

# Bay Breeze

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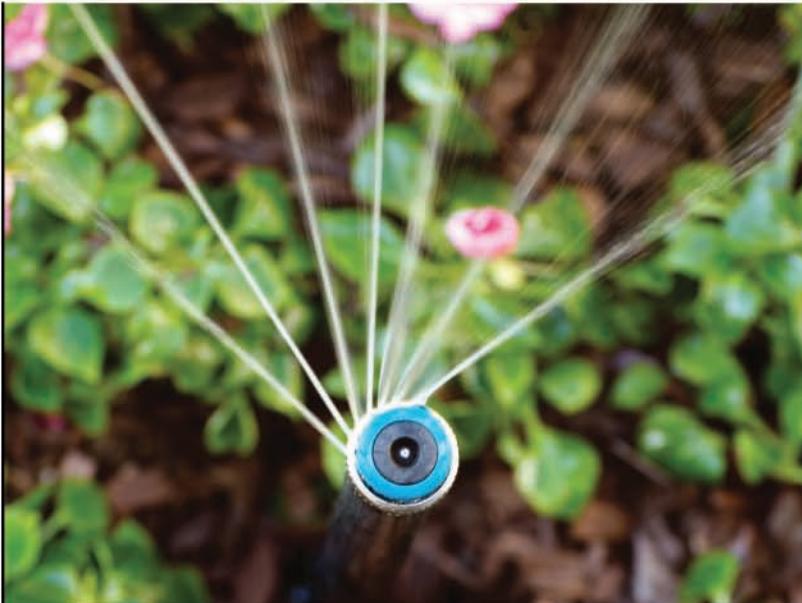
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*On the cover: The Strawbridge Residence by Life-scape Custom Landscaping Inc., winner of the Large Renovation Award at the 2019 CLCA SFBA Chapter Landscape Achievement Awards.*



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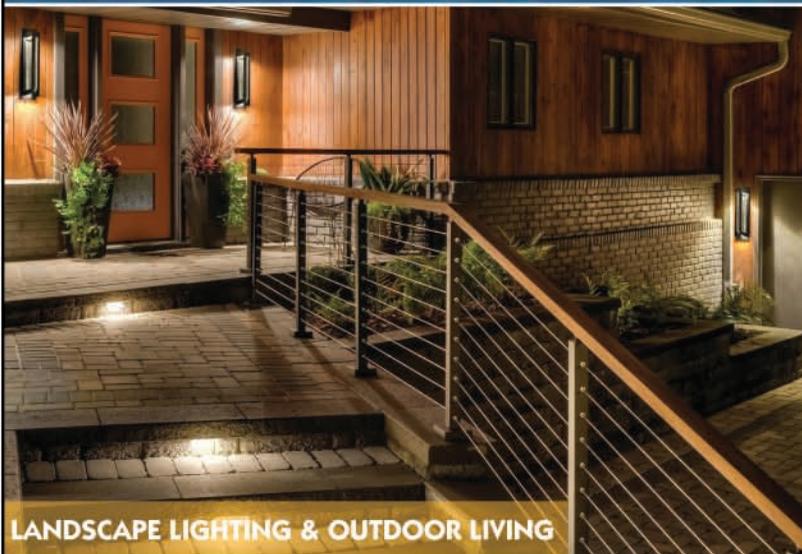
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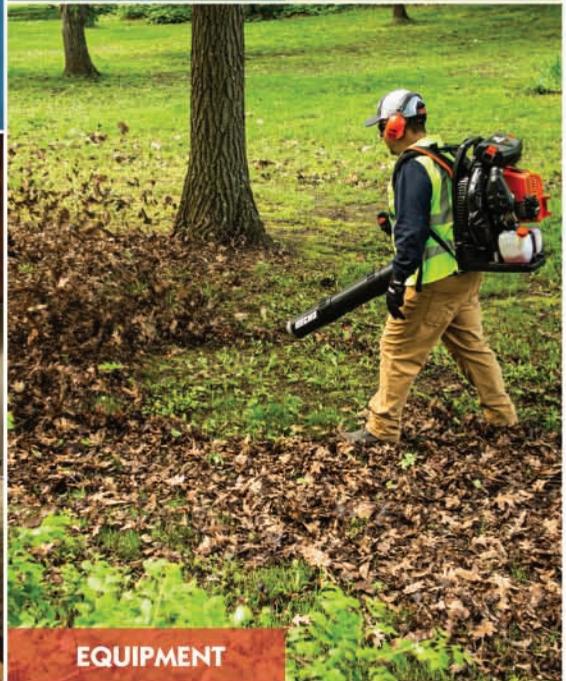
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## A Message from the President

# Moving into a Less Restrictive Space

KC Coverdell, Blue Sky Designs, Inc.



We had another great webinar last month. It was a pleasure having Susan Cordon of Cal Water and Ashley Shannon of Valley Water speak of the current water conditions, not only for the state, but locally for Santa Clara County. If you were unable to attend the webinar, we did record it. Email me at [kc@blueskydesignsinc.com](mailto:kc@blueskydesignsinc.com) and I'll send you the link. Ashley Shannon shared some great rebate opportunities available to Valley Water customers that also may be available to you or your clients from local water providers.

In other news, the awards committee put their best effort forward to provide an opportunity for our chapter members to submit projects for local recognition. However, due to a lack of participation (and entries) the 2021 CLCA SFBA Chapter Achievement Awards has been cancelled. It is upsetting to see so much work go into the organization and logistics of creating an awards program, to then have such minimal participation. I would like to send a special thank you to those companies that submitted their work: Confidence Landscape, Urbanscapes, Frank and Grossman, Blue Sky Designs Inc. and OJB Landscape Architec-

ture. Your continued support has not gone unnoticed. We will be awarding you with two free dinner tickets to next year's ceremony. We understand that a virtual awards program is not ideal, and we hope that with the lifted social distancing restrictions we will have the support of the entire chapter for next year.

We are now half way through this crazy year. We are just coming out of COVID restrictions, and our industry is booming. As the year progresses and restrictions ease, we will be planning in-person events. We are shooting for our first in-person event in September with our chapter picnic. That will be followed by the Golf Tournament in October, and Christmas Party in December. The board is already beginning to make plans for next year. We are also looking to fill positions on the board and welcome any and all of our members to get involved. You the members are what makes this organization special and keeps it running. The involvement of our members and your volunteering spirit is how we continue to be the best chapter in the state.

I look forward to seeing you all soon at the chapter picnic, if not before!

# You Can't Win If You Don't Enter

The California Landscape Contractors Association is now accepting entries for the 2021 Trophy Awards, a celebration of excellence in landscaping.

The California Landscape Contractors Association presents the Trophy Awards to:

- Encourage interest in landscaping
- Recognize the professionals who produce outstanding landscapes
- Bestow public recognition on companies, institutions, municipalities and residents for contributing to a beautiful California

## Why Enter?

Because winning a Trophy Award can:

- Attract and amaze potential clients
- Motivate your crews
- Remind prime contractors of the valuable contributions your firm provides
- Strengthen your relationships with current clients

## Save \$100!

Enter by August 8 and save \$100. The entry deadline is August 15, 2021. No entries accepted after August 15, 2021.

## Judging

CLCA's Events Committee plans on conducting "boots on the ground" in-person judging for the 2021 Trophy Awards.

## Awards Ceremony

Trophy Award winners will be announced November 5, 2021 at the CLCA Annual Convention.

## More Info

For more info and entry forms, visit [clca.org/events/enter-the-2021-trophy-awards/](http://clca.org/events/enter-the-2021-trophy-awards/)

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# Auxiliary Report



Happy 4th of July! Hope you had a sparkling celebration. Summer is officially here and we have had some heat to prove it.

The Auxiliary had our first in-person meeting on June 29 at the home of Charlene Ott. Thank you everyone who attended (Girvin Peters, Vicky Parrott, Rick Camin, Charlene Ott, Michelle Ott, Cindy Singletary, Alice Domine, KC Coverdell, and Jeff Henninger). I appreciate everyone's support, and it was fantastic to see everyone. We had a surprise appearance from Leo and Charlene's daughter Cathy, down from Angels Camp. Cathy took the leftover champagne glasses from our 70th anniversary Christmas Party in 2017 and etched the logo on them. Everyone went home with a beautiful keepsake. Thank you Cathy. Thank you also to Charlene for hosting us, and thank you to Alice Domine

for bringing sandwiches and bite-sized desserts. Here are the highlights from our meeting:

- The Auxiliary potluck: The Auxiliary's favorite event will take place at the home of James Walker in Pescadero on Saturday, August 21. If you are not yet a member of the Auxiliary, you can become a member now to be included in the potluck. An Auxiliary application is in this Bay Breeze or you can email me and I will send you an application. Don't miss out on this must-attend Auxiliary event of the year.
- Chapter picnic: We are confirmed at Cuesta Park in Mountain View for Sunday, September 12. The menu will be a bit simpler this year in order to ease the workload for our volunteers. The horseshoe tournament will go on as planned. Start practicing now if you want to beat the four-time champions Brian and Kurt Domine.
- Christmas/Holiday party: We are confirmed for Sunday, December 5 at Testarossa Winery in Los Gatos. Testarossa was the site of our 2019 Christmas Party and it was a blast. I'm already looking forward to the holiday festivities.

## 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. Hertzler 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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## Thursday, September 23 Northern California Golf Tournament

Join members from the CLCA Sacramento Chapter and other area chapters at Yocha Dehe Golf Club in Brooks, California on Thursday, September 23, for the Northern California Golf Tournament.

"Welcome to the Yocha Dehe Golf Club which means 'Spring Water' in the Yocha Dehe Wintun Nation's native language. We strive to deliver pristine playing surfaces, incredible hospitality and excellent amenities to make your experience with us memorable. Our award-winning service and course conditions have made us the region's leading resort and daily fee golf course aimed at providing a country club atmosphere with a 'Member for the Day' impression." - *Yocha Dehe website*

### Back Patio Challenge During Happy Hour!

Hitting from the Clubhouse Back Patio down to the ninth green, it's a closest to the pin contest with a \$100 value prize and proceeds going to Land-Pac.

### \$200 per Player Includes:

- 11 a.m. Tournament play – Shotgun Start, Scramble Format
- Boxed Lunch
- Many Contests with Assorted Prizes – including \$1,000 value low score foursome
- Complimentary Happy Hour Drinks
- Dinner Buffet

### Spend the night!

We've blocked off rooms! Enjoy the casino, spa and wine tasting. Located halfway between the Bay Area and Sacramento at the Cache Creek Casino Resort.

### Register online at

<https://conta.cc/3vuS4dK>

# An Open Invitation to All CLCA Members from the Auxiliary

On behalf of the San Francisco Bay Area Chapter of the Auxiliary, I would like to extend an invitation to you to become a member. Established in the early 1950's, the CLCA Auxiliary was formed as an assistance and support group to CLCA, but we are also equally interested in and involved in the future of the Green Industry.

Known as the Auxiliary since 2013, we lend a helping hand when needed throughout the year, whether in the form of organizing functions, providing refreshments during specific activities or just being there when the Association needs us. The Auxiliary, in its continued dedication to the future of CLCA and the Landscape Industry, spearheads fundraising efforts for the Landscape Educational Advancement Foundation (LEAF). The Auxiliary established LEAF to generate, invest and award scholarships to Horticulture students throughout California. The Auxiliary meets three times per year (January, May and October) to work out the details of specific Chapter activities, along with several other fun events throughout the year. All representatives of CLCA members (regular, associate or affiliate) are eligible to be members of the Auxiliary.

We welcome your participation on whatever level of interest you may have and wish to share. Our dues are \$25 per year. \$20 goes to the State Auxiliary (\$15 to the General Fund and \$5 to the LEAF Auxiliary Fund), and \$5 stays with our local chapter General Fund. If you are interested in joining our diverse group, please fill out the form below and return it to me with a check for \$25, payable to CLCA SFBA Chapter Auxiliary. If you have any questions, don't hesitate to contact me.

Lesley Peters

Garden Designer, Girvin Peters Landscape

185 Del Monte Avenue, Los Altos, CA 94022

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## Auxiliary Application

Name: \_\_\_\_\_

Spouse/Significant other's name: \_\_\_\_\_

Company Affiliation: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

Birthday (Month/Day): \_\_\_\_\_

Would you like to receive the Bay Breeze at home?  Yes  No

## 2021 SF Bay Area Chapter Contacts

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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.

# Stay Out of the Circle

Steven Cesare, Ph.D.

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

A business owner from Minnesota called me the other day to talk about his leadership approach toward his fledgling management team. As a pretext to our discussion, I asked the business owner to describe the strengths and weaknesses of each direct report. Much like the owner himself, the management staff was routinely characterized as “aggressive,” “creative,” “collaborative,” and “gets stuff done.” Beyond those competencies, the owner suggested the managers periodically needed “direction,” “have to be reminded of the big picture,” and “are learning business acumen.”

True to form, the “hands-on” business owner continually revealed his unvarnished predisposition that when an issue or problem presented itself, he would instinctively jump into the ordeal, take charge, lay out the plan, assign specific roles and responsibilities, and then exit the management group, thinking that he had solved the problem, which allowed his team to move forward.

Sort of yes. Sort of no.

In response, I simply asked the business owner if every one of his managers could directly recite the overall empirical company goals (e.g., revenue, gross margin, customer retention, employee retention) and the specific empirical goals for his/her division (e.g., maintenance, sales, enhancement, installation) at any given time.

He replied Yes.

At that point I told the owner to get a piece of paper and a pencil. Using the pencil, I asked him to draw a circle in the middle of the paper. Then, I asked him to draw a dot maybe an inch or so outside of the circle and put down the pencil.



I said, “We’re done.” To which, he said, “What do you mean ‘we’re done.’ What the heck is this?”

I informed the business owner that the circle represented his company’s management team, and he was the dot. Prescriptively, I told him to stop being the “answer man” who parachutes into every scenario, provides the solution, and then leaves thinking he did the right thing. Instead, I told him to “Stay out of the circle.”

Given the skill set of his managers, their proclivity for collaboration, their innate bias for action, their varied arrays of resourcefulness, underscored by a commitment to a results-based team-oriented culture, the business owner must allow them to generate solutions on their own, develop their own critical thinking collectively, and hypothesize plausible contingencies based on potential contextual variance. “They are managers, not disciples.” Let them become a team, not remain a group of followers.

As a business owner, he should only be focused on results, not tactics. He’s already coached them; he has already taught them the goals; he has already role modeled the company culture to them. Now it is time for them to perform, to demonstrate resilience, to adopt the mindset of managerial problem solvers. Now is the time for the business owner, to let them do the job that he is paying them to do.

Stay out of the circle.

# Partners for Success

By Marin Vallalpando

## Looking forward to Great Chapter Events to Come

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.clcasfba.org/whoware/#Partners](http://www.clcasfba.org/whoware/#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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