



North Coast Journal

CALIFORNIA LANDSCAPE CONTRACTORS ASSOCIATION

2019 ACHIEVEMENT AWARDS BANQUET

June 22nd 2019

Flamingo Resort & Spa in Santa Rosa – 2777 4th Street



Cocktail Hour 6:00
Dinner at 7:00

Followed by the
Awards Presentation
& Slideshow

\$65

Menu

Chicken Cordon Bleu
Pan Roasted Salmon
USDA Prime Sirloin
Creamy Miso Gnocchi



Come and enjoy our
biggest social event
of the year and
celebrate all the
beautiful work that
this chapter
produces in Sonoma,
Marin and Napa
Counties!!

No need to have
entered to join in the
festivities!

RSVP to Connie @ heyconniesalinas@hotmail.com or (707) 217-2139

North Coast Events

UPCOMING EVENTS

June 22ndAwards Banquet – Flamingo Resort in Santa Rosa, 6:00 PM

July 20thMaintenance Training @ Buckeye Ranch (see application on page 3)

August 20thHot August Social – Sonoma Horticultural Nursery - Sebastopol





President's Message

Vision (From the State Mission and Vision Statement)

“The California Landscape Contractors Association members will be recognized by the public as the best qualified professionals of the landscape industry.”

President's Message:

June is our awards presentation month and I look forward to seeing all the entries on Saturday, June 22 at the Flamingo Hotel. You know the properties are fabulous, but let's reflect on the effort that went into creating and maintaining each one. The finished product is the result of a long sequence of planning that can take years: Think about the entrepreneurs who created the companies and hired the people to do the work. The creative talents of the various designers, the organizational skills required to manage workers and bring the job in to meet a budget, the equipment operators, and the skilled laborers who lay the stone, prep the soil, install the piping and plant the plants. The sequence does not stop; there are the suppliers who provide the materials and subcontractors who are called in to assist with the work.

That is quite a crew, but there is more. Each person touched by these award entries has a family that benefits from the economic outflow of each project. What we see helps support hundreds of families and includes many hundreds of children. Think of the educations supported, the medical and dental work done, and the communities we grow.

Not only that; there are more entries this year than ever before. Way to go, North Coast CLCA!

Lou Penning – *President, North Coast Chapter of CLCA*
Lou Penning Landscape

Director's Message



Awards Season

The 2019 Awards judging is complete and there were some extraordinary projects this year! It was such a pleasure to spend two days cruising around Sonoma, Marin and Napa counties with the judges and our ever-intrepid van pilot, Chris McNairy from Hunter Industries! It was inspiring and fun, what more could you ask for?

I am always so proud to be affiliated with the North Coast Chapter and this judging experience is the cherry on the sundae!!! Great work everyone!

Connie Salinas – *CLCA North Coast - Executive Director/Journal Editor*
 (707) 217-2139 or heyconniesalinas@hotmail.com

North Coast Chapter CLCA

APPLICATION FOR TRAINING

Second Training of the Year

July 20, 2019.....Maintenance Training

8:00 AM – 3:00 PM (Check-in is at 7:00 AM)

The North Coast Chapter CLCA education committee is proud to be offering more valuable training again this year. Thanks to Kim & Tony Bertotti for allowing us to use Buckeye Ranch for these hands-on classes.

▶ APPLICATION DEADLINE for MAINTENANCE is July 1, 2019

This is an all-day event and attendees are required to arrive 7:00 AM the day of the training to sign in. They should also have with them work clothes and the hand tools they use in their every workday practice.

These hands-on field Seminars will be held at Bertotti Landscaping in Petaluma:

◆ Buckeye Ranch - 2425 Adobe Road - Petaluma on the following Saturday◆

This Saturday Class Includes:

- Big Mowers
Pruning
Fertilizers & Pesticides
Controller Programming

Table with columns for date (July 20, 2019), activity (MAINTENANCE), and cost (INCLUDES LUNCH, \$85.00 Per Person). Includes rows for Company Name and Employee Name(s).

Discounts

TOTAL AMOUNT ENCLOSED: \$ _____

- 1. Companies enrolling candidates in any three seminars need only pay \$75...
2. If your company supplies a trainer on any of these days, then you receive a 25% discount on final total.

Please send completed application and check made out to CLCA North Coast Chapter ... P.O. Box 1621 Sebastopol, CA 95473 (707) 217-2139

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Irrigation Association creates awards for water conservation

May 29, 2019 Lawn & Landscape - Edited by Jimmy Miller

Two new awards will be presented to water providers at WaterSmart Innovations in Las Vegas this October.

FAIRFAX, Va. – The Irrigation Association recently announced two new Smart Water Application Technologies awards aimed to recognize water providers for spearheading efforts to conserve water through stakeholder engagement, education and programs that promote efficiencies in outdoor water use.



The SWAT awards will annually recognize water providers with two awards:

- **Outstanding Industry Partnership Award:** This award recognizes efforts to increase partnerships with landscape and/or irrigation professionals.
- **Outstanding Public Engagement Award:** This award recognizes work to engage and educate residential and commercial end users on smart and efficient technologies, best practices and programs related to outdoor water conservation.

"Water providers everywhere are developing new and innovative ways to engage and educate their customers on the importance of outdoor water use, conservation and irrigation efficiency," said Abby Owens, public works compliance analyst with the City of Plano and chair of the IA's SWAT Promotions Working Group. "I am excited for the IA to recognize these inventive programs that not only save water but also promote education, best management practices and use of efficient irrigation technologies throughout their service areas."

The inaugural SWAT awards will be presented during the 2019 WaterSmart Innovations Conference and Exposition on Wednesday, Oct. 2, in Las Vegas.

"We are thrilled to be recognizing the hard work water providers put into promoting outdoor water use efficiency and education," said IA Government and Public Affairs Director John Farner. "With conservation in mind, water providers understand the importance of outdoor water use. The IA is honored to recognize water providers who play a leading role in sustaining our water resources for years to come."

The application process for the awards opens on June 3 and runs through July 31. The application and information about the awards can be found by visiting irrigation.org/swatawards.

~ The best gift you can give to coming generation is water.

~ There is a thin line between using water and wasting water.

~ Water covers two-thirds of the surface of the earth, but fresh water is only 0.002% of it.



NORTH COAST MAY DINNER MEETING - FIRESCAPING & VEGETATION MANAGEMENT



Our May Speakers: **Larry Kaiser** from *SiteOne* & **Blaise Turek** of *Scapecrafting*

Blaise Turek from Scapecrafting spoke at our May Dinner Meeting at Wildfox in Novato. He spent 3 months working with Davey Resource Group who is one of many companies that inspect the high voltage electrical utility and transmission lines for PG&E. Though he wasn't directly employed by PG&E he was able to attend some of their training seminars and shadow along with some of their power line inspection teams, looking for over grown trees and brush that may come in contact with high voltage lines which could potentially damage the lines or spark a fire. PG&E already had an extensive vegetation management program but as a result of the wildfires statewide and the pending lawsuits, they have expanded their efforts which to a large extent is being mandated by the courts as a part of their settlement agreement. It opened his eyes as to how large and complex our electrical power grid system is and what an important role vegetation management plays in keeping it functioning safely.

Great examples of creating and maintaining "Defensible Space Zones" around commercial and residential properties. For more detailed information refer to WWW.calfire.com.



Proper pruning of trees by lifting skirt lines to a height of 8' to 10' from ground level, top trim canopies to eliminate overhanging limbs at a minimum of 10' from rooflines and cleaning out of all dead limbs and decaying growth from the interior of the trees canopy. Grasses should be cut and maintained to a maximum height of 3" and cuttings raked and removed where possible. Remove sucker growth from trees throughout the growing season.

A great example of a well-defined and maintained "Defensible Space Zone" around the home in the center of this photo.

Recommended Websites:

1. FIRESafe Marin: <https://www.firesafemarin.org/>
2. Sonoma County Water Agency: <https://www.sonomawater.org/>
3. Cal Fire: www.calfire.com

Continued on next page.....

More Vegetation Management Info

Larry Kaiser from SiteOne is an extremely well-informed resource regarding alternative weed control options and he shared the chart below with the attendees at our May meeting @ Wildfox in Novato. Larry will follow this up with an article in a future issue of the North Coast Journal.



Non Selective post-emergent weed control options

Product	Size	Unit Cost	Rate Per Acre Approx.	Cost per Acre	Systemic or Contact	Notes	Sig Word
*Roundup Promax	1.67 gal	\$82.00	2 qts	\$24.50	Systemic		Caution
*Ranger Pro	2.5 gal	\$48.00	4 qts	\$19.20	Systemic		Caution
Roundup Cust/Aqua Neat	2.5 gal	\$75.00	5 qts	\$37.50	Systemic	Contains no surfactant	Caution
Lifeline / Finale	2.5 gal	\$280.00	56oz (up to 6" weeds)	\$56.26	Contact / slight systemic	Same AI as Finale but Caution label and cheaper	Caution / Warning
Triclopyr & *Fusilade	2.5 & Qt	189.00&78.00	2 qt & 1 qt	\$115.80	Systemic - Tank mix both to control all types of weeds	Triclopyr for broadleaf & Fusilade for grasses. Must use non-ionic surfactant	Caution
Triclopyr & Envoy Plus	2.5 gal & 1 gal	189.00 & 236.00	2 qt & 16 oz	\$67.30	Systemic - Tank mix both to control all types of weeds	Triclopyr for broadleaf & Envoy Plus for grasses Use non-ionic surfactant	Caution
Scythe	2.5 gal	\$203.97	5 gal	\$407.94	Contact only, must have thorough coverage	Keep agitated after mixing	Warning**
Lesco Tribune (Diquat)	Gal	\$65.00	1 qt	\$16.25	Contact only, must have thorough coverage	Use surfactant	Caution

Pre-emergent options to reduce post-emergent applications

Snapshot G	50 lb	\$94.89	132 lbs	\$250.51	N/A	Ornamentals and non-crop Not for use in turf.	Caution
Dimension 270 G	50 lb	\$45.31	132 lbs	\$119.62	N/A	Can be used in turf and landscaped areas.	Caution
*Ronstar	50lb	\$94.00	176 lbs	\$330.88	N/A	1/2" control barrier easily broken by scuffing or cultivation	Warning**
*Surflan AS	2.5	\$151.71	6 qts	\$91.02	N/A	Can leave an orange stain if overspray on buildings or cement	Caution
Sureguard SC	64 oz	\$557.47	10 oz	\$87.10	N/A	For use in woody ornamentals and non-crop areas	None Cat 4 pesticide
Pendulum Aqua Cap	2.5	\$204.69	3 qts	\$61.38	N/A	Use in turf and landscape	Caution
Stonewall (Barricade) 65 WDG Sprayable	10 lb	\$126.15	2 lbs	\$25.23	N/A	Can leave a yellow stain if overspray on buildings or cement	Caution
Dimension 2 EW	2.5 gal	\$578.00	1 qt	\$57.80	N/A	Colorless leaves no orange color behind.	Warning**
Gallery SC	1 qt	\$172.00	.6 qt	\$103.20	N/A	Controls broadleaf weeds only best results when mixed with Dimension	Caution
Dimension and Gallery tank mix	2.5 gal & 1 qt	578.00 & 172.00	1 qt & .6 qt	\$161.00	N/A	Can be used in turf, landscape and, non-crop areas.	Warning**

Organic & Softer Impact Options

Mirimichi Green - OMRI	2.5	\$175.00	10 gal to 90 gal water	\$700.00	Contact	Must have through coverage Use 10 to 15 PSI at nozzle	Warning**
Avenger - OMRI	2.5	\$150.00	20 gal to 80 gal water	\$1,200.00	Contact	Must have through coverage	Caution
Weed Zap - OMRI	2.5	\$225.00	5 gal to 95 gal water	\$450.00	Contact, Use Surfactant	Must have through coverage	Caution
Suppress - OMRI	2.5	\$185.00	6 gal to 100 gal water	\$444.00	Contact	Must have through coverage	Warning**
Finalsan	2.5	\$85.00	15 gal to 85 gal water	\$510.00	Contact	Not a true organic it is a bio-pesticide. Must have through coverage OMRI listed	Warning**

Organic herbicides in general do not work well in cool weather and may require repeat application for complete control. Average temp for optimum control is above 70 degrees.

Listed on Prop 65 known or suspected carcinogens

* Requires coveralls during application

All rates are general and for cost comparison only. Always consult the label for proper rates and application sites



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Flourishing with a 4th-grade education

by Jim Huston

Travels with Jim follows Jim Huston around the country as he visits with landscapers and helps them understand their numbers to make smarter decisions.

Ike was an entrepreneur and in his eighth or ninth year as a landscape contractor. I met and worked with him on a recent trip to the Northwestern U.S. His story is typical: He was making money and thought that he was doing OK. However, he didn't understand the numbers and the financial side of his business.



He knew that he needed help and a fellow landscape contractor turned him on to me. Ike and I talked on the phone about what he needed and what I might do for him. He decided to have me consult with him for a day in order to benchmark his business.

Upon arriving at his office, Ike and I tore into his financials and created a budget for 2017. It was during this budgeting process that I benchmarked his operation. However, before I could do so, I had to adjust his expenses and reformat his financials. This allowed me to move around some expenses (office remodeling, bonuses, cash paid for equipment, etc.) and adjust his net profit.

Ike's crews were extremely productive, producing more than \$1 million in sales. He was billing more than \$200,000 per full-time landscape crew member – well above the industry average benchmark of \$125,000. Material costs were in line at 27 percent of sales, as was direct field labor at 20 percent. His field crew average wage was \$20 without overtime and \$23 with overtime. Labor burden for field labor was about 20 percent of labor costs or 3.6 percent of sales.

Field equipment and truck costs were within acceptable parameters at 10.5 percent of sales. (This figure includes all costs for the same to include fuel, straight-line depreciation, repairs, insurances, mechanics, etc.) Add them all together and Ike's direct costs were right at 60 percent of sales, which meant that his gross profit margin was nearly 40 percent.

Once you throw in some revenue from some lawn care work that his crews did and take out general and administrative overhead (near 18 percent of sales), Ike's net profit hovered around 25 percent. Not bad for a young man who does not know much about finance and numbers. But that's not the end of the story.

Family Before School

Once we finished the budgeting and benchmarking process, Ike told me more about his story. His parents pulled him out of fourth grade to help save the family ranch. Fortunately, the family was able to do so.

Unfortunately, Ike never returned to school to finish his education. In lieu of a formal education, Ike developed an amazing work ethic and gained street smarts. He went on to build a very successful landscape business, a great family and a very bright future for all concerned.

Conclusion.

Ike was an extremely hard worker who had a very successful landscape company. He was also smart enough to know what he didn't know, and to invest some money to learn more about his company's financials, benchmarks and critical numbers. He may not have had book smarts but he had plenty of street smarts – and the bottom line to prove it.

I believe in education and have a bachelors' degree in psychology, an MBA in finance and a master's degree in Christian apologetics. You might say that I'm educated beyond my intelligence. However, it's not formal education that you need to be successful as a green industry contractor. Like Ike, it's street smarts, hard work and a teachable attitude that leads to business success. His formal education was beneath his intelligence. Lots of very successful people have little or no formal education.

I meet lots of young (and old) green industry contractors who have lots of book smarts but whose attitude is, "You can't teach me anything." And they're absolutely right. I can't! You may be well educated but if you don't have a teachable attitude and a good work ethic, your education may far exceed your success.



Governor Newsom Directs State Agencies to Prepare Water Resilience Portfolio for California

Published: Apr 29, 2019



Governor orders new portfolio approach on water to protect the future health of communities and the environment

SACRAMENTO – As climate change continues to threaten the state’s water infrastructure and reliability, Governor Gavin Newsom today signed an executive order directing his administration to think differently and act boldly by developing a comprehensive strategy to build a climate-resilient water system.

The order seeks to broaden California’s approach on water as the state faces a range of existing challenges, including unsafe drinking water, major flood risks that threaten public safety, severely depleted groundwater aquifers, agricultural communities coping with uncertain water supplies and native fish populations threatened with extinction.

“California’s water challenges are daunting, from severely depleted groundwater basins to vulnerable infrastructure to unsafe drinking water in far too many communities. Climate change magnifies the risks,” said Governor Newsom. “To meet these challenges, we need to harness the best in science, engineering and innovation to prepare for what’s ahead and ensure long-term water resilience and ecosystem health. We’ll need an all-of-above approach to get there.”

The order directs the secretaries of the California Natural Resources Agency, California Environmental Protection Agency and the California Department of Food and Agriculture to identify and assess a suite of complementary actions to ensure safe and resilient water supplies, flood protection and healthy waterways for the state’s communities, economy and environment.

The order directs the state to think bigger and more strategically on water by directing the agencies to inventory and assess current water supplies and the health of waterways, future demands and challenges. The agencies will seek input over the coming weeks and months through listening sessions, information workshops and other public meetings to help inform the water resilience portfolio that will be recommended to the Governor.



As a result of California facing challenges such as unsafe drinkable water, major flood risks and depleted groundwater aquifers, the governor has called state agencies to build a water system that will protect the future health and safety of the state's environment and communities.



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Partners Program

General Notes:

- If you would like to swap items from within the categories, please contact the chapter (for example, if you do not play golf & prefer to swap golf attendance for awards sponsorship).
- Trades in kind can be discussed and welcomed. For example, if you would like to sponsor the golf lunch and would prefer to BBQ yourself in lieu of money.
- Preference will be given to those who have sponsored specific items in the last year. After that it is first come, first choice.
- A "Top Award" is either the Excelsior, Sweepstakes or Judges Award.

Partner Levels

- Diamond Partner \$1650**
 - 1 Top Award Sponsor (or 2 Basic Awards if top awards are taken)
 - Golf Foursome and Golf Sponsorship
 - 1 Ticket to each Dinner Meeting
 - 2 Tickets to the Holiday Party
 - 2 Tickets to the Awards Program
 - Recognition on Chapter Banner
 - Recognition in Chapter Newsletter
 - Recognition on Chapter Website
- Platinum Partner \$1200**
 - Golf Tournament Sponsor
 - 1 Round of Golf
 - 1 Award Category Sponsorship (Basic)
 - 1 Ticket to each Dinner Meeting
 - 2 Tickets to the Holiday Party
 - 2 Tickets to the Awards Program
 - Recognition on Chapter Banner
 - Recognition in Chapter Newsletter
 - Recognition on Chapter Website
- Gold Partner \$900**
 - Select one:
 - ___ Golf Tournament Sponsor and 1 Round of Golf, OR
 - ___ 1 Award Category Sponsorship (Basic).
 - 1 Ticket to each Dinner Meeting
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 - 2 Tickets to the Awards Program
 - Recognition on Chapter Banner
 - Recognition in Chapter Newsletter
 - Recognition on Chapter Website
- Silver Partner \$600**
 - 1 Ticket to each Dinner Meeting
 - 2 Tickets to the Holiday Party
 - 2 Tickets to the Awards Program
 - Recognition on Chapter Banner
 - Recognition in Chapter Newsletter
 - Recognition on Chapter Website
- Contractor Partner \$500**
 - 1 Ticket to each Dinner Meeting
 - 2 Tickets to the Holiday Party
 - 2 Tickets to the Awards Program
 - Recognition on Chapter Banner
 - Recognition in Chapter Newsletter
 - Recognition on Chapter Website

Ala Carte Menu

Training for Landscape Industry Certification

- Breakfast \$100 (3 available) \$ _____
- Lunch \$350 (3 available) \$ _____
- Materials \$250 (3 available) \$ _____

Holiday Party

- Donation for DJ \$500 \$ _____
- Donation for Wine \$400 \$ _____
- Donation –Appetizers \$500 \$ _____

Golf

- Hole/Tee Sponsor \$150 \$ _____
- Special Holes - Closest, Longest, Hole in One \$150 \$ _____
- Lunch \$800 \$ _____

Awards

- Table Decorations \$500 \$ _____
- Wine \$800 \$ _____
- Premium Award Sponsor \$400 \$ _____
- Regular Award Sponsor \$350 \$ _____
- Slide Show \$500 \$ _____
- Application Sponsor \$500 \$ _____
- Invitation Sponsor \$300 \$ _____

General

- All Dinner Meetings \$250 \$ _____

Partner Level Total \$ _____

Ala Carte Total \$ _____

Total Due \$ _____

Name _____

Company _____

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Check # _____

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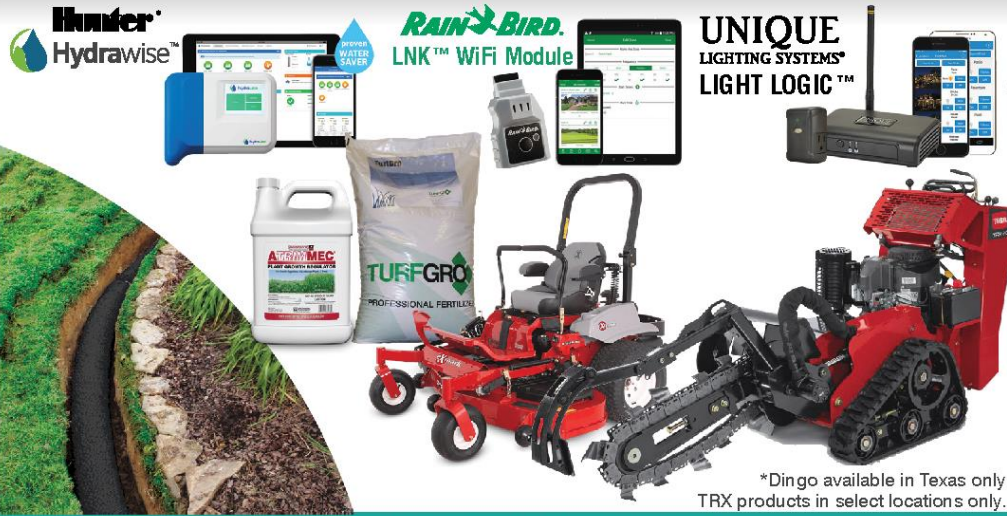
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A photograph of two goats standing on a light-colored rock. The goat on the left is white with a black patch on its neck and face. The goat on the right is brown and white. They are facing each other, and their heads are close together, suggesting a head-butting interaction.

CLCA MEMBER ADVANTAGE

Call CLCA's HR Hotline before it comes to head butts.

Do you have questions about the best (and legal) way to handle employee issues? Or would you like advice regarding a specific situation?

For concerns about hiring or firing or just general procedures you want to ensure are done correctly, **CLCA's HR Hotline** has the solutions to make your business run smoothly.

"We were making some staff changes, and I wanted to be sure I was doing them properly and legally. I contacted CLCA's HR Hotline and they walked me through the process. This CLCA benefit was a great help and ensured that things were handled the right way."

— Javier Lesaca, Lesaca Landscape Company, Inc.



clca.org/benefits

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HUGE THANKS TO THE 2019 AWARDS' JUDGING CREW!

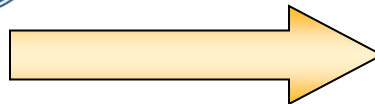


The judges did such an awesome job this year: (from l to r) **Gil Gonzalez** of **LCIS**, **Eric Santos** from **BrightView** & **Thomas Raeth** from **Lafayette Tree & Landscape**.



And then there is our driver, **Chris McNairy** from **Hunter/FX**. Not only is he a great driver, but he is also a consummate tour guide! Everywhere we went, he had some interesting tidbit of info to share with us about that area.

Welcome



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This Year's Theme....

**STAR
 WARS**



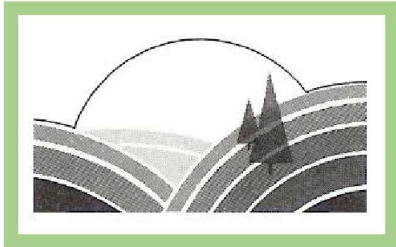
**2019 ACHIEVEMENT AWARDS
 BANQUET**

June 22nd 2019

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You might be a redneck if:

(quotes from or attributed to Jeff Foxworthy)

- You have a complete set of salad bowls and they all say Kool Whip on the side.
- You own a home that is mobile and five cars that aren't
- You've ever made change in the offering plate.
- Your neighbors think you're a detective because a cop always brings you home.
- Your working television sits on top of your non-working television.
- Your family tree does not fork.
- You've ever mowed your lawn and found a car.
- Your biggest tax deduction was bail money.
- You have more fish on your wall than pictures.
- You've ever shot anyone for looking at you.
- You think the stock market has a fence around it.
- You go to a party and the punch bowl flushes.
- Your kids take a siphon hose to "show and tell."
- The most common phrase heard in your house is, "Somebody go jiggle the handle."
- You've ever been kicked out of the zoo for heckling the monkeys.
- You take your dog for a walk and you both use the same tree at the corner.
- Your wife has ever said, "Come move this transmission so I can take a bath."
- Your grandmother has ever been asked to leave a bingo game because of her language.
- You think the last four words of the National Anthem are, "Gentlemen, start your engines!"



Landscapes Unlimited is a wholesale nursery located 3 miles west of downtown Petaluma, California. We offer over 800 varieties of landscaping plants in 1 *through* 15gallon sizes. If we don't have what you need, we will special order it for you.

Landscapes Unlimited has been in business since 1981 and has a reputation of supplying beautiful and healthy plants. Our staff has an average of almost 20 years of experience in the industry and is very knowledgeable about plants and the climates they tolerate.