

# Bay Breeze

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## Zoom Webinar with SiteOne Hardscape Pavers and Natural Stone

Join us on Wednesday, April 14, at 5 p.m. for a ZOOM webinar with Nuno de Dimas of SiteOne Landscape Supply on Hardscape Pavers and Natural Stone. See page 3.

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*On the cover: Cooper Residence by Confidence Landscaping Inc., winner of the Residential Installation Small Award at the 2019 CLCA SFBA Landscape Awards.*

# CLCA-SFBA Achievement Awards

The show must go on! The CLCA San Francisco Bay Area chapter will be honoring the hard work of its members this year through the Landscape Achievement Awards! Judging the presentation of awards will be done virtually to accommodate social distancing protocols.

The San Francisco Bay Area chapter of CLCA sponsors the Achievement Awards to encourage interest in landscaping, recognize craftsmen who produce outstanding landscapes, create pride in superior workmanship, and bestow recognition on companies, institutions, municipalities, and residents for their interest in a beautiful Bay Area.

The awards presentation will be held in virtually August. Details to register for the event will be delivered to you via email.



*Cooper Residence, Confidence Landscaping*

## Entering a Project

All dues-paid regular and sustaining members of the CLCA SFBA Chapter are eligible to enter one or more projects.

To enter, please submit a separate, complete entry packet for each project. The entry packet should include:

1. Application and Checklist
2. Project Information form
3. A reduced copy of the plan (no larger than 11x17)
4. AT LEAST Six HORIZONTAL digital image files representing the project (JPEG format), PLEASE submit all images for all entries in INDIVIDUAL FOLDERS
5. FOR RENOVATION ENTRIES ONLY: Three (3) DIGITAL BEFORE PHOTOS
6. FOR DESIGN/BUILD ENTRIES ONLY: include a Statement of Design Intent; (11X17 MAX). DO NOT IDENTIFY YOUR COMPANY!
7. A link to an mp4 video of the project no longer than 5 minutes.
8. Entry Fee one check, totaling \$100 (times

the number of entries for the company). Watch your email for more information on entering and the entry packet.

## Project Qualifications

**Scope.** A member's residence may not be entered. At least five of the items listed on the Project Information form must have been installed or maintained by you. Category cost limitations must be adhered to. Proof of contract may be requested. Projects may be entered in only one category, except in cases where both installation and maintenance are performed. PLEASE NOTE: THE NUMBER OF ENTRIES IS LIMITED TO TWO PER CATEGORY PER CONTRACTOR, AND NO MORE THAN EIGHT PER CONTRACTOR IN TOTAL.

**Project Age.** Installation projects must have been completed after 05/01/2019. Maintenance projects must have been continuously maintained since 05/01/2020.

**Project location.** Entries must be within San Francisco, San Mateo, or Santa Clara County. A non-winning project entered in the previous year may be entered again.

**Entry Fee.** \$100 for each project by June 1st, 5 p.m. payable to CLCA SFBA Chapter. One check for all projects submitted by a single company is preferred.

**Entry Deadline.** Entries must be received Tuesday, June 1st, 5:00pm. NO ENTRIES WILL BE ACCEPTED AFTER THE DEADLINE TUESDAY, June 1st, 5:00pm.



*Moffett Towers II by Jensen Landscape*

## Judging Procedure

Video judging is new for 2021! Read the instructions below to make the most of your video submission and meet judging criteria. Judges are selected based on their knowledge, independence, integrity, and objectivity. Projects are judged anonymously. All entries are inspected and evaluated according to quality of workmanship, construction detail, landscape materials, and overall appearance. The judges' decisions are final.



*Silverstein Residence, Lifescape Custom LS*

## Video Submission Guidelines

Create a 5 minute video for each entry. Entrants may submit multiple videos for each project, but the maximum length of all videos submitted must not exceed five minutes. Video can include a number of starts and stops. The video must be shot horizontally. Video should be narrated and must include a shot of the address (at the very beginning) along with pan views capturing large areas in order for judges to assess scale. Contractors should refer to: What the Judges Would Like to See <https://www.clca.org/events/enter-the-2020-trophy-awards/>

## Disqualification

An entry may be disqualified for the following reasons: (1) The entrant or an employee is present in the video; (2) Company sign has not been removed, or company information is present on the judging materials such as designs and image; (3) The entry forms are incomplete (i.e. information, slides, and/or hi-res photos not included, or illegible); (4) The information needed to judge is incomplete; (6) The owner's consent has not been obtained (7) The project was entered and won in previous years.

No refunds shall be made if an entry is disqualified.

## A Message from the President

# Seeing the Light at the End of the Tunnel

KC Coverdell, Blue Sky Designs, Inc.



While driving down highway one the other morning, with the pink sunrise cresting the hills and the fields of mustard so vibrant that the sun can barely compete, I was struck with an overwhelming sense of joy. It was hard to put my finger on it. I couldn't figure out if it was that feeling of renewal and the abundance of beauty that the spring time brings or maybe the fact our industry has been so lucky through these tough times, or maybe it was knowing that we have all worked hard to make it through these restricted times. As the vaccine becomes more available it's like we can see the light at the end of the tunnel.

I was able to receive my first dose of the vaccine and the majority of my family has already been vaccinated. The timing could not be better. As restrictions are slowly being lifted the overwhelming sense of excitement and freedom is hard to contain.

When it comes to vaccinations there are many options not only for you, but most importantly your employees. Healthcare providers are offering vaccinations for essential workers like us. Kaiser offers appointment based vaccinations, and by April 15th anyone over 16 will be eligible. Other opportunities can be found through local churches, the AG commissioner, CVS

or other pharmacies. It is important that we assist our employees in finding vaccinations if they are interested. I for one am looking forward to hosting social events and getting our group back together.

In other news, we had a wonderful Integrated Pest Management webinar last month. It was an honor to have Frank Niccoli as our speaker. He is so enthusiastic and knowledgeable about the subject.

This month we will be showcasing SiteOne Landscape Supply. They will be hosting a webinar on Pavers and Hardscaping materials. It will be held April 14, via ZOOM, at 5pm. We hope to see you all there! Watch your email for registration details and the ZOOM link.

Plans are moving forward to hold the annual CLCA SFBA Landscape Awards this year. Please take a look at your projects from the past 2 years and enter your very best efforts. We are looking forward to seeing all the fantastic work our members have been doing and to recognizing those efforts. Please see page 2 for information on how to enter.

Happy Spring and Happy Easter to everyone. This is the season of renewal, growth and hope. All things we can use.

## Zoom Webinar with SiteOne Hardscape Pavers and Natural Stone

Join us on Wednesday, April 14, at 5 p.m. for a ZOOM webinar with Nuno de Dimas of SiteOne Landscape Supply on Hardscape Pavers and Natural Stone. Watch your email for registration details and the ZOOM link.

Siteone is your source for the finest hardscape materials, backed by the most knowledgeable hardscape experts in your market. Along with the latest design trends, insight and techniques, you'll find everything from manufactured pavers to exclusive natural stone and much more.

The meeting will begin with a little CLCA SFBA chapter business, followed at 5:10 p.m. by the presentation by Nuno de Simas, business development manager for SiteOne.

Stick around after the presentation for a fun trivia quiz. The top 3 winners will receive a special gift.

Nuno de Simas is a business development manager at Siteone and has been active in the hardscape and irrigation distribution side of the industry for 24 years. He has been married for 21 years to Paula de Simas and has 3 boys Nicolas (16), Lucas (14), and Jakob (8). Nuno is involved his sons' soccer league, with Latino Alliance, and the Rohnert Park Chamber of Commerce.

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# Auxiliary Report



By Lesley Peters

Happy Spring, Happy Easter and Happy Passover! By the time you are reading this issue of the Bay Breeze, Girvin will have had his second dose of COVID-19 vaccine. Half our household vaccinated is better than nothing. I hear California is opening up vaccination to more people by the middle of April. I'm sure the road to vaccination is still going to be a bit bumpy, but I'm feeling optimistic. As more people get vaccinated, the possibility of having in-person events is greater. The Auxiliary will be starting the conversation about having some of our usual events again for 2021. What will events look like so everyone feels safe to attend? That remains to be seen, but I am looking forward to being able to gather with our CLCA friends again.

There are still plenty of good reasons for everyone to follow the safety protocols (wear a mask, social distance) as we ease back into get togethers.

We will be easing back into a more social schedule as soon as I get the green light to get vaccinated. I look forward to getting our CLCA group back together in person. See you soon.

Be safe, stay healthy, and I hope to see you all again soon.

Lesley Peters, Garden Designer

## SFBA Chapter Scholarship Funds

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

SFBA Chapter	\$10,389.25
John & Mary Lyngso Fund	\$15,607.15
Herbert Frank Memorial	\$16,481.83
Hans Biland Memorial	\$12,045.88
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	\$16,863.56
Edron Schneider Memorial	\$11,574.81
Dr. Barry Cohen PhD	
Honorarium	\$ 8,915.08
Tanouye Memorial	\$ 5,250.82
Steve Whitehill Memorial	\$ 6,383.50
John Gachina Memorial	\$14,285.00
Mas Tsuda Memorial	\$6,443.98
Candy Fiske Honorarium	\$7,125.12
<b>Total</b>	<b>\$175,733.32</b>

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

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**CLCA MEMBER ADVANTAGE**

### Prickly problem?

Have a question about an HR matter or a prickly personnel issue? Don't get stuck without solutions.

Call the **CLCA HR Hotline**.

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HR Hotline: (888) 783-4340

[clca.org/benefits](http://clca.org/benefits)

## ReScape and PG&E Present Carbon Sequestration in the Landscape Series

ReScape and PG&E are partnering to offer eight free webinars about landscaping practices that address climate change, with a focus on carbon sequestration. This Speaker Series is a part of ReScape's Climate Change Consortium Demonstration Projects to educate about climate change landscaping challenges and the solutions available using regenerative practices.

The webinars will provide information about reducing emissions and creating resilient landscapes. Up to 30% of urban water use goes to landscaping. We know that climate change will continue to stress water supplies throughout California and the US. Conventional landscape construction and maintenance practices contribute to greenhouse gas emissions (GHG) and air pollution.

### #7 Sequester Carbon to Mitigate Climate Change

Monday, April 19 | 12-1:30pm

The embodied energy and carbon footprint of traditional landscape practices contribute directly and indirectly to greenhouse gas emissions and air pollution. As the amount of carbon dioxide in the atmosphere reaches new highs, solutions to the climate change crisis must be embraced by the entire landscape industry.

Healthy vegetation works together with soil rich in organic matter and beneficial microorganisms to remove carbon dioxide from the air and store it as soil carbon, an important strategy for addressing climate change. In addition to regenerative soil management practices, such as applying compost and mulch, limiting and alleviating soil compaction, design landscapes to protect mature trees, plant large stature trees, and choose materials with low embodied energy and carbon footprint to mitigate climate change.

Instructor Will Bakx launched Bennett Valley Farm Compost in 1985, processing various agricultural and fish industry discards. In 1993 he started the Sonoma county-wide yard debris composting program

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as Sonoma Compost Company, processing about 100,000 tons of organics per year. His current focus is on carbon negative compost facilities and carbon sequestration in agricultural and urban settings. Will is a ReScape Qualified Professional.

Register online <https://bit.ly/3dCBfWG>

### #8 Protect Habitat for Climate Resilience

Monday, May 17 | 12-1:30pm

California is host to approximately 6,500 native plant species, many found nowhere else in the world. Many of these species are currently listed as rare, threatened or endangered. Climate change has impacted the natural habitats of our native flora and fauna: planting and hardiness zones are changing, plants are leafing out and blooming earlier, birds and butterflies are breeding and migrating earlier, and wildlife species are shifting their ranges.

Protecting and nurturing a diverse flora and fauna is key to climate resilience. Adopting regenerative landscape practices such as choosing California natives first, providing water and shelter, using organic pest management and conserving or restoring natural areas and wildlife corridors will help to conserve valuable wildlife resources and restore damaged ecosystems.

Instructor Sarah Carolyn Sutton, Landscape Architect and Lead Instructor with ReScape California, brings over 35 years' experience in sustainable landscape design and construction, from public parks, commercial development and streetscapes, to open space, riparian corridor restoration and trail development. In addition, she is an active ReScape Rater, and has been closely involved in the development and implementation of the Rating system and guidelines for over 10 years. Sarah is also the author of *The New American Front Yard: Kiss Your Grass Goodbye!*, an award-winning and well-illustrated guide to transforming lawn-centric front yards and communities to beautiful, eco-friendly, low maintenance gardens that conserve water, protect our watersheds, and enhance habitat values.

Register online <https://bit.ly/2OqAKGA>

## ReScape Advanced Professional Workshops

Advanced Professional Workshops provide the latest research and best practices for designing and maintaining landscapes. ReScape's 8 Principles for Regenerative Landscapes are integrated into each workshop.

Register online <https://bit.ly/2PUzmvY>

### Green Stormwater Infrastructure & Managing Urban Stormwater

Tuesday, May 18 | 8:30am - 12:30pm

Provide landscape professionals with an understanding of how stormwater and urban runoff impacts the watershed and community.

Demonstrate the benefits of Green Stormwater Infrastructure control measures.

Provide maintenance strategies and troubleshooting for GSI.

Present local GSI guidelines and maintenance checklist.

### Integrated Pest Management

Wednesday, May 19 | 8:30am - 12:30pm

Review how pest management practices impact the watershed and community.

Introduce relevant IPM regulations and guidelines for controlling pests.

Present IPM approaches for addressing a variety of locally relevant pest issues.

#### Workshop Costs:

- Both Workshops - \$150 member / \$160 not-yet-member
- Single Workshop - \$80 member / \$85 not-yet-member
- Bundle two workshop registrations and ReScape Qualified Professional Renewal:
  - Both Workshops AND 2-Year Qualification Renewal with Directory Listing (\$400 value!) - \$265 active RQPs / \$275 lapsed RQPs
  - Both Workshops AND 2-Year Qualification Renewal (\$304 value!) - \$220 active RQPs / \$230 lapsed RQP

These workshops will focus on the Sacramento Region for case study examples. We welcome participants from near and far!

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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.

# Competency Triangulation

Steven Cesare, Ph.D.

*The Harvest Group, Landscape Business Consulting | [harvestlandscapeconsulting.com](http://harvestlandscapeconsulting.com)*

A landscaper from Virginia contacted me the other day seeking lucidity to the bureaucratic essence of human resources. Even though she was exerting considerable effort toward her human resources program, it was primarily reactive, fragmented, and ineffective. Quicksand is an appropriate metaphor.

While the entire conversation is well beyond the scope of this posting, let's focus on one part of the puzzle. The landscaper was visibly overwhelmed while at the same time being unaware of the key components of her staffing model. Bereft of a conceptual plan, the landscaper was simply trying to put the pieces in place, thinking she was adding value, when in fact she was multiplying confusion.

At a fundamental level, three staffing components must be aligned: the job description, the interview protocol, and the performance appraisal form. This triangulation evinces simplicity, consistency, and integration, all of which underscore clarity to the supervisor, the employee, and the organization.

To be brief, every legitimate job description should contain 5-7 competencies (i.e., job-related factors related to success). For example, the job description for a Landscape Foreman could contain the following behaviorally-defined competencies; Safety, Results Orientation, Field Operations, Horticulture, Job Quality, Customer Service, and Interpersonal Skills. Given the fact that the job description is the legal foundation upon which the entire Human Resources Program resides, it is easy to understand how those identified competencies underscore a Landscape Maintenance Foreman's job responsibility.

With those competencies identified, defined, and validated, they must then be directly included in the Landscape Maintenance Foreman Interview Protocol. Thus, the supervisor of the Landscape Maintenance

Foreman position (e.g., Field Supervisor, Account Manager, Branch Manager) must develop job-related questions for each of those competencies. Any questions included on the Interview Protocol beyond those competencies represent potential sources of bias, discrimination, and litigation, and as such, should not be asked during the interview. Simplicity dictates: Keep the Landscape Maintenance Foreman Interview Protocol completely aligned with the Landscape Maintenance Foreman Job Description, threaded by the same competencies found on both instruments.

Given that the job description has defined the core competencies for a position, it is all-too elementary that those same competencies must also appear on the Landscape Maintenance Foreman Performance Appraisal Form. Asked rhetorically, why would a supervisor not evaluate a position's effectiveness on the primary indices that define that position? That question will not be asked rhetorically by the attorney representing his/her plaintiff in a discrimination lawsuit. Be ready.

Thus, as I presented to the Virginia landscaper, the unmistakable utility of triangulating the same core competencies originating from the job description, interwoven through the interview protocol, and culminating in the performance appraisal form reduce much of the bureaucratic drivel inherent within human resources, adds clear performance linearity to the employee-incumbent and supervisor, and represents significant legal defense when challenged in a lawsuit.

Any lack of point-to-point correspondence across these three instruments, signals clear risk to the organization.

# Partners for Success

By Marin Vallalpando

## Moving Forward into 2021

Thank you to all the companies who have stepped up this year 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](http://www.clcasfb.org/whoweare/#Partners) or 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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