

FEBRUARY 2008

The Seascape

Central Coast Chapter of the California Landscape Contractors Association



February 19: Preparing Your Beautification Award Entries for Judging

Imagine knowing what your teachers are looking for before taking an exam. On February 19, you will have the chance to “get the answers” on the Beautification Awards “test”.

David Kato of Katoscapes, Inc. in San Jose (www.katoscapes.com) will share his insights and award-winning secrets on the finer points of judging and what judges look for in a great landscape project. David has had the opportunity to design and build over 75 award-winning residential landscapes and has been a judge for CLCA State Beautification Awards. Even if you are not planning to participate in the beautification awards, you can get the inside scoop on expectations of a great landscape. We will have plenty of time for questions.

Topic: Beautification Awards Insight (from a judge’s perspective)

Where: Green Valley Grill
40 Penny Ln., Watsonville
(831) 728-0644

When: Tuesday, February 19, 2008

Time: 5:30 p.m. No-host Cocktails
6:30 p.m. Dinner and guest speakers

Menu:

- Grilled chicken with mushroom and balsamic
- Wood fired grilled Alaskan Halibut
- Roasted Tri Tip, peppercorn au jus
- Dessert and all accompaniments

Cost: \$40.00/person

RSVP: Natalain Schwartz (831) 763-2002 or e-mail Natalain@aol.com.

Upcoming Beautification Dates:

- April 18 – Application Deadline
- May 6 – Final Application Deadline (with late fees)
- May 29 & 30 – Judging
- July 19 - Beautification Awards Dinner (Chaminade Spa & Resort, Santa Cruz)



California Landscape
Contractors Association

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2008 CLCA Central Coast Chapter Directory

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Open Position

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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 Chapter newsletter is published 10 times a year. Copy and advertising deadlines are the 10th of the month preceding publication. Send all copy, photos and ad materials to: Jerrie Beard & Associates, 1024 Simon Dr., Ste. F, Placerville, CA 95667. Emailed submissions also welcome at jsb@beardassociates.com. For information on advertising and rates, contact Jerrie Beard at (800) 605-1701.



2008 CLCA State Executive Board

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President Elect

Heath Bedal (916) 457-5925

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Secretary/Treasurer

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Edward Wallace (562) 755-9914

Director of Chapter Services

Chris Hill (415) 457-0506

Director of Events

Bill Schnetz (760) 591-3453

Director of Legislation

Bob Wade (949) 494-2130

Director of Education

Jon Robert Alsdorf (559) 276-1726

Director of Membership

Tom Delany (559) 453-1670

Director of Resource Mngmt

Frank Niccoli (650) 592-9440

Chapter Presidents Council So

Chuck Carr (818) 832-0176

Chapter Presidents Council No

Ted Sandrowski (530) 345-6101

Associate Member Director

Barry Elder, Jr. (559) 906-9532

CLCA Central Coast Chapter Past Presidents

2008 – Kelly Shaeffer
2007 – Kelly Shaeffer
2006 – Nikos Lynch
2005 – Nikos Lynch
2004 – Tom Reily
2003 – Tom Reily
2002 – Peter Gluhaich
2001 – Peter Gluhaich
2000 – Steve McDonald, CLT-C
1999 – Steve McDonald, CLT-C
1998 – Christopher Elliott, CLT
1997 – Christopher Elliott, CLT
1996 – Paul Iwanaga
1995 – Paul Iwanaga
1994 – Jerry Allison
1993 – Jerry Allison
1992 – Patty Dunks
1991 – Patty Dunks
1990 – Brian Bisnett
1989 – Brian Bisnett
1988 – John Battaglia
1987 – Irving K. Tamura
1986 – John David, CLT
1985 – John David, CLT
1984 – James Mendleski
1983 – Roy Pina
1982 – Craig E. Rogers
1981 – Ron Mendleski
1980 – Ron Mendleski
1979 – George Depesco
1978 – John Brauns
1977 – J. Chris McIntyre
1976 – J. Chris McIntyre
1975 – Don Ross
1974 – Ray Sumida
1973 – Henry Yaminishi

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President's Message

Between Darkness and Light

by Kelly Shaeffer, Plant Providers,
Broker of Quality Plants and Specimen Trees



I saw the sparks on the power line outside my window, heard loud popping sounds then it went dark and quiet. I watched a Monterey Pine fall across the street onto power lines on the neighbor's property and take out part of the fence. I hoped my tree was not the cause of the power outage. Shortly thereafter the fire department showed up and streamed bright yellow Caution tape from my trees across the road to the neighbor's fence so no one would pass under the dangling tree and black and white wires hanging in the puddles in the road. Turns out my neighbor called 911 as she saw the sparks and heard the popping too. With gusts up to 100 miles per hour in Los Gatos, I stayed huddled under a blanket hoping tree branches that went whizzing by my window wouldn't suddenly turn and come at me. I've never seen Bay trees bend like that! The house was shuddering, the wind was alarmingly loud, and it was hard to concentrate on anything but the storm. The chairs on the deck disappeared. Photinia trees were sideways, their roots exposed. On that cold Friday morning, I was hearing the rattle of a multi-state power outage and didn't realize it. Friends and family called to see if I was ok as they knew the storm is always heavier in the mountains. I made my conversations short as I didn't know how long

my cell phone battery would last – my only connection to the world.

No CNN, no TIVO, no internet. How did we get so addicted to these modern conveniences? What was I to do! Huddling in front of the fireplace and reading by candlelight lasted about an hour. It's not too good on the eyes either. The first night I cooked my dinner by propane, being careful not to open the refrigerator too much, and ate by candlelight. On the second day, I got bored and cold so I called a local hotel who was offering discounted rates for PG&E refugees. I quickly packed up my clothes, flashlight and food in my refrigerator and moved into a cozy room with heat and my laptop. Ah, connected to the modern world again.

The power didn't come back on for 3-1/2 days. The break from reality was nice but I couldn't hide anymore. Work demanded my time and I had a CLCA board meeting to attend. I have definitely had my share of power outages while living in the Santa Cruz mountains but when I look out my window to a flowing creek, redwoods and other native trees that give me peace among a busy life, I figure I can put up with 'mountain living' during the down times. I see the light. Hope you all weathered the storms and are back to a busy and productive winter season.

CLCA CC Seeking Board Members for 2009

By Natalain Schwartz, Central Coast CLCA
Event Coordinator

As a business owner, December has always been one of my slower months. I try to take this time to plan for the upcoming busy months, catch up in my office and organize all my boxes and files.

As a board member for the Central Coast Chapter, I took this time to reflect on my past involvement and look down the road at a new year. Being a board member requires personal time but the friendships, education and experiences have been priceless. I have received a tremendous sense of accomplishment by participating to create a better organization for all CLCA members and offering my efforts to projects that help others.

My intention has always been to represent our chapter and contractors the best that I can. I know what it's like to juggle employees, workers' comp and other insurances, and keep a business afloat while keeping everyone happy. But, the personal growth is well worth it.

In 2009, we will need new members to fill several board positions. We encourage you to participate on the board this year and prepare to move into one of these positions in 2009.

We need contractors who have the confidence and desire to continue the effort to make the Central Coast CLCA the best that it can be. Contact Kelly@plant-providers.net for information.

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SAVE THE DATE! March 25

Membership/Supplier Night

Join us as we welcome our newest members, get to know existing members and provide a venue for our suppliers to showcase their wares.

When:	Tuesday, March 25th, 2008 4:30 No Host Beverages and Supplier Expo/Networking 7:00 Buffet Dinner
Where:	Seascape Golf Club, 610 Clubhouse Drive, Aptos
Directions:	Take the Rio Del Mar Exit off of Hwy 1 and turn toward the ocean. At the "Y" intersection, stay left on Clubhouse Drive. Aptos Seascope Golf Course is on the right hand side of Clubhouse Drive.
Cost:	All C27 Contractors are invited to join us for the evening free of charge, extra meals and those without a C27 license are \$35 each.

For more information, contact Dennis Rabe at Graniterock 831-471-3418 or drabe@graniterock.com

LIS 2008 – Everything You Need!

With more than 300 exhibitors and 26 seminars, the 2008 Landscape Industry Show is an excellent opportunity to find that new product you've been searching for, or get the answers for services and products you need. Join us on February 27 and 28 at the Los Angeles Convention Center for this fabulous show!

Back in 1979, a group of landscape contractors, all members of the CLCA, decided they needed a show that was both hands-on and educational. The first Landscape Industry Show was launched in April 1980, and it has been the west coast's premier landscape show since then.

The 2008 show committee is excited by the wide variety of exhibitors this year, all eager to give you the knowledge your company needs. On the show floor, you'll find friendly people eager to show you what's available to make your job easier.

This year's seminar schedule continues that tradition of excellence, with classes and workshops covering all aspects of the green industry. Some of the seminars are also being taught in Spanish. Visit the website at www.clca.us/lis to find the learning opportunities that you need.

Featured Presentation: LED Lighting

LEDs are white hot! Learn what's new in LED lighting technology and how you can profit from this popular light source. The LED as a light source has evolved rapidly over the past few years, and has found its way into many new and innovative lighting products. This presentation will provide information about:

- The technology that makes up LEDs,
- The advances that have gotten us to today's level of performance, and
- A road map for the future.

Additionally, the presenters will help explain how this new technology is applied to landscape lighting fixtures and systems as a whole in order to properly take advantage of the benefits of this relatively new light source.

The presentation will be given twice:
Wed., February 27, from 1-3 p.m. and
Thurs., February 28, from 1-3 p.m.

For information or to register for the show or classes, visit www.clca.us/lis

Build a Pondless Waterfall with Ewing and Aquascape

Pondless Waterfalls are perfect for the customer who is new to water features or has limited outdoor living space such as a townhome, courtyard, or city lot. A Pondless Waterfall is also perfect for those customers who already have a beautiful water garden and are looking for more options. Pondless Waterfall Installations are profitable and can be completed in one day, so why not learn how to incorporate them into your repertoire? Learn everything about Pondless Waterfalls, including design and building, crew efficiency, and selling and marketing your work!

New contractors and smaller crews will benefit most from this seminar, but businesses looking to expand their profit horizons will also love this seminar.

The seminar will be held on April 18, from 8 a.m. to 3 p.m. at Ewing Irrigation in Santa Cruz.

Please contact Mike Ruscoe at (831) 464-6777 for details and location. Breakfast and lunch will be served. Register online at www.ewing1.com.



Above: Tom Reily, right, rubs elbows with Frank Niccoli at the San Francisco Bay Area January dinner meeting. Tom and Chris Elliott also won passes to the SFBA February meeting.

Sustainable Landscaping Seminar: Water Conservation: Practical Applications

By Deva Luna

I read this on my herbal tea bag: "We believe in living as if there is a tomorrow." That's a short version of an oft-quoted definition of sustainability: meeting the needs of the present without compromising the ability of future generations to meet their own needs.

The next CLCA SFBA Chapter Sustainable Landscaping Seminar hosted by CLCA is designed to move all participants a little bit forward in being actually 'green'. There will be information for both beginners and experienced contractors looking to make their landscapes more sustainable. You will receive practical information you can apply immediately.

Water Conservation: Practical Applications is the title of the second in a series of CLCA SFBA Chapter sponsored Sustainable Landscaping Seminars. It will be held on March 29, from 8 am to 2 pm, at Foothill College in Los Altos Hills. Come also to see Foothill College's new Environmental Horticulture buildings with their state of the art Green Roofs.

Keynote speaker Tom Ash, a nationally known water use expert, will put our water situation in context, addressing watersheds, usage, legislation and industry approaches to legislation. There will be a 'nuts and bolts' talk; Urban Farmer Store owner Tom Bressan will demystify drip and subsurface irrigation—his talks are

hands-on and entertaining. Additional professionals will be leading small group breakout sessions where attendees will learn tips about drip and subsurface irrigation, ET controllers and weather monitoring, water auditing, irrigation design, how to tune up an existing irrigation system and more. There will also be sessions available on Irrigation for Beginners and Sustainable Landscaping Basics.

The CLCA Education committee wants to act in alignment with green practices. We believe that small steps can make a difference. Organic box lunches will be provided by JZ Cool Eatery & Catering in recyclable containers. All organic waste will be composted at Foothill's Sustainable Garden. In addition, we ask all participants to bring their own reuseable cup for drinks during the day, thereby saving the resources that disposable cups or plastic water bottles would use. (Container Recycling Institute states that 60 million plastic water bottles are thrown into the garbage EVERY DAY.)

Who should attend?

This seminar is designed for landscape professionals who would like to move their business in the direction of greater sustainability. For a downloadable registration form and directions, contact Terry Lynsgso at tlyngso@lyngsogarden.com.

Greening the Golden State - California at a Crossroads

On April 7-9, 2008, at the Sacramento Convention Center in Sacramento, leaders from all sectors of business and government will gather to learn more about green technology in California at the Green California Summit and Exposition.

Attendees will discover the latest products and services with over 250 exhibits, including a model green building and a green auto mall. Participants will also learn from experts and leaders with dozens of classes and seminars on a range of subjects.

"If you want to understand what California's state and local governments are doing to create healthy communities and a vibrant, green economy, you can't miss the Green California Summit," says Rosario Marin, Secretary of State and Consumer Services Agency, State of California and Co-Chair, Summit Advisory Board. "This is the event for anyone who wants to be part of a green revolution that is changing the world."

Training

Benefit from a comprehensive program of classes and seminars such as:

- Climate Change
- Energy Innovation
- Green Building
- Environmentally Preferable Purchasing
- Waste Management
- Transportation
- Water Management
- Developing an Organizational "Green Culture"
- Planning and Development

Register early!

Sign up before March 1 to get the lowest rate. www.green-technology.org/gcsummit

Questions?

Call Cindy Dangberg at 916.838.3339 or write to cdangberg@green-technology.org.

Bay Friendly Landscaping/Gardening Conference

Discover how Bay-Friendly Landscaping can help you cut greenhouse gas emissions, reduce waste, conserve water and prevent pollution at the Bay Friendly Landscaping and Gardening Conference on **Friday, February 29, 2008**, at the Martin Luther King, Jr. Student Union, UC Berkeley from 8:00 am-5:00 pm.

Keynote speakers include: Bret Rappaport, past national president of Wild Ones – Natural Landscapers, Ltd., and Andy Lipkis, President and founder of TreePeople.

The cost of this all day seminar is \$75.00 per person and includes lunch and all conference materials. Registration is available on-line. Visit our website for additional information: www.bayfriendly.org/conference

San Francisco Flower and Garden Show

Salmon Bay Events recently announced a new theme and initial details surrounding the San Francisco Flower & Garden Shows (www.gardenshow.com) taking place in March 2008.

"More and more people are coming to view their gardening areas, including yards and decks, as vital living spaces," said Duane Kelly, chairman and founder of Salmon Bay Events. "With that in mind, we chose a theme that reflected that growing movement – Live Beautifully. Live Outdoors."

The San Francisco Flower and Garden show, the largest garden show in California, provides expert and aspiring gardeners with four acres of inspiring ideas and useful information with its 25 display gardens, more than 60 free seminars, 250 exhibits with thousands of products and services, as well as a gardening activity area for children.

Display Gardens – 25 display gardens by the West's top garden designers and creators will come in all sizes and all purposes--gardens for entertaining family and friends, artist-inspired sanctuaries, edible gardens, tropical havens, low-maintenance and low-water gardens, and sustainable gardens featuring California natives and recyclable materials. Several gardens will feature beautiful container plantings, water features and stonework. For the first time, there will be 8 "New Wave Gardens" featuring prominent young designers and artists. The gardens will be judged by David Stevens, Lucy Hardiman and C. Colston Burrell.

Sproutopia: A Place for Kids! Activities and presentations for kids on the Sprout Stage. Fun for the whole family!

Hot Plant Picks – Learn about the hottest new plants in the industry presented by the California Horticulture Society.


Seminar Series and DIY Workshops – Sponsored by Sunset magazine, the series features over 60 exciting free lectures and hands-on demonstrations by horticulture and garden design experts.

Flower Lobby – Floral displays designed by California Garden Club members. Orchid and succulent displays too.

Bonsai – Experience one of San Francisco's largest collections of miniature specimen trees.

Marketplace and Plant Market – A garden-lover's shopping paradise with more than 250 retail exhibitors. Artisans and organizations offer the latest and greatest in advice, plants and garden-related items. Unlike typical "home and garden shows," exhibitors are juried to insure only the highest quality products are displayed.

The 2008 San Francisco Flower & Garden Show will be held on March 12 – 16, 2008, at the Cow Palace, 2600 Geneva Avenue, Daly City. For more information on the show, visit www.gardenshow.com.



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Sustainability: Vegetation & Materials

By Dinah Irino w/Floravista – landscape design, Part 2 in a Series

Any talk about sustainability focuses on native plants. They are zoned for our climate, can survive without summer rain, and require little care. Our Mediterranean climate is repeated in several places around the globe. Those regionally adaptive plants can also do well here. But there are times when the project site itself can require different plants. An example would be a parking lot island in the middle of asphalt. This is hardly a “native” environment. It all gets back to right plant/right place. Remember to stay away from invasive plants, use turf in functional areas only, and avoid monospecies.

Plant placement can also improve a site’s microclimate, for example:

- deciduous trees planted on the southwest side of a building will keep the building cooler in the summer and warmer in the winter
- a hedge as a wind barrier and/or sound barrier
- spacing plants taking into consideration mature size

Remember, using plants grown locally not only requires minimal transportation, the plants will be acclimated to the site.

Choose materials carefully. Reducing, reusing, and recycling are the mantras here. Other things to consider include: durability, maintenance requirements, local availability, labor requirements, and the life-cycle cost. Examples:

- concrete w/ fly ash (coal byproduct) reduces the amount of cement required

- bamboo (light, strong, and durable) has a 3-5 year harvest cycle
- composite and plastic lumber
- use locally available materials (Graniterock carries many products with local sources such as: rock, sand, gravel, concrete, asphalt, pavers, retaining wall block, stucco, bark and mulch)
- low voltage lighting on timers w/ “dark-sky” certification

Above all avoid using materials that can harm humans and the environment.

Physical hazards such as poisonous, thorny, and prickly plants should be avoided near walkways and children’s play areas. Chemical hazards include: coatings, preservatives, adhesives, and additives. Finding alternatives may not be possible in all cases, therefore, take appropriate safety measures when using. Some alternatives that are available include:

- nontoxic adhesives (Bio Products & Livos Paints), or use of fasteners
- low-toxicity sealants (check outdoor suitability)

Overall try to do what’s best for the site.

Think about all the parts of a project and see if there are “sustainable” alternatives.

Don’t waste our natural resources.

Sustainable means: “development which meets the needs of the present without compromising the ability of future generations to meet their own needs.”

If you have any questions or comments email me at: flora.vista@sbcglobal.net

How to Jazz Up Your Winter Garden

Elizabeth Rhoades, Plant Providers

Does your winter garden need a little jazzing up? Here are a few suggestions for plants that will catch your eye and bring a bit of color or drama to your winter garden.

The early blooms of *Daphne odora* ‘Marginata’ (Winter Daphne) or the lovely *Hellebores* (Lenten Rose) or *Pieris japonica* (Lily of the Valley Shrub) which are just opening now can be the first of a succession of blooms to look forward to before the weather really warms up. As soon as you begin to notice the days getting longer, the *Chaenomeles* (Flowering Quince) and *Forsythia* are showing off their lovely late winter colors. Beyond flower color, there are many shrubs whose bright berries will reward you with winter interest and feed the birds as well. Some of the best for our area are the *Ilex* (Holly) family, *Cotoneasters*, *Berberis* (Barberry), and *Heteromeles* (Toyon). Placing some of these shrubs in your landscape will reward you for many years to come in the doldrums of winter. If you tuck in a few Primroses, Cyclamens or Pansies at their feet you’ll be further rewarded with rich annual color throughout the cold winter. Many times dry flower heads such as *Sedum* ‘Autumn Joy’ or dry plumes of the grasses like *Miscanthus* species can be gentle reminders that fall is behind us and that spring is just around the corner. And it is!

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Board Minutes

Reported by Jessica Petrini

January 8, 2008

Roll Call

The meeting was called to order at 6:00pm.

In attendance were Jessica Petrini, Kelly

Shaeffer, Tish O'Reilly, Leslie Jaquith, Laurie Reily, Nikos Lynch, Dennis Rabe and Natalain Schwartz.

Upcoming Events

The 2008 calendar was reviewed and details discussed about upcoming events. Topics for future dinner meetings were proposed and discussed as well as events Supplier's Night in March and the Leadership Conference in Oakland. The 2008 Beautification Awards Banquet at the Chaminade was discussed as well as the application and judging process for the awards.

Treasurer's Report/Budget

Laurie presented the 2008 revised budget and the board discussed ways to save and make money in 2008. Natalain suggested that there could be a classified page in the newsletter for material items with a small fee for printing such listings.

The meeting was adjourned at 8:30pm.



Treasurer's Report

by Laurie Reily, Treasurer

October 2007

Opening Checking Balance: \$11,453.85

Income: \$6,121.83

Dinner Meeting \$1,423.00

Newsletter advertising \$325.83

Golf Tournament \$4,373.00

Disbursements: \$4,190.36

Board Meeting \$227.05

Dinner Meeting \$50.00

Holiday Dinner \$750.00

Newsletter \$1,908.00

Other Publishing/Banner \$585.00

Raffles \$17.00

Office 60.01

State Meetings/Seminars 593.30

Ending Checking Balance: \$13,385.32

November 2007

Opening Checking Balance: \$13,385.32

Income: \$1,852.83

Dinner Meeting \$1,232.00

Newsletter advertising \$495.83

Golf Tournament \$125.00

Disbursements: \$6,742.71

Board Meeting \$329.18

Dinner Meeting \$2,885.14

Holiday Dinner \$1,000.00

Newsletter \$1,908.00

State Meetings/Seminars \$620.39

Ending Checking Balance: \$8,495.44

December 2007

Opening Checking Balance: \$8,495.44

Income: \$550.83

Dinner Meeting \$105.00

Newsletter advertising \$195.83

Golf Tournament \$250.00

Disbursements: \$519.14

Board Meeting \$197.41

Treasury 322.00

Ending Checking Balance: \$8,526.86

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Taxing Subjects The IRS Letter

By: David L. Schwartz

Enrolled Agent (The Tax Professionals)
Accounting, Business Services & Taxes
(831) 475-8795 Ph.
dlscruz@aol.com email

There it is, the infamous letter from the IRS. What should you do? Should you put it in the tax folder you are giving to your tax preparer next April? Should you write "Return to Sender, Addressee Unknown," and send it back? Not unless you like trouble. First, open the letter and read it. It might be something simple and can be corrected with a phone call. Or, it might be fairly complicated (like your tax return) and require contact with your tax preparer for resolution. Whatever it takes, don't put it off. Issues that are brought up by the IRS are important to them and they do not like delays. Remember, they are people too (no matter what you may think).

Also, you may not realize it, but the IRS actually makes mistakes as well. So, don't let the letter freak you out, when you see that they want an additional \$20,000 in taxes from you. Chances are good that you don't owe them anything. For instance, let's say you forgot to report the sale of

\$50,000 in stock you had in an account that you had received from your aunt when she died. The IRS will assess you tax as if the \$50,000 was all capital gains. They may even assess the tax as short-term capital gains. But, the stock had a value on the day your aunt died. That value is the "cost or basis" of the stock sold. In addition stock that is inherited is treated as long-term capital gains when sold. So, any gain is taxed at favorable federal tax rates. You might even end up with a loss on the sale after subtracting the basis. That could get money back for you. Don't forget that losses are limited to the extent of gains plus \$3,000 a year, with some exceptions.

So, next time you get a letter from the IRS, take a look and call your tax professional. If you don't have a tax professional give me a call. I have been providing tax and business services to the landscape industry for over 20 years now. I look forward to hearing from you.

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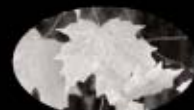
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Revised 1-9 Form Now Available

The U.S. Citizenship and Immigration Services (USCIS) announced in November that a revised Employment Eligibility Verification Form I-9 is now available. The Form I-9 must be completed by all employers for each employee hired in the U.S. within the first three days of hire. Use of the new version of the form will become mandatory 30 days after it is published in the Federal Register. It was scheduled to be published on November 26, 2007.

Basically, the revision reduces the number of documents that employers may accept from newly hired employees to prove work eligibility and identity. The new form amends the Lists of Acceptable Documents and specifically removes the following five documents:

- Form I-151, Alien Registration Receipt Card;
- Form N-560 or N-570, Certificate of U.S. Citizenship;
- Form N-550 or N-570, Certificate of Naturalization;
- Form I-327, Unexpired Reentry Permit;
- Form I-571, Unexpired Refugee Travel Document.

One document is added to the list. The most recent version of Form I-766, Employment Authorization Document is now listed as an acceptable List A document with the I-688, I-688A and I-688B.

In its announcement of the revised Form I-9, the USCIS interestingly reminded employers that new hires are not required to provide their Social Security Numbers in Section 1 of the Form I-9, unless the employer is a member of the E-Verify program.

To order the new form, call the USCIS toll-free at (800) 870-3676 or download at: <http://www.uscis.gov/portal/site/uscis>.

Check the CLCA website often for news and updates on legislation that affects your business. Visit www.clca.org today!

Help for Small Contractors Wanting Infrastructure Work

A new law, signed by Gov. Arnold Schwarzenegger in October, requires state agencies awarding construction contracts to establish a 25 percent goal for the participation of small businesses in construction work funded by the infrastructure-related bond acts of 2006. Assembly Bill 761, authored by Assembly Member Joe Coto (D-San Jose), also requires these state agen-



cies to provide training and technical assistance for California small businesses to assist them in understanding and bidding these contracts.

Small businesses are defined as independently owned, not dominant in their field of operation, domiciled in California, employing 100 or fewer employees, and earning \$10 million or less in gross revenues for each of the three previous years.

CLCA did not take a position on AB 761, which went into effect on January 1.


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RainBird Wins Sweepstakes Trophy in 119th Rose Parade

RainBird's 2008 Float Focuses On Bringing Awareness To Environmental Preservation Through The Intelligent Use Of Water™

Rain Bird was awarded the Tournament of Roses Sweepstakes Trophy in recognition of its 2008 Tournament of Roses Parade entry, Preservation Celebration. Awarded to the float entry deemed the most beautiful by a panel of expert judges, the 2008 Sweepstakes Trophy win marks the eleventh time in twelve years that Rain Bird has been awarded for its Rose Parade float entry, and the seventh time the company has won the parade's top honor.

Rain Bird's Preservation Celebration paid tribute to the central role that water plays in sustaining all of the Earth's inhabitants. In accordance with the 2008 Rose Parade theme, Passport to the World's Celebrations, and Rain Bird's steadfast commitment to The Intelligent Use of Water, the 55-foot long, 32-foot high Preservation Celebration float vividly

captured the intimate relationship between water and life by celebrating India's rich heritage of weaving water into the fabric of its cultural celebrations.

Preservation Celebration dazzled parade-goers with over 1,500 gallons of flowing recycled water cascading over eight waterfalls in a brilliant display to highlight the company's philosophy of promoting environmental preservation through The Intelligent Use of Water.

"Preservation Celebration aimed to inspire the public to think about the part that each of us plays, and the actions we can take towards preserving our natural surroundings for the enjoyment of future generations," said Rain Bird's Director of Corporate Marketing, Dave Johnson.

On board Rain Bird's Preservation Celebration were animal enthusiasts and

environmental ambassadors Jack Hanna, Director Emeritus of the Columbus Zoo and Aquarium in Columbus, Ohio and host of Into The Wild (who has ridden on Rain Bird's floats from 1999 through 2008); and Walter Crawford, Founder and Executive Director of the World Bird Sanctuary in St. Louis, Missouri (who joined Mr. Hanna on Rain Bird's floats beginning in 2001).

Built by the award-winning team at Fiesta Parade Floats, and designed by renowned float designer Raul Rodriguez, Preservation Celebration featured a trio of majestic Bengal tigers, whimsical monkeys, and spectacular albino peacocks frolicking among eight cascading waterfalls and lagoons in a jungle of exotic flowers, vines and gardens that have claimed the exotic temple ruins of civilizations past.

A behind the scenes look at the making of Rain Bird's 2008 Sweepstakes winning float entry is available by visiting Rain Bird's YouTube page at <http://www.youtube.com/RainBirdCorp>.



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The California Landscape Contractors Association offers a wide range of programs and services to members of the landscape industry. Whether your firm is a one-person operation or a multi-million dollar company, the benefits of membership will help your business reach its potential. Take a look for yourself.

Group Insurance

Thanks to the power of group purchasing, members enjoy the greatest insurance protection at the lowest possible cost. Our endorsed workers' compensation, general liability, vehicle, loss of earnings, medical, dental and life insurance group plans are structured to meet the special needs of landscape contractors.

Our workers' compensation plans have consistently returned high dividends to policy holders. That's why we have members saying: "Belonging to CLCA doesn't cost — it pays!"

Access To Information

How would you like a panel of experts on call, ready and willing to give you sound advice on computers, cost analysis, unions or how best to market your business? The single, most important benefit any association can offer may be the exchange of information and ideas among peers — formally through programs such as our Peer Consulting Service, or informally through local meetings or statewide events. In addition, CLCA keeps legal counselors on call who specialize in license, labor and contracting law. In many

cases, legal questions can be referred without a fee.

Members may also access our special Human Resource hotline, and take advantage of our customized employee manuals.

Professional Development

Our comprehensive programs provide you with the skills and information to make your business successful in today's competitive environment. Led by popular experts, CLCA seminars take place locally and in conjunction with statewide meetings. Check out our Profit Through Learning: Your Training Toolbox and How To Make Money In A Landscape Business programs on the website at www.clca.org under Education.

Certification

Certification is an international hands-on testing program administered by the CLCA that seeks to recognize proficiency in the landscape workforce, upgrade the status of the landscape professional and provide the public with a means of identifying qualified landscape professionals.

To become a Certified Landscape Technician, an applicant must pass the Common Elements plus a Core test.

CLCA has joined forces with PLANET (formerly ALCA) to offer three Core tests in Installation, Maintenance and Irrigation in addition to Advanced Specialties. For more information, visit www.clca.org under Education/Certification.

Bringing Contractors & Suppliers Together

CLCA provides numerous opportunities for buyers and sellers of landscape products to informally meet and get acquainted with one another. As Associate Members, suppliers gain access to potential buyers and the opportunity to educate contractors about their latest technologies.

A great opportunity to learn about new products is at the annual Landscape Industry Show being held this year February 27-28 at the Los Angeles Convention Center (see page 4).

Market Your Business


You may be the best landscape contractor there ever was — but are you a marketing maven? Through our pioneering Internet Referral Service and other publicity efforts, CLCA is educating consumers about quality landscaping — and steering them to members' doors.

Join Today!

Take this opportunity to link your future to ours. We look forward to adding your name and talents to the growing number of professionals represented by the California Landscape Contractors Association.

For more information, visit the CLCA web site at www.clca.org or call one of the Central Coast Chapter board members listed on page 2.

You can apply online at www.clca.org and look under Membership, or call (800) 448-2522 to have an application sent to you.



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As You Think, So It Will Be...

Excerpt from the book As You Think by James Allen

The thoughtless, the ignorant, and the lazy seeing only the apparent effect of things and not the things themselves, talk of luck, of fortune and chance. Seeing someone grow rich, they say, "How lucky are they!" Observing another become a scholar, they exclaim, 'How highly favored they are!' And noting the saintly character and wide influence of others, they remark, "How luck aids them at every turn!"

They do not see the trials and failures and struggles that these men and women have voluntarily encountered in order to gain their experience; they have no knowledge of sacrifices they have made, of the undaunted efforts they have put forth, of the faith they have exercised, that they might overcome the apparently insurmountable, and realize the vision of their heart.

They do not know the darkness and the heartaches; they only see the light and joy, and call it "luck"; they do not see the long and arduous journey, but only see the pleasant goal, and call it "good fortune"; they do not understand the process, but only perceive the result, and call it "chance."

In all human affairs there are efforts, and there are results, and the strength of the effort is the measure of the result. It is not chance. So called "gifts," powers, materials, intellectual and spiritual possessions are the fruits of the effort; they are the thoughts completed, objects accomplished, visions realized.

The vision that you glorify in your mind, the ideal that you enthrone in your heart - this you will build your life by, and this you will become.

Support Your Central Coast Chapter!

Support the Central Coast Chapter Partners for Success program and support your local chapter's activities. We are actively seeking sponsors for 2008. Please review the Partners menu in this issue and make your commitment to support the chapter that supports you.

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2007 Central Coast Chapter Partners

As we begin a new year, and begin asking for your support for our events in the coming year, we would like to take this opportunity to thank our Chapter Partners for 2007. Your support allowed us to host several great events and keep our chapter strong and vibrant. Please consider joining this elite list in 2008. And, please remember to support these companies when making purchases.

Oak Partners - \$850

One awards sponsorship, two golf tournament entries, a golf hole sponsorship, a table at membership night, two tickets to the awards dinner, one dinner ticket to Membership Night, plus recognition on the chapter banner and in each issue of the chapter newsletter.

- AG Sod
- Hunter Industries, Inc.
- Ewing Irrigation
- Hydro Turf, Inc.
- FX Luminaire
- Tractor Equipment
- Graniterock
- The Grass Farm
- Landscape Contractors Insurance Services

Redwood Partners - \$600

One awards sponsorship, one golf tournament entry, a golf hole sponsorship, a table at membership night, one dinner ticket to Membership Night, plus recognition on the chapter banner and in each issue of the chapter newsletter.

- Abbotts Pro-Power
- Plant Providers
- Delta Bluegrass
- Pondsaway
- Valley Crest Tree Company

Maple Partners - \$250

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- Jerry Allison Landscaping
- Prime Landscape Services
- McDonald Landscaping
- Greenstreak Landscaping
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We appreciate our partners, whose support helps make possible many Chapter events. To become a Partner, call Laurie Reily (831) 335-2102.

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Calendar of Events

February 5, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200.

February 19, 5:30 p.m., Chapter Dinner Meeting: Beautification Awards Insights. Green Valley Grill, 40 Penny Lane, Watsonville. See page 1.

February 27-28, Landscape Industry Show. Los Angeles Convention Center, South Hall. Contact CLCA HQ at (800) 448-2522 or www.clca.us/lis.html.

February 27, Water Management Certification test at the LIS Show. Contact CLCA HQ at (800) 448-2522 or www.clca.us/water.

March 4, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200.

March 12-16, San Francisco Flower and Garden Show. Cow Palace. See page 6.

March 14, SFBA Chapter night at the San Francisco Flower and Garden Show.

Cow Palace. Contact Kevin Burns at kevin@maximumservicelandscaping.com

March 25, Membership/Supplier Night. 4:30 p.m. Seascape Golf Course, 610 Clubhouse Drive, Aptos. Contact Dennis Rabe at Graniterock 831-471-3418 or drabe@graniterock.com.

April 1, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200.

April 1, LEAF Scholarship Application Deadline. Contact Chris Elliott (831) 438-3179 or aquagreen1@aol.com, or Steve McDonald (831) 636-1430 or steve@mcdonald-landscaping.com.

April 5, CLT Test at Pierce College in Woodland Hills. Contact CLCA HQ at (800) 448-2522 or visit www.clca.org.

April 18, Chapter Beautification Awards entries due.

April 29, Chapter Dinner Meeting. Crow's Nest. Topic TBA.

May 6, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola

Rd., Santa Cruz (831) 479-0200.

May 29, Final Chapter Beautification Awards entry deadline (with late fees).

May, Chapter dinner meeting. Topic and location TBA.

June 2, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200.

June 23, Smart Gardening Fair, Scotts Valley's Skypark, 361 Kings Village Rd, Scotts Valley. www.smartgardening.org.

June 29-30, Chapter Beautification Awards judging.

July 1, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200.

July 9-12, CLCA Summer Meeting, Park City, UT. CLCA hq (800) 448-2522 or hq@clca.org or visit www.clca.org.

July 19, Chapter Beautification Awards, Chaminade Resort & Spa, Santa Cruz.

August 5, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200.



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