

Bay Breeze

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IN THIS ISSUE

- December 8: Chapter Holiday Party
- Looking Forward to Events in 2023
- LEAF Scholarship Funds Updated
- Chapter Golf Tournament a Success
- The Value Triangle

On the cover: Cornish Residence by Urban Scapes Landscape Co., winner of the Medium Residential Installation Award at the CLCA SFBA 2022 Landscape Achievement Awards.



Appetizers and Buffet Dinner Overlooking Marina

Join your CLCA friends and family for our Holiday Dinner at the Sequoia Yacht Club in Redwood City as a start to your holiday festivities. No host cocktails and appetizers inside or outside overlooking the Redwood City Marina followed by a buffet dinner and desserts.

Cost

\$65 per person prepaid by check

\$70 per person if paid through PayPal

Reservations Due December 1, 2022

Register online at www.clcasfba.org, or complete the registration form below. Make checks payable to **CLCA SFBA Chapter** and return to:

Lesley Peters

185 Del Monte Avenue, Los Altos, CA 94022

Questions? Call or email Lesley Peters 650-444-4580 or gpland@sbcglobal.net

Menu

- Choice of Autumn Salad or Holiday Salad
- Choice of entree: Honey baked ham with pineapple sauce, Marinated tri-tip with Italian herbs, Grilled salmon with champagne sauce
- Vegetables include: Stuffed acorn squash, Scalloped potatoes, Green beans with roasted pecans
- Dessert: Assorted holiday pies

Please specify whether you require a vegetarian meal or have any dietary restrictions.

HOLIDAY CLCA San Francisco Bay Area Chapter DINNER

Thursday, December 8, 2022

Sequoia Yacht Club • 5:30-9:30 p.m.

441 Seaport Court, Redwood City

Please make checks payable to **CLCA SFBA Chapter**

Mail form and check to arrive by December 1 to: Lesley Peters, 185 Del Monte Avenue, Los Altos, CA 94022, or register online at www.clcasfba.org.

Additional information: 650.444.4580.

Name _____

Company _____

Phone _____

E-mail _____

Guests' Names _____

Reservations

_____ Number of Adult Guests @
\$65 each = \$ _____
(if paying via credit card,
you will be charged \$70 per
person)

_____ Number of vegetarian meals
requested.

Total Enclosed \$ _____

•Diamond Partners: two complimentary
tickets to the Holiday Party.

•Platinum Partners: one complimentary
ticket to the Holiday Party.



From the President

Looking Forward to Plans for 2023

Juan Carlos Esparza, Urban Scapes

As I write this at the end of October, I am hoping for an early start to the rainy season.

But before we get ahead of ourselves, congratulations to Jeff Henninger and his committee for making the October Golf Outing a fun and successful event at Spring Hill Golf Course. Over 60 players attended! Thank you to all those who sponsored a hole and/or donated items for our raffle. Your support helps make these events fun and worthwhile.

On October 20, we had a vendor night at Peninsula Building Materials in Mountain View. Thank you to the vendors who came out to share information on their products. We had a good crowd who were able to look at existing and new products both inside and outside of the building. Using the demonstration wood burning pizza oven in the showroom, Pronto Wood-Fired Pizzeria and Rotisserie of Redwood City made tasty pizzas on site.

Join us for the SFBA Chapter Planning Session on November 17 as the board of directors develops programs for 2023. We welcome all members who want to get involved in the chapter and make a

difference while networking and learning. The meeting will be held at Peninsula Building Materials in Mountain View, and food will be provided.

Andrew Tuckman and I have had several planning sessions trying to come up with ideas for next year's events. We brainstormed ideas for new events and programs that will entice more landscapers to join and take part in the chapter. We also want to make access to information about the CLCA SFBA chapter as easy as possible. We presented these ideas at the October board meeting.

Plans are in the works for the December Holiday/Christmas party. Keep December 4 and 8 open! The committee will be announcing the final date and location soon. One possible location is the Courtyard by Marriott in Los Altos for a luncheon event. The other site under consideration is the Sequoia Yacht Club for dinner. As soon as these plans are resolved, the information will appear on the website and in a blast from Constant Contact.

In addition to our chapter functions, the CLCA state association hosts events periodically throughout the year. Coming up is the Annual Convention, which will be held in Indian Wells this year. This is a great opportunity to meet your peers from around the state and learn about what the state organization is working on. Visit www.clca.org for more information.

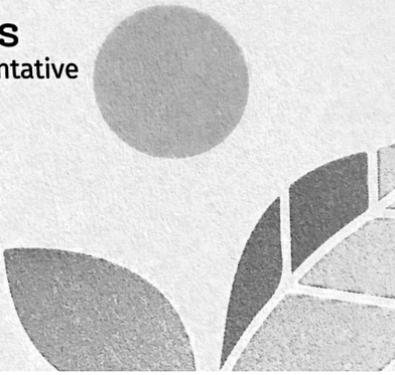
Andrew Tuckman has been sending out regular mid-month blasts via Constant Contact, and that has really helped to remind members of events. Watch for them, and I hope to see you at an upcoming event.

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Auxiliary Report



We are on the downhill side of 2022. Thanksgiving is right around the corner, Hanukkah and Christmas. The year has whizzed by! Hold on to your hats! I predict a wild ride right up to

New Year's Eve.

Hurrah! We have figured out a venue for the Chapter Holiday Party. Mark your calendars for Thursday, December 8, from 5:30 to 9:30 p.m. at the Sequoia Yacht Club in Redwood City. Start the holiday season by joining your CLCA friends and family at the annual holiday party overlooking the Redwood City marina. No host cocktails and appetizers from 5:30 to 6:30 p.m. with a buffet dinner to follow. The Auxiliary will have an appreciation raffle at this event. You do need to be present to win so here's hoping you are in attendance and you are holding the lucky ticket! Details on the menu and price are elsewhere in this news-

letter. Thank you Alice Domine for doing the legwork for this event.

The Auxiliary had our final meeting of 2022 at Tia Juana Mexican Grill on October 25. Thank you to Chapter President Juan Carlos Esparza for hosting us. We were a small but always fun group. Thank you to those in attendance (Alice Domine, Charlene Ott, Vicky Parrott, Juan Carlos Esparza, Rick Camin, Girvin Peters and of course myself). We had a fun time and accomplished a lot.

Thank you to Mary Cohen for updating our scholarship fund numbers. Our chapter is supporting over \$200,000 in scholarship funds! This is fantastic news for those studying to enter the landscape industry. Thank you to everyone who has helped support these scholarships.

Hope to see everyone at Installation Night on November 3, the CLCA Annual Convention in Indian Wells November 9-12, or at the Christmas Holiday party on December 8. Enjoy the fall season!

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):

Hans Biland	\$12,745.88
Barry Cohen	\$10,050.00
Candy Fiske	\$ 7,125.12
Herbert Frank	\$16,531.83
John Gachina	\$14,335.00
Fred Hanker	\$17,069.00
Bill Hayes	\$13,520.62
Klaus Hertzner	\$11,544.49
Ken Jenner	\$12,201.99
George Kunimoto	\$12,770.00
John and Mary Lyngso	\$15,932.15
Edron Schneider	\$11,574.81
Paul Shogren	\$16,963.56
Joe and Sally Tanouye	\$ 5,650.82
Mas Tsuda	\$ 8,768.98
Steve Whitehill	\$ 9,000.00
SFBA Chapter	\$10,589.25
Total	\$206,373.50

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



Want to be wanted?

The experience you acquire serving on a CLCA board or committee at the chapter or state level can be applied in many aspects of your professional life — no matter where you are in your career!

Find opportunities that align with your interests!



clca.org/volunteer





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SFBA Chapter Golf Outing a Success

Thank you to the 64 players who joined us for the CLCA SFBA Chapter Annual Golf Tournament on Tuesday, October 4, at Spring Valley Golf Courts in Milpitas. It was a fun filled day of landscape industry professionals connecting with old friends and make new. We look forward to seeing you at the golf tournament next year.

Thank you to the following for their generous donations of gifts for our fundraising raffle: Horizon, Siteone, Delta Bluegrass, Toro, Rain Bird, FX/Hunter, Green Waste.

The Winners Are

First Place Team

John Holmquist, Kevin Sullivan, Mark Christensen, and Jay Fragonelli

Closest to the Pin Hole 7

Daniel Hart

Closest to the Pin Hole 11

Alex Padilla

Longest Drive

Matt Ellington

Putting Contest –

Josh Tavelli (Green Waste Sponsored)



October Vendor Night at PBM

Thursday, October 20, found members of the CLCA SFBA Chapter gathered at Peninsula Building Materials to network and learn about new products from a host of vendors present. Thank you to PBM for graciously hosting the event and sharing the pizza oven!



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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.

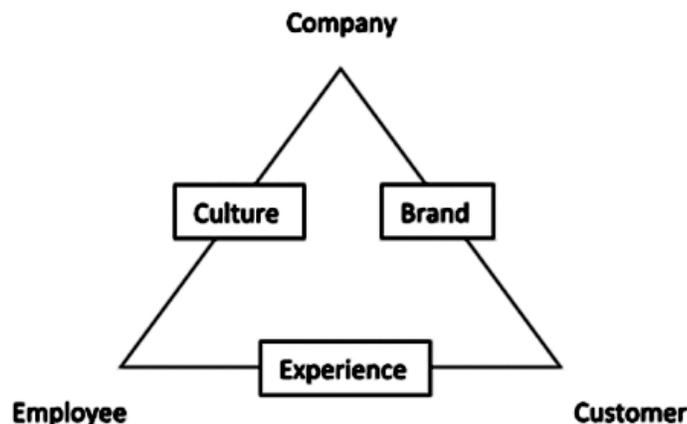
The CLCA SFBA Chapter newsletter is published monthly. Copy and advertising deadlines are the 10th of the month preceding publication. Please send all copy, black & white photos, line art and ad materials to: Jerrie Beard & Associates, PO Box 7, Pollock Pines CA 95726. Emailed submissions are welcome 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.

The Value Triangle

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

A business owner from Colorado called me the other day to talk about various “people-related” issues including communication, training, and staffing. As the conversation matured, I asked the business owner to take a step back and consider the Value Triangle. She had not heard of that concept before, so I asked her to draw the picture below to diagram how she could organize some of her concerns, share them with her staff, and develop a



series of action items to clarify roles and responsibilities. The equilateral triangle contains three primary points of interface capable of generating interpersonal value: the Company, the Customer, and the Employee. The Company represents the organization's values, business operations, goals, priorities, systems, services, and overall health. The Customer represents the point of potential commercial exchange involving a business or person seeking goods or services from the Company. The Employee represents the person paid by the Company to produce goods or services desired by the Customer.

The connection between the Company and the Customer is primarily defined by the Company's Brand, which ideally attracts the Customer to the Company. To maximize the value of this relationship, the Company must acquire, price, sell, and support goods or services palatable to the Customer. The Company's business plan, gross margin goals, operating costs, marketing strategy, social media focus, professional image, and value proposition must be efficiently arranged to sustain ongoing Customer appeal.

The connection between the Customer and the Employee is primarily defined by the Customer Experience. The degree to which this Experience is characterized by professionalism, proficiency, and personal rapport, lends to a successful Experience implying continued encounters from the Customer. In this case, the Employee must possess sufficient customer service skills, interpersonal authenticity, and requisite position training to engender a positive Experience with the Customer.

The connection between the Employee and the Company is primarily defined by the Company Culture. If the Culture (e.g., values, norms, expectations) manifested by the Company aligns with those sought by the Employee, a suitable, mutually-rewarding employment relationship will result. With this thought in mind, management must continually improve the Culture to maintain stable staffing, morale, and productivity.

As I explained to the Colorado business owner, she should categorize key elements of her “people plan” in this manner to ensure resources are being distributed properly to sustain ongoing success. Failure to maintain that degree of allocation, alignment, and attention may cause significant disruption to the identified components, as well as to the entire Value Triangle, thereby rendering the company ineffective.

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.

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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