

# The Seascape

Newsletter of the Central Coast Chapter of the California Landscape Contractors Association



## Chapter Calendar Update

Please mark your calendars for these important upcoming events.

November 13-16	<b>CLCA Annual Convention</b> All day, Quail Lodge, Carmel Plan now to join friends and colleagues in the beautiful Carmel Valley to network, learn and maybe play a round of golf.
Wednesday	<b>Board of Directors Meeting</b> 9:00 a.m.-3:00 p.m. <b>LEAF Meeting</b> 3:00 p.m.-5:00 p.m. <b>Wine &amp; Jazz Welcome Reception</b> 5:00 p.m.-6:00 p.m.
Thursday	<b>Operations Tour</b> 7:30 a.m.-noon <b>Recognition Luncheon</b> 12:30 p.m.-2:00 p.m. <b>General Membership Meeting</b> 2:30 p.m.-5:30 p.m.
Friday	<b>Associate Members Meeting</b> 7:30 a.m.-8:45 a.m. <b>Education Seminar with Vicki Suiter, "Winning Bids and Making Sales"</b> 9:00 a.m.-noon <b>"A Taste of California" Trophy Awards</b> 6:00 p.m.-10:00 p.m.
Saturday	<b>Education Seminar with Beth Ziesenis, "Demystifying Technology Tools"</b> 9:00 a.m.-10:20 a.m. <b>Education Seminar, "A Vision for Landscape Water Efficiency"</b> 10:30 a.m.-11:30 a.m. <b>AMO/LEAF Golf Tournament</b> 12:00 p.m. shotgun start <b>Dinner Honoring Sharon McGuire</b> 6:00 p.m.-9:00 p.m. More information: Regan Barry (831) 438-4747

Friday, Dec. 6	<b>Chapter Holiday Party</b> 6:00 p.m.-10:00 p.m., Center Street Grill, 1001 Center St., Santa Cruz Good friends, cocktails, delectable food ( <i>"American food with a Mediterranean flare"</i> ) and a Pink Elephant exchange. Please join us for some good cheer! More information: Andrew Tuckman (510) 385-0255
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## November/December 2013



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## 2013 CLCA Central Coast Board of Directors

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## Central Coast Chapter Past Presidents

2010-2012 – *Andrew Tuckman*  
2009-2010 – *John David, CLT*  
2007-2009 – *Kelly Shaeffer*  
2005-2006 – *Nikos Lynch*  
2003-2004 – *Tom Reily*  
2001-2002 – *Pete Gluhaich*  
1999-2000 – *Steve McDonald, CLT-C*  
1997-1998 – *Christopher Elliott, CLT*  
1995-1996 – *Paul Iwanaga*  
1993-1994 – *Jerry Allison*  
1991-1992 – *Patty Dunks*  
1989-1990 – *Brian Bisnett*  
1988 – *John Battaglia*  
1987 – *Irving K. Tamura*  
1985-1986 – *John David, CLT*  
1984 – *James Mendleski*  
1983 – *Roy Pina*  
1982 – *Craig E. Rogers*  
1980-1981 – *Ron Mendleski*  
1979 – *George Depesco*  
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**President's Message** *Regan Barry, Chapter President, rbarry@coastalevergreen.com*



the last newsletter. We had our annual Liar's Golf Tournament at Cinnabar Golf Course in San Jose with the East Bay, S.F. Bay Area and your Central Coast Chapter going head to head. This is the first time I have played this beautiful course and was happy to see our shared event very well attended. All three chapter presidents were at the Cinnabar including Tim Hendricks, Larry Scott and yours truly. The dinner was great and the raffle was lots of fun, thanks to our sponsors and their generous gifts. Although it was a fight to the finish, the Mike Ruscoe/Scott Long team won the trophy for best score. Please stop by Ewing and ask Mike to see it. A special thanks to Mike and James Walker for putting this event together.

Chapter Presidents Council, on October 8th and 9th, held at the Hunter Industries Headquarters in San Marcos, California. We had a great tour of the manufacturing facility and I was really impressed with actually seeing the products we use made from scratch. This was a great example of a working campus with a lot of happy workers. On the business end of the meeting some of the new incoming chapter presidents for 2014 were introduced and we all had a chance to get up to speed on how to run a chapter and set goals with the board of directors to offer members educational tools and provide fun events to attend. We talked about the State Convention at Quail Lodge in Carmel and I was able to give

PLEASE DON'T READ THIS ARTICLE...unless you are interested in learning about the fun, educational, and wild happenings in your chapter. Still there? It's been a heck of a month since

The next up for me was the CPC,

*-continued on page 8*

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## Top Ten Reasons to Register for the CLCA State Convention

1. The convention is taking place, for the first time, at Quail Lodge in Carmel Valley. Shortest travel time to a State Convention ever.
2. The Central Coast Chapter is helping put on the Wine & Jazz Welcome Reception. You *know* that's going to be a good time!
3. There will be three industry-forward seminars covering competitive pricing, technology tools and water efficiency presented by industry leaders.
4. CLCA has negotiated a *chance of a lifetime* room rate at the beautiful Quail Lodge in Carmel Valley.
5. The State Trophy Awards Dinner will feature winning landscapes and wines from throughout California.
6. You are due for a weekend off and it is an unbeatable time of year to visit Carmel Valley.
7. 18 holes of golfing excellence at Quail Golf Course. Join the LEAF Tournament on Saturday to play for a good cause.
8. A behind-the-scenes operations tour is being led by our chapter to the Hilton Bialek Habitat.
9. A chance to meet and mingle with State board members and other industry professionals.
10. Chances are, even your hard-nosed accountant will let you write this vacation off.

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# Partners Corner

by Andrew Tuckman, Events Director, [andrew.tuckman@visionrecycling.com](mailto:andrew.tuckman@visionrecycling.com)



The Grass Farm/Garden Accents team

The final Partners Corner of the year features the amazing team at Grass Farm/Garden Accents located on the most northeastern part of the Central Coast region. Visible from Hwy 101, Grass Farm was started in Gilroy in 1969 by Bill Gil and his family Eric, Erin and Debbie, along with their mother Barbara. According to Debbie, it was a humble beginning based on hard work and determination.

The farm is currently located in Morgan Hill, where it has been for approximately 28 years, and is the only turf farm in Santa Clara County. Erin and Debbie, after working in other fields and finishing school, decided to try the family business and came to the Grass Farm in 1987.

In 2002 Bill, Erin and Debbie decided to open Garden Accents, a garden center with a unique twist, located on five acres. They wanted to create a place where landscapers and homeowners could come and see full-size demonstration gardens created in different themes. On the grounds there is a

large selection of fountains, statuary, water garden supplies, plants, pottery and sod.

Bill has since retired, but is always there for support where it's needed. Erin and Debbie along with wonderful employees try to continue the original goal of local, quality-driven products along with great customer service.

Erin is very involved with the industry including Santa Clara County Farm Bureau, Santa Clara Valley Water District's landscape committee and is a

past president of SF CLCA chapter. In his spare time he loves spending time with his three children and family and is an avid bicycle rider.

Debbie loves the creativity of joining fellow employees in the ever changing gardens at Garden Accents. Spare time is spent with her husband and two children and their new French Bulldog, "Romeo".

Erin & Debbie both love taking advantage of the local, fresh produce, wineries and wonderful people in Morgan Hill. Even though the past few years were tough, they love being a part of the Green Industry and look forward to its future!

The Central Coast Chapter wishes to thank Grass Farm/Garden Accents for their support.



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# October Board Meeting Minutes

By Dinah Irino, Secretary

Thursday October 3, 2013 at Café Carbonero, Scotts Valley, CA. The meeting was called to order at 11:45 AM.

### Roll Call:

Regan Barry, Dinah Irino, Mike Ruscoe, John David, Andrew Tuckman, Chris Elliot and Ki Bowman.

### September Board Meeting Minutes:

Motion to approve made by Andrew, seconded by John.

### President's Report:

A new executive director has been hired. We don't know her name yet. Maybe an announcement at the convention is November? Also the LIS/Norcal is looking questionable.

### Treasurer's Report:

See financial report in this newsletter.

### Board Member Reports:

Regan, Andrew, Jerry, and Dinah met with Kym Dryher and Allison from State CLCA at Quail Lodge last week. We got a run through of the activities and venues for the convention. It will be a lot of fun. Hope you all can make it. Wine, beer, music, golf, awards ceremony, etc. Quail Lodge is a beautiful place and has recently gone through a three year renovation. Our own contractors will be playing music Wednesday and Friday. Chris made a motion to pay the bands \$650 for their time and it was seconded by John and passed unanimously. John made a motion to spend \$5 apiece for the contents of the "goody" bags and it was seconded by Mike and passed unanimously.

Regan gave a golf tournament recap. Mike

Ruscoe's team won the tournament, (tied with Regan's team). It was a great success with over 95 people in attendance, a great raffle, and fun times for all.

Andrew and Ki talked about the conversion to an electronic newsletter. They will get together and review costs and report back at the planning session on October 22, 2013. Regan brought up the issue of Dinah being an affiliate member and discussed CLCA paying for her to become an associate member so she can be a voting board member and the secretary. Chris made a motion to approve, it was seconded by Mike and passed unanimously.

### Adjournment

A motion to adjourn was made by Chris and seconded by Mike at 12:54 PM.



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# Special Chapter Board Planning Meeting

By Dinah Irino, Secretary

Tuesday, October 22, 2013 at Chaminade in Santa Cruz the meeting was called to order at 11:15 AM

**Roll Call:**

Regan Barry, Andrew Tuckman, Jerry Allison, John David, Chris Elliot, Dinah Irino, Laurie Reily, Ki Bowman, Sherry Bryan, and Laura Leuer.

**State Update:**

Regan talked about the happenings at the state level. Sandra Giardi is our new Executive Director and Tim Hendricks from the SF Chapter is our new CPC Northern Director. Regan attended the CPC retreat at Hunter Industries in San Marcos, CA. Some chapters are still feeling the effects of the economic downturn while many are seeing positive signs of growth. Generally there is great

optimism for the new Executive Director position and where our Association is heading.

**Treasurer's Report:**

Laurie brought a packet of financials including: P&L's, budget worksheet, Partners' price list, and advertising rates. Overall we are close to our budget and will finish the year in a healthy financial position. Laurie will research better rates for our monies in savings accounts. Creating a budget for 2014 will be done at a later time. A donation in Sharon Maguire's name to the Leaf Scholarship program was discussed. John motioned that \$300 be sent to the program, Jerry seconded and it passed unanimously.

**Carmel Convention Update:**

Regan brought us up to date on the Awards Banquet. They are still deciding on the format of the presentation with 2-3 intermissions.

Jerry and Chris will work with Monterey Bay Nursery to coordinate plants to decorate the room. Dinah will supply a local wine list.

**Electronic Newsletter Update:**

Andrew, Ki, and Laura discussed the transition from a print edition to an electronic format and ways to display advertisers. We are planning on a January roll out and they will be meeting later on to work out the details.

**Calendar of Events for 2014:**

Several ideas were purposed for dinner meetings such as: Grey Water, Social Media, ROI of BMP, IPM, Sustainable Sites Initiative, Monterey Bay Friendly Landscapes program, and CEU credits for meetings. Sherry suggested a survey be sent out to get member input before making a final decision on dinner meeting topics.

**Adjournment:**

Motion to adjourn was made by Andrew at 2:14 and seconded by John.




**Thank You, Partners!**



**President's Message**—*cont'd from page 3*

an update on our role for hosting the welcome reception.

The big news for our organization is that we have a new executive director. Sandra Giarde will be taking over the position vacated by Sharon McGuire. Sandra will be at the State Convention in Carmel.

In more local news for Northern California, Tim Hendricks will be taking over for Aaron Huxley, representing the CPC North starting in 2014. Congratulations to Tim. I know that he will do a great job carrying on the responsibilities of being our representative.

The meeting closed with good camaraderie and good solid tracks for a successful future.

I am almost out of breath but aren't you glad that you kept reading? Your chapter's board of directors met at Chaminade for the annual planning meeting to set the schedule of events for our chapter for 2014. It was a full house and a lot of work was accomplished.

One of the much discussed items was the conversion of our newsletter to electronic next year. We had Ki Bowman, our newsletter editor, joining in with Laura Leuer, our executive assistant, and others to help make the transition as smooth as possible. For the first month of

next year there will be a combination of paper with the electric version available on line. In the end this is a good thing for our chapter and it follows the sustainability practices for the kind of work we do as landscapers.

We had Sherry Lee Bryan from Ecology Action for the discussion of educational programs to add to our dinner meetings. The results will be posted in the newsletters and you can count on getting calls to show up for them. Also at the meeting were Andrew Tuckman, Dinah Irino, Chris Elliott, John David, Jerry Allison and me.

Among the last two events we discussed was the State Convention on November 13th to 16th at Quail Lodge. Have I made any progress in convincing you to be at this one that's right in your own back yard? If you like our Beautification Awards you will love the convention. Lots of fun stuff planned. Go to the state website to check out the program.

Finishing up, we finalized the location and time of this year's holiday party. It will be at the Center Street Grill in Santa Cruz on Friday, December 5th.

Finally, I would like to thank all of you C-27 landscape contractors that have either re-signed or newly joined the CLCA. Great times lay ahead for those with vision.

## Monterey Bay Regional LID Planning and Incentives Program

*By Dinah Irino, Floravista*

The second meeting was held on October 15, 2013 at Ecology Action in Santa Cruz. 16 people were in attendance including Dinah Irino and Andrew Tuckman representing CLCA. Voting on the program name and preferences was discussed. Members are in favor of a program with ten required measures and an optional point earning system. The name "Monterey Bay Friendly Landscape" was agreed on using a similar system as Bay Friendly's. Members want the additions of a stormwater/LID requirement and a site drainage section. A general discussion followed about a logo, incentives, website, and program launch. Numerous good ideas were made which will be reviewed at a later meeting. Our "homework" is to come up with a list of five properties to be recognized through this program in our region. If you have any suggestions email me at [flora.vista@sbcglobal.net](mailto:flora.vista@sbcglobal.net)

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## Treasurer's Report

by Laurie Reily, Treasurer

### September, 2013

**Opening Balance:** \$14,822.61

**Disbursements:**

Board Meeting	\$414.08
Board Meeting	\$365.45
Dinner Meeting	\$238.43
Newsletter	\$1401.52
Other Publications	\$650.00
Constant Contact	\$40.00
Web Site	\$106.34
Treasury	\$237.50
Awards	\$21.75
Marketing	\$306.06
<b>Total Disbursements:</b>	<b>\$3,781.13</b>

**Ending Balance:** \$11,041.48

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## About Us

### CLCA Mission Statement

The California Landscape Contractors Association serves the interests of its members, promotes professionalism, and advances public awareness of the landscape industry.

### CLCA Vision Statement

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

### The CLCA Central Coast Newsletter

is published 10 times a year. Copy and advertising deadlines are the 10th of the month preceding publication.

Printed inquiries may be mailed to:  
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Questions and submissions are welcome. Contact [ki@cruzio.com](mailto:ki@cruzio.com).

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