, please look over the Partners information at www.clcasfb.org/whoweare/#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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