

The Seascape

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



President's Message

Creating a Safe Haven

by Nikos Lynch, President



The other night there was an incident where my little girl got injured. She was walking in the church parking lot at night and tripped on a tire stop. Her head hit the curb and it left the biggest goose egg lump that I have ever seen. This is a large statement from me since I am a very clumsy adrenaline junky. She seems to be all right, but I wish there had been a street light under the area where she fell. I noticed that there were lots of "dead spots" in the parking lot; places that lacked sufficient lighting. That coupled with the ambient light coming from the classroom windows made night vision impossible. My daughter stated she would need to wear a helmet to

church, but the reality is that as a professional outdoor area designer, it is my job to make places safer for her benefit.

My biggest nightmare in the past has been, "did I leave the water running at the project site?" Now I am more concerned with bigger long-term problems beyond dead plants and broken sprinkler heads. Have I put in a required railing? Should I build a *pondless* waterfall, since the clients include young children? Will bushes block the view coming out of the driveway? Is the deck sturdy enough? Can strangers walk right into the garden? Is there an inconsistent stair tread someone will trip over? Part of our profession is to provide a first line of defense for homes, a concept generated by the designers and builders of palace courtyardst. We would like to ensure that the statistic of "most accidents happen at home" doesn't include *around* the home.

Ki Bowman will very likely be resigning as our newsletter editor. She has done a wonderful job. The theme and image of the newsletter and website she built

—cont'd on page 9



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Christmas Party
Saturday, December 9th
Pasatiempo, Santa Cruz

2006 CLCA Central Coast Chapter Directory

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Chapter Christmas Party
Saturday, December 9th
Pasatiempo, Santa Cruz



Treasurer's Report

by Laurie Reily, Treasurer



Board Minutes

by Jessica Petrini, Secretary



September, 2006

Opening Balance:	\$26353.86
Total Receipts:	\$0.00
Disbursements:	
Board Meeting	\$80.00
Golf Tournament	\$6,319.06
LEAF Fund	\$2,800.00
Make-A-Wish Foundation	\$2,000.00
Total Disbursements:	\$11,199.06

October, 2006

Opening Balance:	\$15,054.80
Receipts:	
Dinner Meeting	\$1,966.00
Newsletter Advertising	\$100.00
Golf Tournament	\$7,047.00
Total Receipts:	\$9,113.00
Disbursements:	
Board Meeting	\$63.30
Dinner Meeting	\$2,251.44
M/O Graphics–Newsletter	\$1,276.49
Print Smith–Newsletter	\$613.05
Website	\$75.00
Other Publications/Banner	\$595.00
Raffles	\$154.30
Treasury	\$190.00
Awards Dinner	\$2,000.00
Total Disbursements:	\$7,218.58
Checking Balance:	\$16,949.22
Savings Balance:	\$7,251.10

October, 2006

The meeting was called to order by Nikos Lynch at 6:30pm. In attendance were Leslie Jaquith, Tish O,Reilly, Mike Partida, Dennis Rabe, Jessica Petrini, Kelly Shaeffer, Nikos Lynch and Susan Wyche from the Homeless Garden Project.

The September Board meeting minutes were read and approved.

Susan Wyche gave a report on Home Grown Garden Nursery which is a part of the Homeless Garden Project. Susan would like to give a talk to CLCA members on the benefits of planting edible plants in the landscape.

The Board members positions for the 2007 year were discussed and it was suggested to have an active VP position. Tish O,Reilly volunteered and was accepted as VP for next year.

Leslie Jaquith is the VP of Natural Resources. She will be our chapter representative for the CLCA State Natural Resources Committee. Mike Partida will be the VP of new membership North and Frank Hallstead will be VP of new membership South. The positions that are still open are Events Coordinator and Legislative Representative. Please contact Nikos Lynch at(831) 818-3184 if interested.

Niko s read a Thank You letter sent to the Central Coast Chapter from the Make a Wish Foundation. The CLCA donated \$2000 to the foundation to help with a landscape/play area project for the foundation.

The 2007 budget was discussed so it could be sent to the state office for approval and new ideas for next year,s newsletters were discussed.

The meeting was adjourned at 8:30pm.

Spread Some Good Will

By Steve McDonald, CLT, CPI, McDonald Landscaping, (831) 636-1430

Can you spare a few hours for a great cause? You could make a difference by volunteering to complete a Serenity Garden in the redwoods at the Hospice Office in Scotts Valley for our Central Coast Chapter Community Project.

Hospice provides compassionate presence and professional expertise for individuals and families confronted with end of life. The serenity garden we are building is a place for the hospice staff and families to reflect and unwind.

Rock walls have been built, paths have been installed, the decking substructure has been completed and the plants have been selected. We need carpenters to install the redwood framing and Trex deck boards. This weekend, October 21, Chris Elliott will head up the irrigation installation but we also need assistance with spreading soil amendments and general cleanup.

The goal is to finish this project before the holidays. We know you all have busy

schedules but if you could find a few hours in the next 5-6 Saturdays, it will be greatly appreciated!

Please call Regan Barry at Coastal Evergreen for additional information and to coordinate work schedules.

Office (831) 438-4747

Cell (831) 212-0344

Hospice Address: 940 Disc Drive (just off Scotts Valley Blvd.), Scotts Valley

January Kick Off Meeting – Installation of Board Members

Join us as we honor those who have served on the Central Coast Chapter board for 2006 and celebrate those who have joined the board for 2007. Come network and mingle with fellow members and visitors while enjoying a delicious buffet at the Green Valley Grill in Watsonville. We have many fabulous events, seminars and state meetings planned for 2007 that will benefit you and your business.

Date: January 30, 2007

Location: Green Valley Grill, 40 Penny Lane, Watsonville

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

Cost: \$35

RSVP to Kelly Shaeffer (408) 314-2668 or e-mail:

kelly@plantproviders.net

Directions: From Highway 1, take the 152/Watsonville exit. Go left at Green Valley Road. Pass two lights and take a left on Penny Road. First driveway on your right.

Welcome to the Board

Welcome to new Central Coast Board of Directors members: Event Coordinator, Natalain Schwartz and Natural Resource Management Chairperson, Leslie Jaquith.

classified ad

FX Luminaire Actively Searching for Technical Service Representatives

FX Luminaire is a growing company with lots of opportunities for eager individuals. We are currently looking to fill a position in Northern California.

Due to the nature of this position, previous sales experience is not a mandatory requirement; however, good communication skills and presentation abilities are. A green industry background and bi-lingual skills are a plus.

Training in both technical and artistic presentation of Low Voltage Lighting will create informed, competent and confident Technical Service Representatives.

Anyone interested in further exploring career opportunities with FX Luminaire is welcome!

Please direct all employment inquiries to:

John Bass

(866) 251-5559

johnbass@fxl.com

www.fxl.com

Get Inspired, Get Motivated—October Dinner Meeting Report

By Kelly Shaeffer, Plant Providers (408) 314-2668

If you attended the October meeting at Pasatiempo with keynote speaker Bill Schnetz and panel of Peter Estournes and Jeff Sheehan you took away practical and inspiring tidbits to use in your personal and business life. What a great meeting! There were over 50 people from various chapters including Central Coast, San Francisco Bay, San Francisco Bay East, North Coast and San Diego. Hors d'oeuvres were served on the deck followed by a fabulous buffet topped off with Peachwood's signature warm peach strudel and ice cream.

Bill Schnetz of Schnetz Landscaping in San Diego shared challenges of taking his landscape contracting business from four employees to 40. He says his employees are his biggest asset so treat them well. Customers are the ones that come and go. We were encouraged to live life and run our businesses with enthusiasm and passion. Bill says that inspiration lasts a lifetime...motivation is short lived.

To continue your success, do these simple things:

- *Find and utilize a mentor or a coach* for advice and direction
- *Volunteer* – you'll meet some fabulous people outside your circle
- *Get involved with CLCA* - the people you meet and the opportunities that arise are priceless, both personally and professionally
- *Eat a frog every day.* Why a frog? Frogs are those things that bring us down, that get pushed aside, that keep us up at night. Take care of the frogs so you can be more productive.

Some other key points:

- Hire thinkers and great attitudes
- Make your business a fun place to work
- Run the business, don't let it run you
- Take well-deserved vacations to clear your head
- Be passionate and dream big!
- Charge what you are worth and don't feel guilty about it
- Read Good to Great by Jim Collins.



Speaker Bill Schnetz, inspiring and motivating

Missed this meeting? Bill Schnetz will be presenting this same agenda to several other CLCA chapters next year. The next one is scheduled for January 11, 2007 with the San Francisco Bay Area Chapter. Meeting location to be announced.

A big thank you to Jon Singley of Blue Spruce Landscaping who brought a laptop that made the presentation possible (darn technical problems!) and to Patty Walters of Plant Providers for having the right cords and pushing the right buttons. A HUGE thank you to Sharon McGuire, CLCA Executive Director, who drove from Sacramento and brought with her the projector needed for the presentation.

Thanks to Ron Pohndorf of LCIS for the donation of a beer and nut gift basket that was won by Tish O'Reilly of Pacific Mountain Horticulture/Pacific Ground Cover & Nursery. The Starbucks Gift basket (\$85 value) was won by Mervyn Salt of Mervyn Salt Landscape. Thank you to Kathy at Soquel Nursery for donating the centerpieces.



(L to R) Sharon McGuire, CLCA Executive Director, Jon Singley, Michelle Gaspar, Kevin Burns, Peter Estournes

Plant of the Month

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

Cryptomeria japonica - Japanese Cedar

Evergreen Tree

Native to China and Japan

30'-50- x 25'

Likes Most Soil Types

Full Sun to Light Shade

The Japanese Cedar is a lovely tree that may go unnoticed by most people until this time of year. As the weather gets colder this soft-looking conifer turns from its normal warm season blue-green to an outstanding burnished bronze color. If you know of a specimen of *Cryptomeria japonica* (Krip-toe-mari-ya *jap-on-ick-a*) planted somewhere you can note the gradual change of colors. For those not lucky enough to have one of these trees already located, just keep your eyes open for a surprising looking tree that you saw earlier this month looking normal but has now begun to glow. The color change is really remarkable when you can watch a specimen over the course of a year because the new growth in the spring is a true bright misty green and remains that color all summer. But with the change of weather and shortening of days in the fall, the feathery foliage changes to a bronze-maroon with the cold. It seems to me the colder the winter, the deeper the maroon color gets, and then that same foliage turns green again in spring. There is another conifer that changes color at this time of year called the *Metasequoia glyptostroboides* (Met-a-sek-oi-a *glip-toe-strobe-oy-dees*) which is also known as the Dawn Redwood. The color change on the Dawn Redwood is equally remarkable but the important distinction here is that the *Cryptomeria* is evergreen, and the

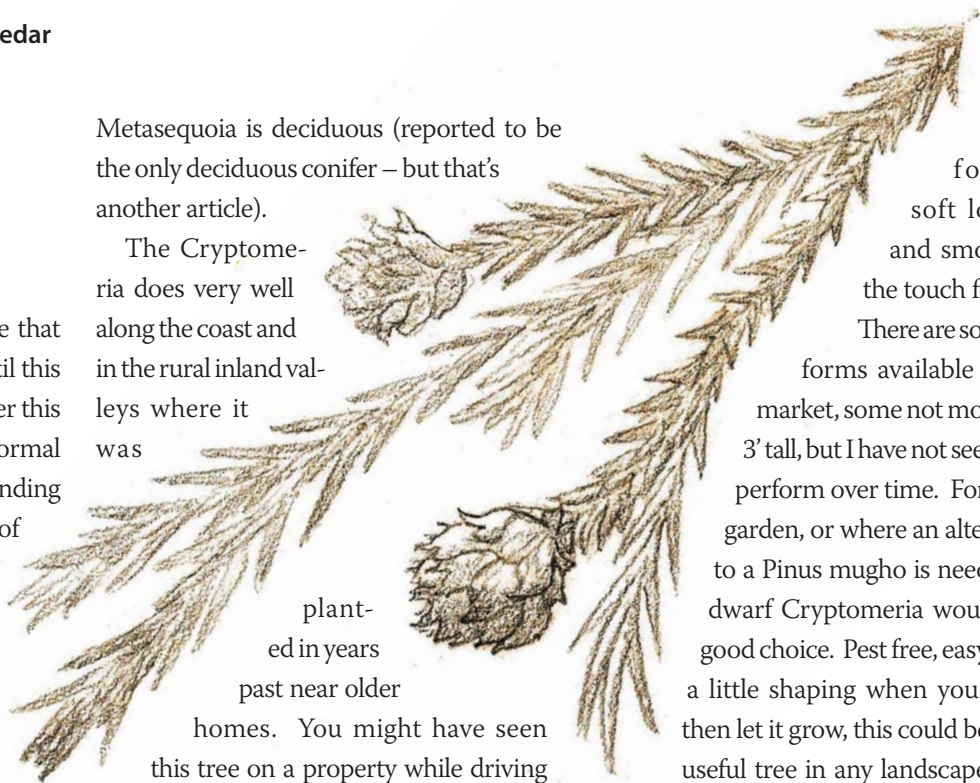
Metasequoia is deciduous (reported to be the only deciduous conifer – but that's another article).

The *Cryptomeria* does very well along the coast and in the rural inland valleys where it was

planted in years past near older homes. You might have seen this tree on a property while driving on one of the rural country roads. The Japanese Cedar is a round-headed tree with a dense appearance when young which develops into a pyramidal form at maturity. I've only seen this species planted as a specimen, but it fits all the classic criteria for a good screening plant, and responds well to gentle shearing which would keep it manageable in hedge form. The density of the branches and foliage will create a strong visual barrier with the changing colors being an added bonus. One aspect that might be lost if the *Cryptomeria* is grown as a hedge would be the beautiful reddish-brown bark. The color of the bark is similar to the *Arbutus* 'Marina' but the texture is shredded and peeling. The bark and structure of the trunk make an impressive

base for the soft looking and smooth to the touch foliage.

There are some low forms available on the market, some not more than 3' tall, but I have not seen these perform over time. For a rock garden, or where an alternative to a *Pinus mugho* is needed the dwarf *Cryptomeria* would be a good choice. Pest free, easy going, a little shaping when young and then let it grow, this could be a very useful tree in any landscape! May your days be merry and bright, and your New Year be happy and prosperous, Enjoy!



ECOLANDSCAPE 2007
Conference and Trade Show



*Ecological Landscapes
for Sustainable Businesses*

Saturday, February 3, 2007
9am to 4pm
Samuel Pannell Meadowview
Community Center
Sacramento, CA
916-492-0393

MAJOR SPONSORS
California Integrated Waste Management Board
City of Sacramento Dept. of Utilities
County of Sacramento Stormwater Quality Program
U.S. Environmental Protection Agency, Region 9
Presented by The EcoLandscape Working Group
—A Project of the Ecological Farming Association

www.ecolandscape.org

Santa Cruz County Compost Demonstration Project

By Karin Grobe, kgrobe@pacbell.net

Landscapers are being sought for the Santa Cruz County Compost Demonstration Project, a joint project of the County of Santa Cruz Public Works Department Recycling and Solid Waste Services, Vision Recycling and Waste Management. The objective of the project is to demonstrate the practical application of compost in landscaping, erosion control and agriculture. Landscapers and other professionals working on projects in Santa Cruz County are encouraged to participate.

The compost product to be used is produced by Vision Recycling in cooperation with the County of Santa Cruz. Feedstocks include food scraps, food-soiled paper, yard trimmings and horse manure. The compost is processed aerobically in an enclosed system for three months, then cured to achieve a mature and stable product. The product is tested in accordance with the U.S. Composting Council's Seal of Testing Assurance and analysis is available on request.

Project participants will be provided with compost at no cost, but hauling and application will generally be the responsibility of the user. Participants are



responsible for any associated soil analyses or application recommendations related to their use of the product.

Outreach component will include collection of information on the compost application and performance via interview,

photos and video footage with a goal of sharing information on compost use with landscape, horticulture and agriculture professionals as well as residents of Santa Cruz County.

Typical applications:

Landscaping—Soil preparation prior to laying sod, planting lawn seed, planting ornamentals, improvement of marginal soils.

Erosion control—Topdressing to reduce run off and soil sedimentation, incorporation to improve soil's water holding ability and resistance to compaction.

Agriculture—Incorporation prior to planting row crops, orchards or vineyards to improve soil physical properties. Topdressing to existing orchards

and vineyards.

Horticulture—Topdressing or incorporation prior to planting.

For more information: Dan deGrassi, County of Santa Cruz Public Works, 831-454-3102, or Karin Grobe, 831-427-3452.

Monterey Bay Green Gardener Certification Course to be Offered in Spanish at the Watsonville Adult School

Sherry Lee Bryan, Program Specialist, Ecology Action (831) 426-5925 ext. 114, sherry@ecoact.org

The Green Gardener Certification Course provides your entry-level landscape maintenance employees a core background in ecological landscaping. The 10-week bilingual course covers, soil health and fertility, integrated pest

management, efficient irrigation systems and troubleshooting, composting and mulching, pruning, and more. Instruction is provided by CLCA contractors and other experienced professionals. The class will meet on Wednesday evenings, 5:30-

7:30pm at the Watsonville Adult School, January 24- March 28. Cost is \$50 per employee for all 10 classes. To enroll, call 786-2160. For more information about the Monterey Bay Green Gardener Program, visit www.green-gardener.org.

Leadership Conference: January 16-17, 2007

submitted by Kelly Shaeffer, Plant Providers (408) 314-2668

If your "game" is not quite what you feel it should be, perhaps you and your company can benefit from CLCA's Leadership Conference to be held January 16-17 at the Hilton Los Angeles Airport. At least ten of the Central Coast Chapter board members will be attending this event to learn leadership skills that will benefit ourselves, our businesses and our chapter.

Coach's Corner Networking Breakfast 7:00-9:15am, January 17th. Join your colleagues for breakfast and a networking session. Learn tips and tricks that landscape contractors across the state are successfully using.

Climb the Pyramid of Success with

UCLA Basketball Coach John Wooden. 9:30 – 10:30am, January 17th. "Sometimes the competition you and your organization face will be bigger and stronger, more experienced or better financed. Regardless of the situation you face as a leader, you must believe and teach those under your leadership that success is theirs when together you summon the will to put forth everything you have. Doing so is under your control – or, it should be"

In a rare appearance for CLCA members, 10-time national champion UCLA basketball coach John Wooden – named six times as NCAA College Basketball Coach of the Year and by ESPN as the

Greatest Coach of the 20th Century – will deliver a leadership presentation that stands alone at center court.

In the 30 years since Wooden retired from coaching, Fortune 500 companies have benefited from his guidance by applying his Pyramid of Success, which he uses to create a leadership skills guide designed to help anyone develop character, conviction, and outstanding results.

For detailed information visit the "Installation of Officers" page under "News & Events" on the CLCA State website, www.clca.org _The Hilton Los Angeles Airport (310) 410-4100 has rooms available for \$129.

Calendar of Events

2006

December 9, Chapter Christmas Party, Peachwood's Grill at Pasatiempo (408) 314-2668

2007

February 3, EcoLandscape Conference, Sacramento (916) 492-0393

January 2, 6:30 p.m., Chapter Board Meeting, Tony & Alba's Pizza, Capitola (831) 763-2002

January 10, Sacramento Valley Landscape & Nursery Expo, Sacramento (530) 458-3189, www.sacvalexpo.com

January 16-17, CLCA Executive Leadership Forum, So. California, (916) 830-2780, www.clca.org

January 24, Monterey Bay Green Gardener Certification/Spanish, Watsonville (831) 786-2160, www.greengardener.org

January 25, NorCal Trade Show, San Mateo (530) 458-3190, www.norcaltrade-show.org

January 30, 5:30 p.m., Chapter Kick-off Meeting/Installation of Officers, Green Valley Grill (831) 763-2002

January 31, Monterey Bay Green Gardener Certification/Spanish, Watsonville (831) 786-2160, www.greengardener.org

February 3, Ecolandscape Conference, Sacramento (916) 492-0393, www.ecolandscape.org

February 6, 6:30 p.m., Chapter Board Meeting, Tony & Alba's Pizza, Capitola (831) 763-2002

February 28-March 1, Landscape Industry Show, Los Angeles (916) 830-2780, www.clca.org

Have anything to add to the calendar? Send copy to the newsletter editor by the 1st of the month.

President's Message—*cont'd*

are outstanding. They are tastefully done from the color schemes to the garden and coastal living theme of the graphics. She has brought in and managed advertisers, which helps to fund the chapter. She created our website which has exceptional features such the awards application and newsletter online. Ki says she will be available for any members who have need of graphic work and web design. Her company is MO Graphics (831) 423-5268, or ki@cruzio.com.

We have a new and energetic board coming in this next year. When I say new, I mean we have some new members, and the rest have gotten their hair done so they just look new. Kelly Shaeffer will be our 2007/2008 Chapter President. She brings a lot of liveliness to the board, so I am looking forward to seeing some positive

and dynamic happenings. This is my last president's message, as I will officially fill the role of elderly statesman and bleeding deacon in January. I sure have had a lot of fun with it. I appreciate all the feedback I have gotten so far. Please continue to let me know how CLCA can help your business grow.

Important Note

Jerrie Beard of Jerrie Beard & Associates has been chosen to take over editing the Seascope. Please direct any inquiries to her at: jsb@beardassociates.com

(530) 621-1701 • (800) 605-1701

It's been fun working with all of you! Many thanks for making my job such a pleasure. *—Ki Bowman, Editor*

Cabrillo College Horticulture Department Holiday Poinsettia Trials – Open House and Sale

Wednesday December 6, 2006

3:00 pm. – 8:00 pm.

37 varieties of student-grown Poinsettias

Wreath making demonstrations

Refreshments

Come and support the Horticulture Program!



Advertisers Index

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

All Pro Greens	800-334-9005	Hunter Industries	916-626-9204
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B & B Small Engine Repair	831-476-6306	L.C.I.S. Insurance	800-628-8735
Central Home Supply	831-423-0763	Martin's Irrigation	831-394-4106
Delta Bluegrass Co.	800-637-8873	Pacific Interlock Pavingstone	408-257-3645
Drought Resistant Nursery	831-375-2120	Pacific Sod	800-692-8690
Ecoturf	831-427-8085	Perry Laboratory	831-722-7606
Ewing Irrigation	831-656-9530/831-464-6777	Pondsaway/All Pro Greens	800-353-4957
FX Luminaire	800-688-1269	Soquel Nursery Growers	831-475-3533
The Grass Farm	408-779-3148	Target Specialty Products	408-293-6032
Graniterock	831-471-3400/831-768-2500	Tractor Equipment Sales	408-297-7422
Greenfield's Turf	831-674-3058	Vista Lighting	800-766-8478

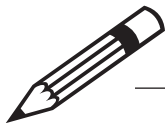
2006 Central Coast Chapter Partners

Oak level: Ewing Irrigation • FX Luminaire • Graniterock • The Grass Farm
Hunter Industries • Hydro Turf • LCIS • Tractor Equipment Sales

Redwood Level: Abbott's Pro Power • Delta Bluegrass

Maple Level: Jerry Allison Landscaping • Far West Design and Landscape
Greenfield's Turf • Greenstreak Landscaping • Houle Landscape
and Maintenance • McDonald Landscaping • Plant Providers
Prime Landscape

We appreciate our partners, whose support helps make possible many of the CLCA Central Coast Chapter's events.



Mail or email your Seascape newsletter submissions to the Editor:

Jerrie Beard
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1024 Simon Dr., Ste. F
Placerville, CA 95667
(800) 605-1701
jsb@beardassociates.com

2006 Seascape 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:

Laurie Reily, Treasurer, 6749 E. Zayante Rd., Felton, CA 95018 phone: 831-335-2102

Make checks payable to: CLCA Central Coast Chapter.