

## Chapter Calendar Update

Please mark your calendars for these important upcoming events.

- Tuesday, February 23 **Chapter Dinner Meeting, Green Valley Grill, Watsonville**  
5:30 pm *No host cocktails*, 6:30 pm *Dinner*, 7:00 pm *Program*  
Don't miss this special presentation on water issues!
- Thursday, March 4 **Chapter Board Meeting, Tony & Alba's, Capitola** 6-8 pm
- March 17-21 **S.F. Flower and Garden Show, San Mateo**
- Thursday, March 25 **Graniterock Pavement Expo, Aromas**
- Tuesday, March 30 **Suppliers' Night, Seascape Golf Club, Aptos** 6-9 pm  
Free to all C-27 Contractors!  
RSVP to Laurie Reily by March 22 twinkis31@aol.com
- April (first week) **Beautification Awards Entries Available** at [www.clca-cc.org](http://www.clca-cc.org)
- Thursday, April 1 **Chapter Board Meeting, Cilantro's, Watsonville** 6-8 pm
- Wednesday, April 21 **Legislative Conference, Sacramento**
- Thursday, April 22 **National Day of Service**
- Tuesday, April 27 **Beautification Awards Entries Due**
- Tuesday, April 27 **Chapter Dinner Meeting** 5:30 pm, location to be announced
- May 20-21 **Beautification Awards Judging**
- Tuesday, May 25 **Chapter Dinner Meeting** 5:30 pm, location to be announced
- Saturday, June 26 **Beautification Awards Banquet, Peachwood's Grill, Pasatiempo**
- July 21-24 **State Summer Meeting, San Jose**
- Wednesday, Sept. 15 **Golf Tournament, San Juan Oaks, Hollister**
- November 10-13 **Annual State Convention, Disneyland**
- November 30 **Chapter Dinner Meeting, Early Holiday Get Together** 5:30 pm

## March 2010

### I N S I D E

---

<b>Chapter &amp; State Directory</b>	<b>2</b>
<b>President's Message</b>	<b>3</b>
<b>New Water Ordinance—Part II</b>	<b>4</b>
<b>Meet the Contractor</b>	<b>5</b>
<b>New Plants From the Ol' Gardener</b>	<b>6-7</b>
<b>January Treasurer's Report</b>	<b>8</b>
<b>February Board Minutes</b>	<b>8</b>
<b>Seascape Advertisers</b>	<b>9</b>
<b>CLCA Mission Statement</b>	<b>10</b>
<b>Newsletter Contact Information</b>	<b>10</b>

---

## 2010 CLCA Central Coast Board of Directors

### President

John David, Prime Landscape  
3635 N Main St, Soquel, CA 95073  
phone (831) 476-5999  
jld@primelandscapes.com

### Immediate Past President

Kelly Shaeffer, Plant Providers  
PO Box 46, Redwood Estates, CA 95044  
phone (408) 314-2668  
kelly@plantproviders.net

### Treasurer

Laurie Reily  
639 San Lorenzo Ave, Felton, CA 95018  
phone (831) 212-8944  
twinkis31@aol.com

### VP Membership

Mike Ruscoe, Ewing Irrigation  
5550 Soquel Ave, Santa Cruz, CA 95062  
(831) 464-6777  
mrusco@ewing1.com

### VP Communications

Steve McDonald, CLT, McDonald Landscape  
141 Holiday Drive, Hollister, CA 95023-6007  
phone (831) 636-1430  
s\_mcdonald@charter.net

### VP Education/Scholarship

Nikos Lynch, Terra Bella Landscaping  
1500 Graham Hill Rd, Ste C  
Santa Cruz, CA 95060  
phone (831) 479-1629  
nikos\_lynch@yahoo.com

### VP Public Relations/Secretary

Jerry Allison, Jerry Allison Landscaping  
1931 W Beach St, Watsonville, CA 95076  
(831) 688-6746  
jerry@jaland.com

### Associate Member Representative

Dennis Rabe, Graniterock  
400 Work St, Salinas, CA 93901  
phone (831) 775-3500  
drabe@graniterock.com

### Chapter Liaison

Chris Elliott CLT, Aqua-Green Landscaping  
130 Humbug Lane  
Santa Cruz, CA 95060  
(831) 475-9417  
aquagreen1@aol.com

### Newsletter Editor

Ki Bowman, M/O Graphics  
519 Seabright Ave., Ste. 105  
Santa Cruz, CA 95062  
(831) 423-5268  
ki@cruzio.com

## 2010 CLCA State Board of Directors

### President

William Schnetz CLP  
Schnetz Landscape Inc.  
(760) 591-3453  
bill@scnetzlandscape.com

### President Elect

Robert Wade CLP, CLIA  
Wade Landscape  
(949) 413-6839  
wll2005@gmail.com

### Immediate Past President

Heath Bedal  
JPH Group LLC  
(916) 457-5925  
heath@iphonline.com

### Secretary/Treasurer

Eric Watanabe  
Majestic Pools & Landscapes Inc  
(818) 831-1390  
ewooc@aol.com

### Director of Chapter Services

Andrew Simpson  
Quillen Enterprises  
(916) 721-1635  
quillent@aol.com

### Director of Communications

Chuck Carr  
Carr Landscape Management Inc  
(818) 832-1076  
ccar@carrlandscape.com

### Director of Education

Steve Jacobs CLP, CLT  
Nature Designs Landscaping  
(760) 945-4321  
mail@naturedesigns.net

### Director of Events

Michael Hertzner  
Modern Landscaping Inc.  
(800) 761-9191  
mhertzner@modernlandscapinginc.com

### Director of Legislation

Shari Collins  
Verdant Landscaping  
(805) 552-9457  
shari@verdantlandscaping.com

### Director of Membership

Javier Lesaca  
Lesaca Landscape Company  
(661) 836-0229  
xabil@aol.com

### Director of Resource Management

Frank Niccoli  
The Village Gardener Inc  
(650) 592-9440  
frank@thevillagegardenerl.com

### Associate Member Director

Tom Noonan  
Ewing Irrigation Products  
(916) 652-9530  
tnoonan@ewing1.com

### Co-Director of Chapter Presidents Council (North)

Michael Mitchell  
MJM Lighting  
(916) 501-5393

### Co-Director of Chapter Presidents Council (South)

Kevin Fairchild  
Illumiscapes TLC  
(714) 541-1000  
illumiscapes@sbcglobal.net

### Executive Director

Sharon McGuire  
CLCA Headquarters  
1491 River Park Dr, Ste 100  
Sacramento, CA 95815  
(916) 830-2780  
sharonmcguire@clca.org

## Central Coast Chapter Past Presidents

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*  
1978 – *John Brauns*  
1976-1977 – *J. Chris McIntyre*  
1975 – *Don Ross*  
1974 – *Ray Sumida*  
1973 – *Henry Yaminishi*

think green use  
**NATURAL  
TURF**

Benefits of natural grass

- Controls Pollution
- Cools the Earth
- Reduces Global Warming
- Absorbs Carbon Dioxide & Produces Oxygen
- Acts as a Natural Filter

Water Saving Varieties Available!

**WEST COAST  
TURF**

Stadium  
Quality Sod  
for Home and  
Landscape

Greg Dunn,  
Ryan Flaherty  
209/394-4904  
www.westcoastturf.com

**President's Message** *by John David, CLT, Prime Landscape*



Good day, Plant Meisters—

I don't think Winter is nearly over, but days are a little warmer and I'm starting to envision trying on some shorts. Spring is an exciting time. Optimism abounds. We should start to get more calls to put in that

back patio that has been put off for the last couple of years. If we continue to work hard for our companies and our clients, we will get busy again.

The last day of January, we held our Kick-off breakfast. It was a great event. Bill Schnetz, our State President, held an interactive talk to a small but engrossed group well into the afternoon. The discussion evolved into many fresh ideas on working in a down-economy. We all felt fortunate that we bothered to get up on a Sunday morning.

Boy, were we hit with some overwhelming news recently. At our last board meeting, Dennis Rabe told us he was let go from Graniterock. The money people of Granite made a tough decision and let an

incredible asset of 20 years go. This shows us that even big, successful companies have been hit quite hard. Dennis has been a major contributor to our chapter for some years now. We will manage but ... Someone please hire Dennis to get him back into the fold. He'll become a full-time alpaca farmer for a while, anyway. Check out his website at [www.101alpacas.com/home.html](http://www.101alpacas.com/home.html). Good luck, Dennis.

At our January breakfast, several new people volunteered to help with some chapter activities. It was great to see. More would be helpful. A little time from more people allows us to keep up with quality programs.

Our last BOD meeting at Cilantros was a major problem as Tuesdays are their

**The Path of Least Resistance**  
 is our business model.  
 Find out how we support you every step of the way.  
[www.ewing1.com](http://www.ewing1.com)

your source for  
**conservation**  
 solutions

**EWING**

# New California Water Ordinance—AB1881 *Part II—The Landscape Documentation Package*

Mike Baron, The Toro Company, [mike.baron@toro.com](mailto:mike.baron@toro.com)

## Model Water Efficient Landscape Ordinance

This is the second article about the new California Landscape Ordinance that goes into effect January 1, 2010. Last month, the focus was on what type of projects were affected. The most significant factor determining whether or not a landscape project had to comply with the new ordinance was whether or not a landscape project required one of the following: a building permit, a landscape permit, plan check or design review by the local agency. If the answer was “yes,” then most likely the Ordinance would apply.

## Landscape Documentation Package

According to the ordinance, the required “Landscape Documentation Package” must include the following six

elements:

- (1) Project Information Sheet;
- (2) Water Efficient Landscape Worksheet;
- (3) Soil Management Report;
- (4) Landscape Design Plan;
- (5) Irrigation Design Plan; and
- (6) Grading Design Plan.

## Your Signature Please

The “Project Information Sheet” is straightforward – project address, project type, checklist of all documents to be submitted, identification of project applicant and property owner, total landscape area, type of water supply. While the balance of the documentation package is more detailed, this first document requires the applicant’s signature and agreement to comply with the following statement: “I

agree to comply with the requirements of the Water Efficient Landscape Ordinance and to submit a complete Landscape Documentation Package.” So once again, the landscape contractor has the opportunity to shoulder the responsibility of compliance by signing on the dotted line.

## Water Efficient Landscape Worksheet

The Water Efficient Landscape Worksheet (the second item in the “package”) consists of two parts: The Hydrozone Information Table and The Water Budget Calculations. The first requires a listing of information specific to each valve connected to a given controller. This includes the plant type, irrigation method, area in square feet and the percent of the landscaped area that this hydro-zone

—cont'd on page 9

**Horticultural Testing & Advising**

- Landscape Site Evaluation
- Soil Fertility & Salinity Testing – Conventional & Organic Amendment Recommendations
- Irrigation Water Suitability
- 20 Years Experience, MS Horticulture
- Fast Turnaround

**PERRY LABORATORY**  
Since 1938

424 Airport Blvd. • Watsonville, CA 95076 • 831 722-7606

*Soquel Nursery Growers*

Proudly Serving Professional Landscapers for Over 25 Years

*Perennials • Shrubs • Grasses • Ferns*  
*Vines • Unusual Plants*

Delivery to your job sites throughout the Greater Bay Area.

3645 North Main St. • Soquel  
(831) 475-3533 • (800) 552-0802  
[www.soquelnursery.com](http://www.soquelnursery.com)

License No. 0755906

**LCIS**

Ron E. Pohndorf  
Senior Account Executive

**LANDSCAPE CONTRACTORS INSURANCE SERVICES, INC.**

1835 North Fine Avenue • Fresno, California 93727-1617  
(559) 650-3555 • (800) 628-8735 • FAX (559) 650-3558  
email: [insure@lcisinc.com](mailto:insure@lcisinc.com)

**GROWING GREEN  
IN MORE DIRECTIONS!**

- *Biodegradable Netted Blends*
- *Six California Native Sod Blends*

**Frank Halstead (800) 844-2402**  
[www.deltabluegrass.com](http://www.deltabluegrass.com)  
#C-27 752734

## Meet the Contractor—Regan Barry of Coastal Evergreen Company

Regan Barry recently agreed to share some of his personal background in the landscaping business in an interview with the editor.

### How many years have you been a landscape contractor?

I started a modest landscape company in 1971 in Santa Cruz with a 1948 Chevy pick-up and antique tools. It took a while to figure out that this was going to be my life work so with the encouragement of my wife I studied for and passed the landscape contractors exam. In 1981 Coastal Evergreen Co. was born.

### Where did you get your training?

I started my training in my parents' yards mowing and weeding with no pay. I got my first paying job mowing lawns in my neighborhood for a whopping two dollars per yard. My advanced training began working for a nursery in Aptos selling retail, learning plant names and installing small landscapes in and around Rio Del Mar. My biggest break came when I met Gary Masamori, who's father was a well known landscape contractor in Santa Cruz, and he and I received our basic training to the real world of landscaping. Gary and I were partners for a while until he took another career path and I officially started my present company Coastal Evergreen. I started the company mainly providing maintenance and did very little installation. I kept getting calls for new install work so that forced me to make a decision to expand. I'm glad I did. I believe that I am constantly in training because of the range of services we can provide.

### How long have you belonged to CLCA?

We joined the CLCA in 2002.

### Why did you join?

I have had an aversion to joining any organizations since I flunked out of the Cub Scouts. I did work with the City of Scotts Valley on the Design Review Board

for 6 years and that was a great experience which opened the door for more group involvement. I have to give Chris Elliot a lot of credit for being persistent in encouraging me to join the CLCA.

The value of connecting with my peers and making a statement in supporting the work of an organization dedicated to my industry was too hard to pass on. Although I do not attend many meetings I appreciate all the resources available and the events that we have attended. My company has re-committed itself to be more visible in chapter work starting with attending the Chapter kick-off breakfast.

### Have you been to a CLCA event that you thought was particularly enjoyable?

I have been to two CLCA annual state conventions and awards in Hawaii that was a blast

### Could you describe the scope of your work?

The majority of our work is residential with some commercial. We specialize in the maintenance of large homeowners associations. We offer some design services in house but the majority of our work load is new installation and grounds maintenance.

### How many employees do you have?

We have 28 employees covering our staff, maintenance, landscaping and irrigation division.

### What's an interesting (or challenging) job that you've completed recently?

We recently installed a complete landscaping for a customer near highway 17. The challenge was to mitigate the noise factor but not overpower the ambiance of the setting. We proposed a water

feature that would cascade down an existing hillside. We wanted to use unique landscape boulders yet make it feel like they belonged to the site. We were very successful in style and customer joy. In fact we won the state award for our work. That was fun.

### Is there an area that you'd like to learn more about or do more of in the future?

I would like to develop our offerings of greater sustainable landscapes including more edible plantings. I would like to add an arborist license to our c-27. I also liked participating in community projects through the CLCA.

### What do you think is the biggest challenge for landscape contractors in the years ahead?

In the long run water conservation is the biggest elephant in the room. We have been pretty spoiled over the years and it is time to use all our experience to install landscapes that can be sustainable and beautiful at the same time. I also feel that the landscape community needs to keep educating the public on choosing a reputable landscape firm that has their best interests at heart. Developing customer relationships with an aim towards smart and realistic budgets for maintaining and installing quality landscapes is at the top of my to do list.

### What do you do when you're not running your business?

Being a grandparent for the first time is a complete joy. I love hiking, digging for jade and staying healthy with my wife of 35 years. On occasion I work on caving projects for the State and Federal Government.

Life is better than good.

# New Plants From the Ol' Gardener

by Barry Hartsock, [www.treesolutions.com](http://www.treesolutions.com)

Are your plants yellow? Maybe they should be. At least a few should be yellow or maybe gold. Now if you think this is an article about plant fertility, you need to keep reading. The design and use of perennials and shrubs with yellow and gold leaves is continuing to be on the rise. Have you considered the color of plants you use? Do you use leaf color for added interest? This month I will suggest a few of the top sellers in this popular color. This is not a total list, of course, but I hope it will start you thinking more about using color in your design. I should start with a disclaimer using color is for contrast. Use color carefully for best results.

I will start this list with two very nice low-growing perennials. The first is Sedum repestre 'Angelina'. 'Angelina', was

developed in a private garden in Croatia but was marketed by Euro-America Propagators as part of their 'Proven Winners' line. It is not a patented variety so many growers now propagate this fun little plant. It is golden yellow that turns brighter yellow in the full sun. It is very hardy even to zone 3. The cold sometimes adds a tint of red to the needle-like leaves. It has the shape of small 1/2 inch bottle brushes that grow into dense mat. It is considered a groundcover and will only grow to be about 10 inches high. It does spread well and can be planted from 4 inch or quart size in the landscape. 'Angelina' will cascade if used in containers or on the edge of a wall. 'Angelina' will thrive in most soil types but prefers well drained soil. It is very drought

tolerant as is most of the sedum family. 'Angelina' is very disease free and has very few if any pest problems. Many designers use 'Angelina' in rock gardens or to draw attention to the use of rocks in the design. The plants can easily be cut back at any time if they get to

large. But the growth is much slower in the cold temperatures. The only drawback to 'Angelina' is that it is brittle. It does not do well if used in an area with a lot of foot traffic. The next plant I will share with you will do well if walked on or between pavers and on corners where sidewalks meet. 'Lysimachia nummularia Goldilocks' is a very tough and versatile perennial. It can be walked on and is often used as a planting between pavers. But unlike 'Angelina', Goldilocks needs some water and will do well in wet areas where many plants would suffer. Goldilocks can be used as a groundcover, in containers and also in hanging baskets. 'Goldilocks' is hardy to zone 3 and only grows to a height of 4 inches. It grows into a tight mat and is easily trimmed but will "root in" wherever the runners spread. 'Goldilocks' is also available at most nurseries and in the 4" size as well as quarts. It is another fun plant but does need more maintenance than 'Angelina'.

Chrysanthemum Parthenium Aureum is a true perennial. In that I mean hardy and growing upright in the garden. It is a mum but more commonly known as an herb. Many use the name Golden Feverfew in describing this plant. Feverfew is still used by many as a tea to reduce fevers.

**Grass Farm**  
Garden & Accents

QUALITY SOD LAWNS SINCE 1969

1-800-529-6763  
www.grassfarm.com www.garden-accents.net

Two Locations: 602 Palm Avenue • Morgan Hill  
11155 Lena Avenue • Gilroy

- Pottery
- Sod
- Seed
- Ground Cover
- Fountains
- Water Gardens
- Specialty Plants
- Garden Art

Discount to:  
CLCA & APLD Members  
C-27 & LSA License Holders

**Martens**  
IRRIGATION SUPPLY, INC.

"Great things are created with quality service"  
Serving your irrigation needs since 1976

**RAIN BIRD**  
and ALL major manufacturers

**831 - 394 - 4106**  
FAX 831-394-2011 • 420 Olympia Avenue, Seaside CA

**Commercial and Residential**

- Drainage Supplies
- Erosion Control
- Pumps
- Sprinkler & Drip Irrigation
- Landscape Lighting
- Contractor Referrals
- Delivery Available

**New Plants** –cont'd

But I can not advise on that subject. Golden Feverfew is a nice 'clump' grower with fern like leaves that will grow to 22 inches in height. It doubles in size in about 6 months and may have to be replanted every two years unless you care for it correctly. Golden Feverfew is a self-seeder. That is a maintenance problem but the good news is that if the bloom is removed at bud stage the seed will not spread and the plant will remain healthier. The bloom is small, white and will not be missed. Golden Feverfew is great when used with loropetalum or dark foliage for the best contrast.

You are all familiar with Coleonema pulchrum Sunset Gold. So let me mention a couple neat new shrubs with great

golden shades of color. Abelia Silver Anniversary was introduced a few years ago as another Proven Winner Selection. I was not too impressed since I think it looks like Abelia Confetti without the Proven Winner price. Now though I must mention the new introductions in the pricy pot from Proven Winners. I don't have to be politically correct, this is my article. I do not promote a brand! But if the plant is worthy I will tell you. If I know how to buy it cheaper I will tell you. This time I really like these two new abelias added to the Anniversary line. 'Golden Anniversary' has green leaf centers with gold edges with hints of pink and red in the leaves and stems. Mature height is only about 28" and will grow in full sun or part shade.

summer. This introduction was found at Minier Nursery of France. The second addition to the Anniversary line is Abelia 'Bronze Anniversary'. This new abelia has foliage that emerges a unique bronze-orange and then matures to an attractive lime-gold as summer arrives. White blooms appear on this 3 to 4 foot shrub. Both new abelias are hardy to zone 6. Both like slightly acid, moist soil and you can find where to buy these shrubs by visiting the Spring Meadow Nursery website.

Two more quick mentions, Heuchera Carmel is named for the candy color not the California town with the famous ex-mayor. Great plant, ask for it. Also try Heuchera Kasandra with the same color but grows very large, almost shrub-like.

Until next time, this is the Ol' Gardener. Now, get out there and plant!

Spring will bring white bloom that will last thru

**Membership/Supplier Night**

**FREE DINNER**  
for all C-27 contractors

All the latest and greatest from  
landscape industry suppliers

Lots of GREAT raffle prizes!  
Lots of WINNERS!

**March 30, 2010**  
Seascope Golf Club, Aptos

RSVP to Laurie Reily by March 22nd  
twinkis31@aol.com (831) 212-8944

*SPECIFICATION GRADE  
LOW VOLTAGE LIGHTING  
COMPONENTS*



**FFX** VISIT OUR WEBSITE AT  
**WWW.FXL.COM**

**HONDA**  **STIHL**

**B & B Small Engine Repair, Inc.**

Monday-Friday 8am - 5pm  
Saturday 9am - 4pm

1700-B Commercial Way  
Santa Cruz, CA 95065 **476-6306**

  
**COYOTE VALLEY  
NURSERY, INC.**

Quality bedding plants,  
perennials & ground covers  
for the San Francisco &  
Monterey Bay Areas

Mario Silva, Owner  
Armando Diaz  
Sales Manager

315 Kirby Ave., Morgan Hill, CA 95037  
(408) 779-4748 • FAX (408) 779-5031

## Treasurer's Report

by Laurie Reily, Treasurer

### January, 2010

<b>Opening Balance:</b>	<b>\$11,603.73</b>
<b>Income:</b>	
Holiday Dinner .....	\$70.00
Newsletter advertising .....	\$2,050.00
Awards Dinner .....	\$146.50
Awards Plaque Sponsors.....	\$450.50
Membership Night.....	\$283.00
Golf Tournament .....	\$750.00
<b>Total Income:</b> .....	<b>\$3,750.00</b>
<b>Disbursements:</b>	
Board meeting .....	\$95.90
Dinner meeting.....	\$522.87
Membership Night.....	\$500.00
Newsletter .....	\$870.00
Website .....	\$60.00
<b>Total Disbursements:</b> .....	<b>\$2,048.77</b>
<b>Closing Balance:</b>	<b>\$13,304.96</b>

## February Board Meeting Minutes

by Laurie Reily, Treasurer

February 9, 2010 at Cilantros, in Watsonville, CA

The meeting was called to order at 7:30 PM

### Roll Call:

In attendance were John David, Jerry Allison, Dennis Rabe, Mike Ruscoe, Nikos Lynch, Steve McDonald, Regan & Lori Barry and Laurie Reily

### 2010 Board Members:

President: John David, Secretary: Jerry Allison, Treasurer: Laurie Reily, Membership: Mike Ruscoe, Public Relations: Jerry Allison, Assoc. Member Rep: Dennis Rabe, Communications: Steve McDonald, Education /Scholarship: Nikos Lynch, Awards Chair: OPEN

### Board News:

January's board meeting minutes were presented and approved. January Treasurers' Report was presented and approved. Dennis Rabe had to resign his position of Associate Member Representative. He will be sending his information on Membership Night and the Awards Judging to John, Steve and Laurie. Steve McDonald has updated his email list from the new CLCA directory. If you would like to be added to the email list to receive emails on upcoming events. Please contact Laurie Reily at twinkis31@aol.com.

Regan Barry of Coastal Evergreen Company has agreed to help with the Awards Banquet.

The board approved to send out each issue of the Chapter Newsletter, Seascope to all members, and also mail to all C-27's in our chapter area a few times a year to keep all up to date on events and activities

The board will be trying to have dinner meetings at vendor locations or gardens with a catered dinner.

The position of Awards Chair is still open on the board; if you are interested please contact John David, Prime Landscape.

### Upcoming Events:

February's dinner meeting will be on Tuesday, February 23 at 6:00 at The Green Valley Grill located at 40 Penny Lane, Watsonville (across the street from Home Depot) there will be a Tri-Panel of speaker from 2 local water districts and Mike Johnson from "MWELO" (Model Water Efficient Landscape Ordinance).

March Board meeting will be at Tony and Alba's in Capitola (between the Movie Theater and Palace Office Supply) on Thursday, March 4th starting 6:00 PM.

## SIX WAYS WE HELP IMPACT YOUR BOTTOM LINE

	Impact	Bottom Line
1	<b>Plant Quality</b>	Quality Plants Save Money & Sell Jobs
2	<b>One Stop for All Your Needs</b>	Save Valuable Time & Resources by Not Shopping Around for Plants
3	<b>Delivery Services</b>	Better Jobsite Productivity with Complete & Timely Deliveries
4	<b>Competitive Advantage</b>	More Knowledge Sells Projects
5	<b>GreenLinks™</b>	Sell More Projects & Increase Margins by Using Professional Tools
6	<b>Eco-Friendly Plant Selection</b>	Save Money & Sell More Projects Offering Eco-Friendly Plants

Bamboo Pipeline Is Committed To Helping You To Improve Your Bottom Line. Call Us Today!

**BAMBOO PIPELINE**  
America's Fastest Growing Green Goods Company  
Toll-Free: (888) 288-1619 Fax: (805) 764-2626

BambooPipeline.com  
for FREE VISA  
Gift Card



**President's Message** –cont'd

KPIG night. We had an hour, twenty minute wait for a dinner table. When we meet every other month in Watsonville, it will be at another restaurant.

Our supplier's night is coming up - March 30. It's a great event as everyone comes. The dinner is free for CLCA contractors. The suppliers all come because all the contractors are there. Shows you how a free meal brings out the landscapers. Hope you all come so our suppliers can get to know you and show off their products. A major win-win.

It is still early but the Beautification Award Program is coming up. Applications will be available soon on the Central Coast Chapter website.

We've been talking at the BOD meetings about programs for the year. If anyone has any speakers or topics you want to suggest, please let me or someone know.

Remember – Green Side Up, –John

**New Water Bill** –cont'd

represents. With this information and historical ETo, the applicant must calculate the Estimated Total Water Use by hydrozone and then verify that the total does not exceed MAWA – Maximum Applied Water Allowance. This is where the ET Factor of 0.7 comes into play. For anyone wanting the exact equations for each of these calculations, ETWU and MAWA, please email me at mike.baron@toro.com. Until next month, when I will address two more elements of the six-element Landscape Documentation Package.

**February Minutes** –cont'd

*Membership / Suppliers night will be at the Seascope Golf Club located at 610 Clubhouse Drive in Rio Del Mar on March 30th.*

*Nikos Lynch has offered to set up a table at Cabrillo College in the spring to hand out applications for the scholarship.*

*April 27th will be the deadline to get your Awards Packets turned in.*

*The Awards Banquet is scheduled for June 26th and will be at Peachwoods at The Inn at Pasatiempo located just off Highway 17.*

*Please be sure to check the chapter website at [www.clca.cc.org](http://www.clca.cc.org) for any new events, change in dates or location.*

*Meeting was adjourned at 8:15 PM.*

**Advertiser Index**

<b>B&amp;B Small Engine Repair</b>	(831) 476-6306
<b>Bamboo Pipeline</b> .....	(888) 289-1619
<b>Central Home Supply</b> ...	(831) 423-0763
	(831) 440-0763
<b>Coyote Valley Nursery</b> .	(408) 779-4748
<b>Delta Bluegrass Co</b> .....	(800) 844-2402
<b>Ewing Irrigation</b> .....	(831) 656-9530
	(831) 464-6777
	(408) 848-5515
<b>FX Luminaire</b> .....	(800) 688-1269
<b>The Grass Farm</b> .....	(408) 779-3148
<b>Graniterock</b> .....	(831) 471-3400
	(831) 768-2500
<b>Greenfield's Turf</b> .....	(831) 674-3058
<b>LCIS Insurance</b> .....	(800) 628-8735
<b>Martin's Irrigation</b> .....	(831) 394-4106
<b>Perry Laboratory</b> .....	(831) 722-7606
<b>Soquel Nursery Growers</b>	(831) 475-3533
<b>West Coast Turf</b> .....	(209) 394-4904



**GREENFIELDS**  
T U R F I N C

Christopher Voelker  
Phone (831) 674-3058  
FAX (831) 674-3163

P.O. Box 248  
Greenfield, CA 93927  
Sod Orders 1-800-525-8877  
Web: [www.greenfieldsturf.com](http://www.greenfieldsturf.com)



**We are the**  
**Honchos of Hardscape**

Now open in Scotts Valley

**Huge Selection!**  
**Cheap Prices!**  
**We Deliver!**

**Contractor Referrals!**

**Two Yards!**

Scotts Valley  
180 El Pueblo Rd.  
(behind Scarborough Lumber)  
**440-0763**

Santa Cruz  
808 River St.  
(at Highway 1)  
**423-0763**

Mon-Fri 6:30a-5p; Sat 8a-2p; Closed Sun  
[www.centralhomesupply.com](http://www.centralhomesupply.com)

## 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:

M/O Graphics  
519 Seabright Ave., Ste. 105  
Santa Cruz, CA 95062  
(831) 423-5268

Questions and submissions are welcome at [ki@cruzio.com](mailto:ki@cruzio.com).

### Newsletter Advertising Rates

Rates per year (10 issues)

Size of Ad	Members	Non-Members
Business Card	\$450	\$600
1/4 (4.5" x 3.25")	\$700	\$850
1/2 (4.5" x 7")	\$1300	\$1450
Full page	\$2600	\$2750
Insert (1x)*	\$300	\$450

\*Advertiser to supply 350 copies of insert.

Contracts and payments should be mailed to:

Laurie Reily, Treasurer  
639 San Lorenzo Ave  
Felton CA 95018

Phone: (831) 212-8944

Payable to: CLCA Central Coast Chapter