

The Seascape

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



President's Message

Some Secrets Are Too Good to Keep

by Nikos Lynch, President



Let's keep it a secret a little while longer. Our area has the most gorgeous weather this time of year. It has been sunny and the grass is green on the hills. The waves are huge and the tourists have left us to have it all to ourselves. My hope is that everyone had a good year financially and, if not, that you had some fun. If there was any shortfall, make sure and call a fellow CLCA member from the mentor's list, or someone who you see as successful and get some help. That is our greatest CLCA benefit, and should *not* be kept a secret.

Our Activities Chair, Kelly Shaeffer with Plant Providers, is bringing the fun into our events and this former wedding planner has the qualifications to do it. Here is an overview of upcoming chapter

events for 2006: We have scheduled a very hands-on meeting for February. Human Resources consultants will make a company handbook template available. It is in English and Spanish. If you don't have a company handbook, then come out and get one. March is Supplier's night, with the best raffle prizes ever. Someone won a tractor (toy) last year. April will feature a discussion on water issues, with guest speaker Roy Sikes of the Soquel Creek Water District. He will tell us of their program that will not only pay contractors to install ET controllers, but provide the controllers themselves. The Beautification Awards dinner is in June. The competition is stiff, but there are plenty of categories to choose from. The LEAF Golf Tournament takes place in September. The rules allow all levels of golfers to compete. We will select a location further north for the "Secret Meeting" to attract some of our members in the Los Gatos and Campbell area. We are planning to crash one of the Bay Area Chapter's events. And how about another

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2006 CLCA Central Coast Chapter Directory

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Chapter Dinner Meeting

Tuesday, February 28th

Green Valley Grill, Watsonville

RSVP: Kelly Shaeffer

(408) 314-2668

kelly@plantproviders.net



November Chapter Board Meeting Minutes

by Michelle Samis, 2005 Secretary

CALL TO ORDER: The meeting was called to order by Nikos Lynch at 6:40 p.m. In attendance were Nikos Lynch, Steve McDonald, Dennis Rabe, Mike Partida, Tom Reily, Kelly Shaeffer, and Michelle Samis.

The minutes from the October, 2005 Board Meeting were read and approved.

Kelly reported on the upcoming Holiday Party. There is a block of hotel rooms for \$59/night. Mention the CAN party when reserving the room. There was a review of the gift exchange/raffle arrangements.

Dennis reported he is starting to work on Partners for Success now. There will be an announcement in the newsletter. He will work with Ki to finalize advertising rates. Dennis

also announced that there will be a new plaster product demonstration at the Watsonville offices of Graniterock on 11/16/05 from 9-noon. He also announced that the Graniterock Contractor Expo will be February 3, 2006.

Tom gave the treasurers report. See breakdown elsewhere in this publication.

Budget work was commenced and the budget for 2006 was approved. It was also approved that an additional \$500 would be paid to Laurie Reily for her work in recreating the lost figures from early this year.

The 2006 calendar of events will be set at the December MOB.

Michelle gave a brief presentation on a possible future chapter sponsored community project for Hospice Caring Project. Regan Barry from Coastal Evergreen Company will come to the next meeting with particulars.

Nikos then presented a possible community project with Jerry Allison for Watsonville High School.

ADJOURNMENT: The meeting was adjourned at 7:55 p.m.

2006 San Francisco Flower & Garden Show

by Dawn Stranne, (415) 893-1780

No other garden show in the world is known for its wide variety of display gardens, fascinating seminars and sense of fun than the San Francisco Flower & Garden Show at the historic Cow Palace. From March 15-19, attendees will find delight in a record number of 27 gardens ranging from the traditional and practical to avant-garde expressions of garden design, as well as new entertainment and dining options. A popular travel destination on the West Coast, this show ranks as the sixth largest anywhere and draws novices and experts from around the world.

From a futuristic pod garden and an exotic palm and cactus garden encampment to a Chinese stone garden, a colorful garden inspired by a Georgia O'Keefe painting, and

a moon garden of shimmering silver plants, there are thousands of practical ideas for every gardener on the main garden show floor. Some of the 19 full-size gardens will feature exotic reflections of Arizona, Baja Peninsula, Italy, Morocco, Japan and China. This year's specialty gardens include a mouth-watering edible garden, a miniature railroad garden and a chic contemporary garden featuring tent coverings. Recycled materials and exquisite garden art will be seen in many of the gardens.

New this year, eight "Urban Eden" gardens will be packed with ideas for small spaces. Additional miniature gardens can be found at the Destination Living by Windemere displays, which include designed rooms in themed locations: the beach, golf

course, mountains and woodlands.

For the first time, there will be demonstrations and activities specifically for kids at the show. The Sprout's Stage and Children's Activity Area will focus on introducing gardening fun to the younger set and their parents.

The new Historical Container Show features a collection of antique pottery one can't find anywhere else. More than 360 exhibitors, who are known for their exquisite hand-made items and high-quality products, have been approved to display their garden-related wares at the show.

For San Francisco Flower & Garden Show lodging packages and special ticket prices go to www.gardenshow.com or call 800-569-2832.



Treasurer's Report

by Laurie Reily, Treasurer



November

Opening Balance: \$14,846.43

Receipts:

Newsletter Advertising	\$500.00
Total Receipts:	\$500.00

Disbursements:

Round Table Pizza	\$135.83
Dinner Meeting	\$195.00
Office/Fax Charges	\$37.00
Treasury	\$500.00
President's Fund	\$25.00
Total Disbursements:	\$892.83

Checking Balance: \$14,453.60

December

Opening Balance: \$14,453.60

Receipts:

Dinner Meeting	\$88.00
Holiday Dinner	\$490.00
Newsletter Advertising	\$226.43
Total Receipts:	\$804.43

Disbursements:

Round Table Pizza	\$32.00
Holiday Dinner	\$595.00
Postmaster-Newsletter	\$500.00
M/O Graphics-Newsletter	\$711.00
Website	\$45.00
Printsmith-Newsletter	\$1,192.40
Treasury	\$210.00
Total Disbursements:	\$3,285.40

Checking Balance: \$11,972.63

October Board Meeting

by Michelle Samis, 2005 Secretary

CALL TO ORDER: The meeting was called to order by Nikos Lynch at 6:40 p.m. In attendance were Nikos Lynch, Steve McDonald, Chris Elliot, Dennis Rabe, John Sassaman and Michelle Samis.

John Sassaman from State headquarters gave a brief presentation on navigating the CLCA website. This led to a discussion of how to use the idea bank.

The minutes from the September, 2005 Board Meeting were read and approved.

The upcoming Holiday Party in conjunction with CAN was discussed. CAN donates \$1000 each year to raffle off in increments to members at the party. They are requesting that CLCA do the same. There was discussion and it was decided that more information was needed. Nikos will contact Kelly for more information.

Steve gave a report on the Golf Tournament. It was a great day and a total of \$2833 was raised for the 2006 Scholarship fund.

Chris Elliot gave an update on the community project at the San Lorenzo Valley museum on Hwy. 9 in Boulder Creek. Chris has gotten all of the materials and equipment donated and is still looking for donated labor. The dates are Friday and Saturday, 10/14 and 10/15. Contact Chris for more information.

Chris also reported on his experience as a tester at the recent CLT. The pass rate was really disappointing. The testing is now done in one day.

ADJOURNMENT: The meeting was adjourned at 7:55 p.m.



Chapter Community Project at San Lorenzo Valley Museum

by Lynda Phillips, Executive Director, San Lorenzo Valley Museum, (831) 338-8382, www.slvmuseum.com

On Friday, Oct. 14th and Saturday, Oct. 15th a 2-day landscape project was initiated at the San Lorenzo Valley Museum to install a complete irrigation system with a timer system and lay/connect an outdoor

this project to the CLCA and coordinated the actual project, Green Touch Landscape, Green and Growing Landscape and Santa Cruz Irrigation and Gardening. Materials were donated by the following

local businesses: Ewing Irrigation Company, Scotts Valley Sprinkler Company, Hunter Sprinkler Products, RainBird Sprinkler Inc, Wilkins Backflow Preventor Company, Irritrol Sprinkler Company, Far West Landscape Company, and Jim McKenna Landscape Company.



lighting system. The Friday team consisted of Santa Cruz landscape contractors who are members of the Central Coast Chapter of the California Landscape Contractors Association (CLCA), which selects non-profit landscape projects to sponsor as their way to give back to the community. They also solicited several local Santa Cruz businesses who donated materials to this project. The work completed on Friday included digging the trenches, laying and connecting the irrigation pipes, attaching the sprinkler heads, laying the lighting conduit, and stringing the outdoor lighting wires through the conduit.

The following local landscape contractors provided their expertise and labor: Chris Elliot, owner of Aqua Green Landscape Irrigation Company who sponsored

On Saturday, Oct. 15th, the team consisted of volunteers who backfilled the trenches while removing rocks and other debris, and tamped the dirt over the trenches containing the pipes and conduit. The volunteers consisted of Allen Ingram, Scott Martine, Leighton Keeling, Ken Macy, Dave Kennedy, Carrie Wagner, Steve Wagner, Joel Busa, Jay Baker and Lynda Phillips.

The irrigation design was done by Cabrillo Community College Horticulture major Kaitlynn Trask, under the guidance of instructor Chris Elliot.

The San Lorenzo Valley Museum greatly appreciates the hard work and generous nature of each of our donors and volunteers. A huge THANK YOU to each and every one of you.



Above: Chris Elliott and Aqua Green crew members Juan and Jose work on the irrigation system.

Left: Digging the trenches for the irrigation and electrical conduits.

Plant of the Month

by Elizabeth Rhoades, Delta Tree Farms (209) 334-4545, erhoades@deltatreefarms.com

Agonis flexuosa - 'After Dark' Purple Peppermint Tree

Evergreen to Small Tree

Native to SW Australia

20' x 10'-15'

Full Sun

Regular Water

Likes Acid Soil

Hardy to 25°-30°F

This Purple Peppermint Tree is a fairly new introduction which I saw today at the trade show in Sacramento where several of our finest nurseries were showing off their best stuff to Landscape Contractors, Designers and Maintenance Companies.

I was surprised by this plant not only because it's beautiful, but also because the nurseryman I spoke with said it was definitely the most popular plant in the show. The *Agonis flexuosa* (ag-ŌH-niss flex-ū-oh-sah) 'After Dark' has dark burgundy-purple lance shaped leaves and a semi-weeping habit which makes it look delicate in texture. After doing some research I found out it's much tougher than it first appears, and it has quite a few more attributes as well. For example, this small tree's new growth is bright reddish-purple. Some references suggest pruning hard to maintain a dense appearance and to encourage this new growth because the color is so stunning. The first thought I had was how nice this would look as a hedge which is pruned

to shape and then grows out in this wild scarlet color. Since this plant has not been in production very long we don't have much history about its behavior in the landscape. We do know it's related to the Eucalyptus, Callistemon and Lep-tospermums and so it will be practically pest free. The flowers that are massed along the branches are small, white with a burgundy spot at the base, and the birds love them! The specimen I saw had no flowers, but they are said to be wonderfully fragrant too.

Imagining combinations of colors and textures for this plant is easy. With the dark burgundy leaf color it will go beautifully with grays like *Artemisia* and *Dusty Miller*, or yellows like *Coleonema* 'Sunset Gold' and also with contrasting leaf forms like *Carex* or any other types of grass. This

tree can stand alone as a specimen, be grouped together as a hedge, or live happily in large containers for accent around a patio or pool.

One of the best features of the *Agonis* 'After Dark' is its complete adaptability to the coastal conditions. It will take not only windy sites, but salt wind also. The dark red-brown fibrous bark can be an added feature when the wind gets going and the leaves are being whipped around.

Over-all this looks like an exciting introduction, and now that you know about it be on the look-out – you'll recognize it right away, and be thinking to yourself 'now where can I use that?'

As always, I recommend you take the time to go to the nurseries (Wholesale and/or Retail whichever is closer and easier) at least once a season. Your clients surely do, and you will be surprised at what the growers have up their sleeves!

SAVE THE DATE

Friday,

February 3, 2006

8:00 a.m. - 3:00 p.m.

Embassy Suites
on Monterey Bay

1441 Canyon Del Rey Blvd.
Seaside, CA 93955



Chapter Christmas Party

by Ki Bowman, Editor, photos by Michael Liles

It was fun! If you weren't able to attend the Chapter Christmas party on December 3rd, we missed you. Many, many thanks to Kelly Shaeffer, who helped organize the event with CANGC. The food was great and the dancing afterwards got pretty lively. The raffle was extensive and well organized. It seemed like almost everyone went home with a new plant, bottles of wine, cash, or in Kelly and John's case, a free night at the Seaciff Inn.

If you did miss out, why not take the time to check out one of the chapter's many dinner meetings this year? There might not be dancing, but you can count on the same good company.



Natalain and David Schwartz



Steve and Heidi McDonald of McDonald Landscaping



John and Kelly Shaeffer



Dennis Rabe, Graniterock and Ki Bowman



Laurie and Tom Reily, Tom Reily Landscape



Susan Flanders (left) and Claire Crum of Spring Valley Nursery

FEBRUARY DINNER MEETING

Tuesday, February 28th, 2006

5:30 No-host beverages 6:30 Dinner & Program

Green Valley Grill

40 Penny Lane, Watsonville (831) 728-0644

Presentations

John Sassaman: How to Make CLCA Work For You

Kim Parker: CLCA Handbook Development

Vendor of the Month: Soquel Nursery Growers

Cost \$35.00

Menu

Choice of grilled chicken breast with wild mushroom, red wine and aged balsamic beurée rouge or roasted tri-tip of beef with peppercorn mushroom au jus. Baby filed green salad, classic ceasar salad, saffron basmati rice, potatoes au gratin, fresh, locally grown vegetables. Chocolate mousse for dessert,

**RSVP to Kelly Shaeffer, (408) 314-2668 or
email: kelly@plantproviders.net**

An Invitation to Central Coast Members

by Michael Hertzler, CLCA-SFBA Programs Chairperson

The CLCA-SFBA is holding their third annual Designer/Contractor Forum. This event has been in high demand within our chapter for the past three years, giving us an opportunity to make things happen in the field. Please join us at this great event.

SFBA Dinner Meeting
Contractor and Designer Forum
Thursday, February 9th, 2006

5:30 P.M. Cocktails, 6:30 P.M. Dinner

Michael's at Shoreline

2960 North Shoreline Blvd. , Mountain View, CA (650) 962-1014

Once again, by popular demand, our members have requested yet another contractors and designers forum. Time and time again we need refreshers on the issues and challenges that surround us while we all work together to obtain common goals in our landscape projects. A few of these goals might be customer relationships, plant material and selection, design technology, and networking methods. One special emphasis will be on a Contractor/Designer database for both contractors and designers who are willing to take on the smaller projects.

CLCA Central Coast Chapter members are invited to join your associates for a night of discussion to make our joint projects efficient, successful, and profitable.

Please bring cash or a check made out to CLCA-SFBA. For more information contact clca@modernlandscapinginc.com; fax to (408) 371-4488; or call the office at (408) 371-4477 or (650) 324-3033.

Directions from 101 North or South:

Exit Shoreline Blvd. Turn left on Shoreline and head east toward the bay. Proceed to the very end on the four-lane road and past the park's gated entrance. Head one mile through the park and links. At the end of the road turn left into Michael's parking lot.

President's Message—cont'd

combined CAN/CLCA holiday party? Those folks know how to party. I think it is funny to see nursery people dressed up, since they are ordinarily found in jeans and dirty boots.

There was a response to last issue's request for a Secretary for our Board of Directors. Jessica Petrini with EcoTurf, and one of our newest members, has taken on the position. We are glad to have the Petrinis involved. They have a lot of combined experience to offer CLCA. Now we are looking to fill the roles of both Natural Resources Chair and Legislation Chair. The Natural Resources Chair will help California and our community to deal with water, pollution, and population issues. Since AB2717 proposes stricter guidelines for water usage by landscapers, we will need to find ways to stay within the

.7 ET guideline. There is a big emphasis on native plants for this subset of CLCA. If you have that passion, please let me know. A Legislation Chair will work with the State committee and locally to make sure that the green industry has a voice in all issues affecting us including labor, water, and contracting law. No experience is required for either position. You can be active or just a chair warmer (like me), if you want.

My family and I are moving back to Santa Cruz after living in Watsonville for several years. I love Watsonville and its old town feeling, but I still haven't found a hip coffee shop there. So we are back to Santa Cruz and all its flaws, and I can't wait to get back to my hometown. I would love to have you come out for tea on the terrace. Don't get so busy this year that you don't take me up on the offer.

Members in the News...

Pondsaway, Inc. announced the appointment of Bruce Arthur, their in house wetlands consultant, to the Coastal Watershed Council. Pondsaway, Inc. is a distributor of Aquascape Designs pond product and equipment. Both Pondsaway, Inc. and Aquascape Designs, Inc. have also joined the Coastal Watershed Council as business members. In addition, Kirk Samis, CEO of Pondsaway, Inc. has been asked to sit on the Program Advisory Committee of the Watsonville Wetlands Watch.

Aqua Green Landscape Irrigation Co., owned and operated by Chris and Valerie Elliott, has acquired **The Green Touch** landscape maintenance business. The two businesses will retain their own identities, with Chris and Valerie's excellent work ethics and management skills working double-time. As reported last month, Natalain Schwartz, former owner of The Green Touch, is devoting her creativity to **Natalain Schwartz Landscape Design**. Active CLCA members all, we wish them the best in their new endeavors.

Calendar of Events

January 28, 9:00 a.m., Watsonville Wetlands Restoration work day, meet at Erik's Deli, Watsonville (831) 728-4106

February 8-9, Construction 2006 Conference, San Jose Convention Center, San Jose, www.construction2006.com

February 9, CLCA/SFBA Contractor and Design Forum, Mountain View (408) 371-4497

February 11, 9:00 a.m., Watsonville Wetlands Restoration work day, meet at Erik's Deli, Watsonville (831) 728-4106

February 14-16, Landscape Industry Show & CLCA Annual Convention, Los Angeles, (916) 830-2780

February 28, 9:00 a.m., Watsonville Wetlands Restoration work day, meet at Erik's Deli, Watsonville (831) 728-4106

February 28, Chapter Dinner Meeting, Green Valley Grill, Watsonville (408) 314-2668

March 15-19, San Francisco Flower & Garden Show, San Francisco Cow Palace (415) 893-1780

March 28, Supplier's Night, location TBD (408) 314-2668

April 1-2, CLT Test, Woodland Hills (800) 448-2522

April 25, Chapter Dinner Meeting, Jardin's, San Juan Bautista (408) 314-2668

June 23, Beautification Awards Banquet, San Juan Oaks Clubhouse, San Juan Bautista (408) 314-2668

September 13, Chapter Golf Tournament, San Juan Oaks Golf Course, San Juan Bautista, (800) 673-8873

Have anything to add to the calendar? Send copy to the newsletter editor by the 1st of the month. Fax: (831) 423-5292 Email: ki@cruzio.com

Advertisers Index

The following advertisers support our chapter. Please support them in return.

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Graniterock	831-471-3400/831-768-2500	Tractor Equipment Sales	408-297-7422
Greenfield's Turf	831-674-3058	Vista Lighting	800-766-8478



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Maple Level: Jerry Allison Landscaping • Greenstreak Landscaping Houle Landscape and Maintenance • Prime Landscape



Mail or email your Seascope newsletter submissions to the Editor:
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2006 Seascope Advertising Rates

Rates per year (10 issues):

Size of Ad:	Members	Non-Members
Business Card	\$350	\$500
1/4 page (4.5" by 3.25")	\$500	\$650
1/2 page (4.5" x 7")	\$700	\$850
Full page	\$1000	\$1150
Insert (one issue)*	\$300	\$450

*Advertiser to supply insert.

Contracts and payments should be mailed to:
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 Make checks payable to: CLCA Central Coast Chapter