

# Bay Breeze

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OCTOBER 2022 • Vol. 46, Issue No. 10

## IN THIS ISSUE

- CLCA Annual Convention in Indian Wells
- October 20: Vendor Night at Peninsula Building Materials
- Help Guide the Future of the Chapter
- Listen, Learn, Lead

*On the cover: Baumann Residence by Scenic Scapes Inc., winner of the Excelsior Award in Large Residential Installation at the CLCA SFBA 2022 Landscape Achievement Awards.*



# Convention 2022

Join us in Indian Wells, California!

NOVEMBER 9-12

## Connect, Learn and Grow at CLCA's Annual Convention

Need better clients? In their Marketing to Attract Your A-Client presentation, the experts from Intrigue Media will show convention attendees how to get higher quality leads and better outcomes, resulting in fewer tire-kickers and more ideal clients.

Looking for inspiration for low-water usage landscapes? Join curator Paul Sturwold, ASLA, for a behind-the-scenes tour of the Living Desert Zoo and Gardens. Here's what Condé Nast Traveler said in their listing of the 10 Best Zoos in the U.S.: "Seeing the animals here feels a little like stepping onto the set of The Lion King. The desert animals roam free with little inhibition, while visitors can roam the 50 gardens of 1,400 different plant and animal species in what's undoubtedly the best desert-themed zoo in America."

Afterwards, all are invited to the SiteOne Show-room Premier & Happy Hour.

### Hotel Reservations

Our host hotel is the Hyatt Regency Indian Wells Resort & Spa. Convention attendees are encouraged to reserve their hotel rooms A.S.A.P. Call reservations at (877) 803-7534 or book online.



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## From the President

# Help Guide Future of the Chapter

Juan Carlos Esparza, *Urban Scapes*

In this time of drought, who would have thought that the annual chapter picnic would be cancelled due to rain? As we move out of the pandemic, I, along with the rest of us, was so looking forward to seeing old friends and making new ones at this casual family event. Our sincere thanks to Leslie Peters and her great crew for all the work they did to make the picnic a success... only to have the weather not cooperate.

We had disappointing attendance at the electric equipment event in Oakland last month. This brings up some key concerns for the San Francisco Bay Area Chapter of the CLCA moving forward.

- This was a reminder that things are changing quickly in our industry and in volunteerism, and we must adapt.
- The primary concern is how do we attract and keep new members engaged?
- What events are needed to attract those new members and then keep members old and new engaged?
- How can we publicize events and encourage new membership in an attractive way?
- How do we increase attendance overall?

We are clearly in a paradigm shift in the landscape business with state mandates, including the electric equipment mandate, affecting how we do business now and into the future.

As a trade organization, we have a solid base from which to draw insights, ideas, and inspiration. We need your input and new ideas on new ways to grow the industry and adapt to the changes coming down the pike. The SFBA chapter board has been discussing this at recent board meeting and welcomes input from anyone.

We invite you to share your ideas with the leadership about ways to make the industry and our chapter better for all.

## October 20: Vendor Night

Join us for an interactive vendor night on Thursday, October 20, from 6 to 8:30 p.m. at the beautiful Peninsula Building Materials showroom, 2490 Charleston Rd. in Mountain View. Multiple vendors will be on hand showcasing hardscape, lighting and sound systems. This is your opportunity to find out what's trending in the Landscape Industry, and hear it right from the manufacturer's reps. This is also a great opportunity to network with fellow landscape contractors while enjoying food and drink.

## CLCA Insurance Solutions

At CLCA Insurance Solutions, the members of California Landscape Contractors Association can find a total insurance solution. We are here working hard to keep your exposures to risk to a minimum. CLCA's ONLY endorsed program provides members competitive insurance placement while providing support beyond the quoting and binding experience.

### Coverages You Need

Landscaping companies rely heavily on trucks, vans, trailers and equipment to get their work done. The program represents companies that offer competitive rates while they participate in training and safety programs for landscaper's drivers and fleets!

You also depend on workers to get things done. We understand the complexities of workers compensation insurance – from employee classification to managing your Experience Modifier to audits. We are here to help make your safety training effective, to facilitate your OSHA compliance and to provide information to keep you up to date with materials pertaining to your specific industry.

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# Auxiliary Report



Hello fall! Did someone say rain? With much annoyance, due to rain, we had to cancel the Chapter Picnic. Thank you to Rick Camin for keeping a sharp eye on the weather report.

Nothing like wind and rain to ruin a picnic. Thank you to everyone who signed up, and our apologies for the inconvenience. We will be ready for next year.

The Auxiliary will have our last meeting of the year on Tuesday, October 25, at Tia Juana Mexican Grill in Sunnyvale beginning at 6 p.m. This meeting is hosted by Chapter President Juan Carlos Esparza. We welcome new and prospective members at all of our meetings, so if you're interested in joining us, please contact me. We will be finalizing details on the Christmas Holiday Party and voting on a slate of officers for 2023. Please join us for a fun evening with friends old and new.

It is with sadness that I let you know that Steve Hertzner, son of Gisela and Klaus, brother of Mike, died on September 20. I did not know Steve, but I do know Gisela and Mike, and we send our deepest sympathies to the entire Hertzner family.

There are still a lot of activities through the end of the year. The chapter has Vendor Night scheduled for October 20, we will hold the installation of officers and membership night in November, plus the CLCA annual convention in Indian Wells happens in November. All of that and not to mention the wonderful family gatherings that happen at this time of the year -- Thanksgiving, the Chapter Holiday Party, Hanukkah and Christmas. I hope you can join us at one or all of the chapter events.

'Tis the season of spooks and goblins! I hope you have a fun Halloween!

Lesley Peters  
Garden Designer  
650-444-4580  
gpland@sbcglobal.net

# SFBA Chapter Scholarship Funds

Balances for the SFBA Chapter scholarship funds through the Landscape Educational Advancement Foundation (LEAF):

SFBA Chapter	\$10,539.25
John & Mary Lyngso Fund	\$15,832.15
Herbert Frank Memorial	\$16,481.83
Hans Biland Memorial	\$12,195.88
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	\$16,963.56
Edron Schneider Memorial	\$11,574.81
Dr. Barry Cohen PhD Honorarium	\$ 9,915.08
Tanouye Memorial	\$ 5,250.82
Steve Whitehill Memorial	\$ 7,433.50
John Gachina Memorial	\$14,335.00
Mas Tsuda Memorial	\$7,018.98
Candy Fiske Honorarium	\$7,125.12
<b>Total</b>	<b>\$184,703.08</b>

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

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# California Creates Clean Off-Road Equipment Voucher Incentive Project (CORE) for Landscape Equipment

The Fiscal Year 2021-22 Funding Plan for Clean Transportation Incentives allocated \$194.95 million to the Clean Off-Road Equipment Voucher Incentive Project (CORE). CORE is intended to accelerate the adoption of cleaner, commercially available off-road technologies by providing a streamlined way for fleets ready to purchase specific zero-emission equipment. In addition to freight, this year CORE has expanded to include incentive funding for construction, agriculture, and marine zero-emission equipment. Included in the total funding allocation for CORE for Fiscal Year 2021-22 is \$30 million from Senate Bill 170 directing CARB to establish a statewide program for incentivizing the purchase of zero-emission professional landscaping equipment for small-businesses and sole proprietors.

## California Climate Investments Low Carbon Transportation Funding

The Low Carbon Transportation program is part of California Climate Investments, a statewide program that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy and improving public health and the environment, particularly in disadvantaged communities. CARB's Low Carbon Transportation Program is designed to accelerate the transition to low carbon freight and passenger transportation with a priority on providing health and economic benefits to California's most disadvantaged communities. These investments support the State's climate change strategy pillars of a 50 percent reduction in petroleum use in vehicles by 2030 and reducing short lived climate pollutants and the Governor's goal to deploy 5 million zero-emissions vehicles (ZEV) by 2030. Additionally, these incentives provide important early steps to transform the transportation sector, supporting

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Governor Newsom's recent Executive Order N-79-20 calling on the State to accelerate the transformation to a zero-emission transportation fleet. Lastly, these investments reduce ozone precursor emissions and toxic diesel particulate emissions, supporting the State's goals in these areas.

## Annual Funding Plan

The annual funding plan is each year's blueprint for expending Low Carbon Transportation and AQIP funds appropriated to CARB in the State budget. The Fiscal Year (FY) 2021-22 Funding Plan covered a total of \$1.5 billion in clean transportation appropriated to CARB in the Budget Act of 2021 as amended by Senate Bill (SB) 129 (Skinner, Chapter 69, Statutes of 2021) and SB 170 (Skinner, Chapter 240, Statutes of 2021).

The FY 2021-2022 Funding Plan for Clean Transportation Incentives allocates \$194.95 million to CORE to build upon a program that will bring about greater adoption of cleaner, commercially available off-road technologies by providing a streamlined way for fleets ready to purchase specific zero-emission equipment to receive funding. The modifications approved by the Board include an expansion into equipment types beyond freight, including, but not limited to, construction, agriculture, and material handling. In addition, the creation of set asides for small business or sole proprietors to purchase small off-road equipment, including but not limited to, leaf blowers and lawnmowers for professional landscape services.

Air Pollution Control Fund investments have traditionally funded multiple technologies, overcoming deployment barriers, reducing production costs, promoting consumer acceptance, and accelerating technology transfer to other sectors. This program is designed to achieve both immediate emission reductions and, as emphasized in Governor Newsom's Executive Order N-79-20,

support the transformation of California's equipment fleet to one that is zero-emitting where feasible. In designing these investments, CARB strives to maximize the benefits for disadvantaged communities, low-income communities, and low-income households.

CORE will provide vouchers for specified types of zero-emission off-road equipment on a first-come, first-served basis, with increased incentives for equipment located in disadvantaged communities. CORE accelerates the deployment of cleaner off-road equipment and benefits the citizens of California by providing immediate criteria pollutant and greenhouse gas emission reductions and supporting California's long-term air quality and climate change goals.

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## Webinars – CLCA Education that comes to you!

Get the basics, dig deep, or just brush up on your skills. CLCA hosts webinars, featuring a variety of professional development topics, throughout the year – open to both members (free – another CLCA membership benefit) and non-members (for a nominal fee).

### Past webinar topics include:

- Drought update
- Hiring right the first time
- Benchmarking your business
- Workplace investigations: He said, she said
- Unlocking secrets to native landscaping
- Immigration update
- Employee handbooks
- What keeps employers up at night?

Can't attend a webinar? CLCA members, you are in luck. Archived webinars are available on-demand for members only. Visit <https://clca.org/member-resources/member-benefits/webinars/archive/>

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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.

# Listen, Learn, Lead

Steven Cesare, Ph.D., steve@harvestlandscapeconsulting.com

A business owner called to talk about his recently-hired Controller. After years of placating his previous underperforming Controller, the owner finally came across a candidate with impressive credentials, admirable professionalism, and an approachable interpersonal style capable of adding significant value to his Company's Administrative Services Department.

Now that she was in the employment pipeline, the business owner called me to discuss the level of detail, rigor, and pace associated with her on-boarding program to ensure she could be acclimated to the company with a proper degree of fit, challenge, and growth. As we all know: That recipe sounds a lot easier to do, than it actually is.

While discussing the weekly on-boarding agendas, activities, and deliverables, I told the owner that a large part of a successful on-boarding process is actually resident within the domain of the new employee. The new hire must be receptive, willing, and engaged during the entire program to maximize desired intent.

I suggested the business owner convey a three-step mindset for the new employee to follow throughout her on-boarding program: listen, learn, and lead.

**Listen:** Explain to the new hire that this is her time to take it all in. Be the proverbial sponge, expanding her knowledge base by listening to the content as well as the context of information being shared with her. This is not the time to make a big splash and broadcast what the new hire thinks in the hope of impressing her new co-workers. This is no time to show off. Listen to what they have to say; let them sell themselves, their functions, and their expectations without any disruptive egotism from the new employee. This introductory aspect of on-boarding lays the foundation for partnerships, respect, and teamwork. Talk less; listen more.

**Learn:** With the information flow wide open, begin to incrementally integrate the

roles, responsibilities, and realities that characterize the new work environment. The ability to link others' inputs to her outputs and vice versa, understand the value system inherent within the company culture regarding how processes are executed, and internalize the norms that define procedural assimilation as a precursor to collective goal achievement are vital at this point. This is the phase of the on-boarding program where current employees whisper the same question to their peers: "What do you think of the new Controller?" The degree of insight, comfort, and validation provided by their answers will contribute significant evidence to a mutually successful on-boarding experience. Put the puzzle together in a piece-meal fashion convincing others of the new employee's fit with them, the company, and their shared organizational culture.

**Lead:** Start contributing. Blend best practices from previous employers with the current employment setting. "Blend." Do not try to perfectly replicate a former company's style into the new company. "Blend." Demonstrate leadership by adding discernible value to existing procedures, extending current mindsets, and promoting tenable change management initiatives, positioning oneself as an approachable resource of knowledge, application, and accountability. Ask the new hire to present the Top 10 items she thinks the company should Start, Stop, and Keep doing to recalibrate success. With that capstone as her signature, the management team will then be able to determine if the new hire is a noticeable upgrade from her predecessor.

I am an ardent advocate for comprehensive, demanding, and outcome-based on-boarding programs, underscored by a variable continuum of involvement from the new hire to optimize knowledge transfer, synthesized integration, and distinctive return on investment relative to the previous incumbent.

# Partners for Success

By Marin Vallalpando

## Thank You for Your Continued Support

Thank you to all the companies who have stepped up in 2022 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 in 2022 by becoming a partner, please 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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