

The Seascape

Central Coast Chapter of the California Landscape Contractors Association

MARCH 2008



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 Seascape 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 email drabe@graniterock.com



California Landscape
Contractors Association

Upcoming Awards Dates

- April 18 - Application Deadline
- May 6 - Final Application Deadline (with late fees)
- May 29 & 30 - Judging
- July 19 - Beautification Awards Dinner

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Above: Anna McGregor, Jim Neve, Dave Walzer and Kristen Burnahm at the January 27 Central Coast Chapter Champagne Brunch. Speaker Camille Smith challenged participants to Unleash Their Potential in the New Year. See page 4.

2008 CLCA Central Coast Chapter Directory

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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.



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Director of Resource Mngmt

Frank Niccoli (650) 592-9440

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Chuck Carr (818) 832-0176

Chapter Presidents Council No

Ted Sandrowski (530) 345-6101

Associate Member Director

Barry Elder, Jr. (559) 906-9532

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2005 – Nikos Lynch
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2003 – Tom Reily
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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
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President's Message

Examine Your Thinking so You Expand Your Thinking

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



You might change your ways if you attend our Sunday Brunch on January 27, at the Shadowbrook Restaurant with business coach Camille Smith of Work in Progress Coaching. Camille challenged us to think about where we've been and where we are going and provided insightful roadmaps on how to get there. She encouraged us to change our routine habits and thoughts so they don't hold us back. As Camille stated, "Examine your thinking so you can expand your thinking."

Thanks to all who braved the elements of that rainy morning to attend and especially to Heath Bedal, our CLCA State President-Elect, who drove in from Sacramento. It was also nice to see the President of the San Francisco Bay Area Chapter, Craig Rapp, and his wife Vivian.

Here are a few books that have inspired and motivated attendees of the Sunday Brunch. I challenge you to read them one by one as they are sure to shape your thinking into something different than where you are now. *Shut Up, Stop Whining & Get a Life* (Larry Winget); *It's Called Work for a Reason* (Larry Winget); *The 7 Habits of Highly Effective People* (Steven Covey); *Good to Great* (Jim Collins); *Slowing Down to the Speed of Life* (Richard Carlson); *Feel the Fear and Do It Anyway* (Susan Jeffers); *Do What*

You Are: Discover the Perfect Career for You Through the Secrets of Your Personality Type (Paul Tieger); *How to Win Friends and Influence People* (Dale Carnegie); *As You Think* (James Allen).

The Leadership Conference in Oakland was well attended by all chapters. Thanks to our chapter board members who took the time to attend with me: Dennis Rabe, Tish O'Reilly, Nikos Lynch and Laurie Reily. We learned the direction of CLCA for 2008, heard from other chapter presidents as to what their chapters are up to and were inspired to be better leaders. The speaker, Nate Booth, also got us thinking...about details. Here's one...without looking at your watch or device you refer to for time throughout the day, can you describe its details? For instance, does your watch have numbers, roman numerals, dots, diamonds, or something else? Most of the people at my table didn't get that one right. Pay attention to what's going on around you so you don't miss opportunities that may come your way.

Our next dinner meeting is February 19, at the Green Valley Grill in Watsonville. Award-winning landscape contractor David Kato of Katoscapes will educate us on how to make our projects the 'Best In Show' for the Beautification Award judges.

Bring your questions as there will be plenty of time for questions and answers.

Join us on Tuesday, March 25, for Membership/ Supplier Night at the Seascape Golf Club in Aptos as we welcome our newest members, get to know existing members and provide a venue for our suppliers to showcase their wares. All C-27 Contractors are invited to dine with us free of charge (\$35 value).

Our newsletter is for and about our members. If you would like to support our chapter by becoming a Partner for Success or placing an ad in the newsletter, contact Laurie Reily at (831) 212-8944. To contribute an article, inform our members about an upcoming event or product, or have your company featured in an article, e-mail our newsletter editor, Jerrie Beard, at jsb@beardassociates.com.

Thank you for your continued support.



Kelly Shaeffer stops by the CLCA Membership booth at the Norcal Trade Show. Robert Kirtley and members of the San Francisco Bay Area chapters manned the booth for the one day show.

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Unleash Your Potential in the New Year

by Jackie Núñez, Livescapes Design Group
New CLCA Student Member (Cabrillo College, Aptos)

On a rainy Sunday morning, January 27, CLCA members gathered for brunch at the Shadowbrook Restaurant's wine cellar room in Capitola. Motivational speaker and business coach Camille Smith spoke on "Unleashing Your Potential".

Camille Smith, president of Work In Progress Coaching, helps business people succeed by creating inspiring futures and building the relationships required to achieve them. I for one was looking forward to hearing what Camille had to say, and to find out if in fact she could motivate me to "Unleash My Potential". After some socializing and table moving (to better accommodate the large turnout with a vantage point for all), we all settled down for our champagne brunch and to hear Camille begin her dynamic speech and PowerPoint presentation.

The main message was: Each of us is a work in progress – evolving, figuring out how to contribute, be fully expressed and produce results that match our commitments. Defining who you naturally are and what's important to you is the ultimate purpose of what you do. To do this, we explore the Potential and Performance of our relationships.

Potential:

The inherent ability or capacity for growth, development or coming into being. Camille engaged us in short exercises. We listed in our handy little workbook our 2007 accomplishments and our 2008 accomplishments-to-be and shared our answers with one another. In doing so we quickly found that Camille's statement of, "it's easier to see potential in another person than you see in yourself," rang true. And then she stated, "It's more important who you are than what you achieve."

At right: Kirk Samis of Pondsaway, and Bobbi Pavlos

Below: New student members Julie Orr and Jackie Núñez from Cabrillo College.



When you make changes on a conscious level, it unleashes potential.

To reach our potential, it's important to have breakthrough projects and goals that may seem un-attainable. When Camille put the question of unattainable goals and Breakthrough Projects out to the CLCA audience, Jerry Allison of Jerry Allison Landscaping had this to say:

"Ideally I would like to see the use of landscapers as

being a positive part of the environmental impact. It's time that we as an industry start getting recognized for the positive contributions we've made, to finally see what we are doing is the right thing."

Camille reminded Jerry it is a goal that cannot be reached alone. To reach the potential of what he wants to achieve, he needs the combined effort and talents of others. She stated that CLCA's core values are a model in achieving our goals and reaching our potential: they strengthen the idea that relationships are the foundation.

CLCA Core Values

- Commitment to honesty, integrity, and ethics at all costs;

Performance:

- Our Values are the source of performance.
- Habits shape our behaviors.
- Reawakening conscious choice unleashes potential.

Our "Visible Performance" is our behavior and competence. Our "Hidden Performance Drivers" are our values, habits of thinking and action - in that order. In explaining these performance drivers, Camille stated, "We have a choice about how we relate and react to our filters of the world." A lot of us make changes on a behavior level, which is draining. Automatic habits constrict, limit possibilities and options and narrow solutions.

- Devotion to excellence in craftsmanship;
- Living the entrepreneurial spirit;
- Reverence for the Earth and respect for its resources; and
- Relationships are everything.

This was a great way to spend a rainy Sunday afternoon. The champagne flowed, the food and service were excellent and the information invaluable. Feedback from some of the attendees indicate it was yet another successful event.

Special thanks go out to Natalain Schwartz and Kelly Shaeffer for organizing the event, Barbara Olsen, for working the registration table, the management and staff of the Shadowbrook Restaurant and especially Camille Smith for an enjoyable, informative, and motivational talk on Unleashing Your Potential. For more information, log on to www.wipcoaching.com.

To view the Power Point Presentation given by Ms. Smith, visit the chapter website at www.clca-cc.org and click on **January 29 Meeting Notes**.

At right: CLCA VIPs in attendance -- Heath Bedal, CLCA President Elect from Sacramento; Kelly Shaeffer, Central Coast Chapter President; and Craig Rapp, CLCA San Francisco Bay Area Chapter President.



Above: Dennis Rabe with Graniterock, Central Coast Associate Member Rep; and Dave Baxter, Baxter Landscaping.

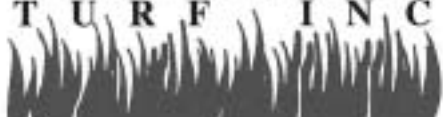
Above right: Chris Pavlos from Soquel Nursery Growers.

At right: Jack Long of Central Coast Landscape and Maintenance and Michael Landsdale of Sand Chanell Greens.



Camille Smith, guest speaker at the January 27 meeting, and chapter president Kelly Shaeffer.

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How to Collect and Protect Your Money is Topic of April Meeting

What an opportunity! Learn how to collect all you are owed and how not to lose it in litigation at the April 29, dinner meeting. Kevin Jeffery, a member of the Corporate Counsel team at Graniterock, will be our guest speaker. His presentation will give us the tools and show us how to get paid for our work (liens, contracts) and keep ourselves protected from lawsuits during the economic slowdown we will all be facing this year. There will be time for questions at the end of the presentation.

Special thanks to Dennis Rabe and Graniterock Company for all they do for community education and all their efforts in making this presentation available to our members.

Where: Crows Nest Restaurant
2218 E. Cliff Drive, Santa Cruz
(831) 476-4560
info@crownsnest-santacruz.com
The Crow's Nest is located one

mile south of the Santa Cruz Beach Boardwalk, at the end of Lake Avenue. They are right on the beach at the Santa Cruz Harbor.

Cost: \$45.00
When: April 29th
Time: No host bar 5:30 p.m., dinner at 6:30 p.m. Presentation to begin after dinner
RSVP: Natalain@aol.com
Please reserve early, seating is limited.

Menu:


Crow's Nest Caesar Salad
Alderwood Smoked Prime Rib
Chicken Breast Ballotine
Lobster Pasta
Chef's Vegetarian Special
Dessert: Creme Brulee, Mud Pie

Behind the Scenes at SFF&G Show

Kay Hamilton Estey and the San Francisco Flower & Garden Show are at it again. They are throwing an after-hours party at the Cow Palace for CLCA members from across the state. Come enjoy an exclusive after-hours viewing of the spectacular garden displays at the show.

On Thursday evening, March 13, the show will close to the public at 8 p.m., but remain open to host the San Francisco Bay Area Chapter's annual CLCA event. This is a must-not-miss opportunity to network with industry insiders and speak with this year's garden creators without the usual crowds. This is not a dinner meeting, but you're welcome to come early and roam the garden show. Grab a bite and something to drink at one of the many vendors at the show. But, remember, there will not be any food or drink vendors open after 8:00 p.m.

Pick up that new garden tool or brand new plant variety. Reservations must be



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received by Wednesday, March 5, to receive tickets by mail. Tickets are limited, and late reservations must purchase tickets at the door, so register early!

When: March 13, 2008; 8:00 p.m. meeting time on the main show floor

Where: The Cow Palace, San Francisco

Cost: \$22 per ticket for an all day pass and after-hours event.

RSVP: Send your check, made payable to CLCA-SFBA to: Kevin Burns, 965 Rollins Road, Burlingame, CA 94010. Include your mailing address and the names of the people attending. Tickets will be mailed to you as soon as the check is received. For more info, please call (650) 343-0011 or email kevin@maximumservicelandscaping.com. Checks must be received by Wednesday, March 5.

Sustainable Landscaping Seminar: Water Conservation: Practical Applications

By Deva Luna

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.

The Water Conservation: Practical Applications seminar will be held on March 29, from 8 am to 2 pm, at Foothill College in Los Altos Hills.

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.

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 reusable cup for drinks during the day.

For a downloadable registration form and directions, contact Terry Lynsgo at tlyngso@lyngsogarden.com.

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Treasurer's Report

by Laurie Reily, Treasurer

January 2008

Opening Checking Balance:	\$6,787.46
Income:	\$22,413.38
Dinner Meeting	\$110.00
Holiday Dinner	\$220.00
Newsletter advertising	\$10,020.00
CLCA Points Rebate	\$4,933.38
Awards Dinner	\$955.00
Awards Sponsorship	\$1,479.00
Membership Night	\$1,247.00
Golf Tournament	\$3,449.00
Disbursements:	\$2,870.80
Board Meeting	\$174.50
Dinner Meeting	\$1,011.58
Speakers	\$400.00
Membership Night	\$500.00
Office	\$41.00
State Meetings/Seminars	\$743.72
Ending Checking Balance:	\$26,330.04

An Open Letter from the Earth

Dear Mr. Contractor,

For years I've been waiting for you to come spruce me up. I've never been popular or beautiful and I often smell. I've been abused by wind, rain, hail and snow. Bicycles, tricycles and cars leave imprints in me while family pets use me to do their business. I have many nicknames but one thing I never am is Dirty. My best friends, the trees, provide me much needed company while I in turn feed, nourish and keep them strong and balanced. Have you heard this Proverb? "Every majestic oak tree was once a nut who stood his ground." I'm proud to be a supporter of the majestic oaks.

My desire is to be shaped into a peaceful, beautiful setting. I know you'll look out for my best interests by using native plants and properly watering me as not to cause wasteful runoff or drown my earthly friends, the microflora and mycorrhiza. I couldn't survive without them, you know.

I get rather bored just sitting around so only you, Mr. Contractor, with your creative ideas and fancy equipment can make me shine. I like to attract like-kind so if I'm healthy, the things around me flourish as well. Those homeowners that pass through year after year can't make up their minds what to do with me. So, please, come spend time with me and let's make something beautiful together while preserving our natural resources – Me!

Love,

The Soil upon the Earth

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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.

Registration and Information

Register online at www.green-technology.org/gcsummit

For more information, call Cindy Dangberg at 916.838.3339 or email at cdangberg@green-technology.org.

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. Call Laurie Reily (831) 335-2102 to make your contribution!

Sustainability: Maintenance & Human Well-Being

By Dinah Irino w/Floravista – landscape design, Part 3 in a Series

Okay, you've chosen the right plants, carefully developed the site, dialed in the water management, and used sustainable materials. Will the site now take care of itself? No! The only exception would be native restoration work. Landscapes are living and evolve over time. While smart choices can create a "low maintenance" yard, hardscape weathers and needs to be repaired and plants need to be kept healthy. The best design and installation will soon look like an abandoned lot without correct maintenance.

Sustainable maintenance practices include the usual duties of: checking the health of plants, the irrigation system, the hardscape, etc. As with installation, use the smallest tool and lightest equipment available to get the job done. Even natives need care the first 2 years, and thereafter require different care than traditional plants. They are not as forgiving to being

sheared and need a knowledgeable professional to prune them. Educating the client on sustainable practices may be necessary if they are unfamiliar with such things as:

- creating a compost area to reintroduce nutrients
- IPM (integrated pest management)
- chipping yard trimmings to reuse as mulch
- organic fertilizer use, when needed

The last element in sustainability is human well-being. Those of us in the industry are aware of the physiological benefits of nature, and the benefits are universal. Studies show how nature improves the quality of life. We can create that experience within the parameters of sustainability. Design to encourage interaction with nature, by creating outdoor rooms, meandering pathways, framing vistas, and creating focal points. Don't forget views from inside a building. People

viewing nature, even something as simple as a mature tree, is beneficial.

When you create places that people truly value, then they become sustainable. People take care of places they respect, love, and think are beautiful. Otherwise, it doesn't matter what you've created, it won't last. Environmental stewardship protects everyone. Together we can all do our part to demonstrate with our sustainable skills that positive change can occur one project at a time.

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

Welcome New Members

Join us in welcoming the following new members to our chapter.

- Joy Albright-Souza
Albright-Souza Garden Design
PO Box 66958
Scotts Valley Ca 95067
(831) 419-5994
- Julie Orr, Student
Capitola CA
(831) 325-5897

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Azaleas: "Royalty of the Garden"

By David Walzer

Azaleas are sometimes called "the royalty of the garden" and can be a great choice for your garden, particularly in a shady or sun dappled area.

Azaleas, which belong to the genus *Rhododendron*, are divided into two different types, deciduous and evergreen. There is a species that grows wild in the Santa Cruz Mountains, *Rhododendron occidentale*. These native azaleas are considered to be deciduous and have fragrant blossoms.

An established azalea in full bloom can be one of the most spectacular features in the garden but require some special attention when planting. Soil composition, pH, and appropriate light are all key components to be considered when growing azaleas.

Azalea roots like to be moist, but not soaking wet. In other words they like well draining soil that is rich in organic matter. If your soil is particularly hard and does

not drain well it is recommended that you mound up some rich, well-drained soil and plant in the raised areas. The amount of organic matter in your soil is crucial to the health of your azalea because organic matter retains moisture much better than sand or mineral soil. Those who live in the sand hills of Scotts Valley, Ben Lomond or Felton should take note... you will need to use a great deal of soil amendments if you want to grow azaleas. Commonly used soil amendments that help retain moisture are coarse sphagnum peat moss, fir bark, sawdust, gorilla hair or composted garden scraps.

Soil pH is also important. Proper pH is essential to a plants' ability to utilize essential minerals within the soil. Simple inexpensive soil test kits can be purchased at most nurseries. The optimum soil pH for azaleas is between 4.5 and 5.5. Soil pH ranges from acid to alkaline. The lower the pH number, the higher the acidity of the soil. If one wishes to "raise" the pH of the soil, the acidity of the soil is increased and the actual number becomes lower. I realize that this may be a little confusing.

If the pH of the soil is incorrect, important minerals become insoluble and consequently unavailable to the plant. Yellowing leaves are a common ailment found in unhealthy azaleas and this is usually an indicator of an iron deficiency. Since iron is crucial to the production of chlorophyll (which causes leaves to turn green) a good way to green up your plant is to add some liquid iron. Another solution is to add sulphur to the soil. Both of these ingredients can be readily purchased at many nurseries. It is important to follow the directions on the bottle because indiscriminate applications can result in overdose, and possibly death to the plant.

Many areas in and around Santa Cruz contain large quantities of limestone in the soil and limestone is highly alkaline, which azaleas do not like. The solution to this problem is the same as that given above to improve moisture retention and improve

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drainage. Mound up soil rich in compost or organic matter, and plant in those mounds.

The most frequently encountered azaleas are those found in the supermarket wrapped in pretty aluminum foil-paper with lustrous dark leaves and plump pink buds. Husbands hurrying home to their wives, who are mad at them, often purchase these azaleas as last-minute gifts. These azaleas commonly live indoors for a couple of weeks until they are finished blooming, then are moved outside where they frequently perish from over-watering, under-watering, or improper soil pH. Azaleas purchased from supermarkets and/or florists have been subjected to heavy fertilization, which causes the plant to become more sensitive to improper soil pH. Therefore, if you are the recipient of one of these florist azaleas from a loved one, you will need to be especially diligent if you want to ensure its long-term survival.

Light is an important factor to consider when choosing a good location in your garden to plant azaleas. Generally one can grow azaleas in full sun along the coastal areas of Santa Cruz, but up in the mountains where the temperature is a good deal warmer, it is best to keep azaleas out of the afternoon sun. Areas of dappled sunlight are also good locations. If you live in a redwood forest with a dense canopy, do not be surprised if your azaleas don't set many blooms. Most varieties need at least some sunlight to set buds. Deciduous azaleas seem to be better at taking full sun even in inland areas as long as they have adequate moisture.

Even if you are not into growing azaleas, you can still enjoy their splendor in the wild. *Rhododendron occidentale*, the deciduous native azalea, can be found growing in the Santa Cruz mountains and throughout California, Oregon and Washington. Interestingly, in his great novel, *East of Eden*, John Steinbeck describes an excursion into the hills to see the native azaleas in bloom.

Recently at a meeting of the Monterey Bay Chapter of the American Rhododendron Society, Mike McCullough gave a slide show about native azaleas. Mike has traveled throughout California, hiking up and down mountains to seek out, map and identify hundreds of different variations of the native azalea. The colors, shape, and size of the flowers vary significantly within this species. Native azaleas are usually found growing in areas where there is year round moisture, near springs and seeps. They bloom in May and

June. Native azaleas can most easily be spotted growing around the visitors' center at Big Basin State Park, or along the Eagle Creek trail in Henry Cowell.

Native azaleas are difficult to find in nurseries, but several deciduous species, most of which are deliciously fragrant, can be purchased either locally, online through mail order.

David Walzer is a landscape contractor and designer in the Santa Cruz area and can be reached at (831) 335-2801. His website is www.earth2art.com.



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Dennis Rabe with Graniterock, Nikos Lynch with Terre Bella Landscaping, and Kelly Shaeffer of Plant Providers at the Leadership Conference.

Chapter Leaders Hone Skills at CLCA Leadership Conference

By Jerrie Beard, Beard & Associates

On January 29-30, board members from CLCA chapters around the state gathered at the Hilton Oakland Airport for the Annual CLCA Leadership Conference. The purpose of this meeting is to allow new and returning board members to meet, network and learn about their new leadership positions. In addition to the leadership training, participants were appraised of CLCA's vision and goals going into the new year, had the opportunity to attend the installation dinner, and were treated to a special motivational speaker, Nate Booth, courtesy of LCIS.

For several committees, the conference began bright and early on Tuesday morning. I attended the Public Relations Committee meeting which convened at 8:30 a.m. New PR Chair Mike Garcia (LASGV chapter), brought fresh ideas and energy to the table. The committee brainstormed several avenues to pursue to promote the association to both its members and to the general public. This committee will be doing some movin' and shakin' in

the new year!

At noon, Central Coast board members Kelly Shaeffer, Dennis Rabe, Laurie Reily, and Tish O'Reilly joined board members from around the state for lunch and an introduction to CLCA and their new leadership roles. Participants circulated through the room meeting new friends and greeting old friends. I particularly like this event as it provides an opportunity to see many of my CLCA friends from around the state in one place. As I went around the room, I collected many warm greetings and hugs and

Tish O'Reilly of Pacific Mountain Horticulture, Central Coast Chapter Vice President, and Jesse Toledo from Kern Turf Supply with the Kern County Chapter.



caught up on various chapter and personal happenings. For those hanging on the sidelines of CLCA, I encourage you to jump in and reap the benefits of the friendships to be had in this wonderful group of people.

Following lunch, Pete Dufau, 2008 State President, welcomed all and provided an introduction to CLCA, the Leadership Conference and the Association goals for the coming year. He then asked each chapter president to share a few of their accomplishments and challenges from the past year.

Central Coast chapter president, Kelly Shaeffer, shared the following:

- In order to better balance the budget, the board decided to cut back on the number of newsletters mailed each month. Formerly, the newsletter was mailed to all C-27s in the area. Now it will be mailed to only CLCA chapter members.
- Last year, the board moved the venue of its board meetings from a pizza place to a nicer restaurant with the result that attendance at board meetings has increased.
- The chapter and the local water authority co-sponsored over 200 advertisements on local radio.
- The chapter ran an advertisement on the importance of hiring a licenced landscape contractor in a local magazine.
- The board is looking at different venues for monthly meetings, such as the Sunday brunch format of the January meeting.

Following a short break, participants joined their respective breakout groups.

Each chapter position had its own break-out led by either a past chapter or state president or a state committee member. Each group focused on the specific duties expected of their position.

Meeting for closing remarks once again in the ballroom, participants were released from their training to check their voice mails, retire to their rooms, or, my favorite, move to the bar for more mingling and networking. It's always refreshing to get to know more about fellow CLCA members over a fine pilsner or glass of wine.

At 6:30 p.m., the group convened in the ballroom for the 2008 CLCA Installation Dinner. Tom Ellington, past State President and member of the San Francisco Bay Area Chapter, officiated recognizing members who have made significant contributions to the association in the past and introducing members making contributions today.

The following were recognized:

Regular Member of the Year: Jon Alsdorf, Jon R. Alsdorf Landscape Contractor, San Joaquin Valley Chapter

Associate Member of the Year: Jerry Sebby, KRC Rock, San Diego Chapter
 Life Membership: Jeffrey Sheehan, Confidence Landscaping Inc., San Francisco Bay Area Chapter
 Allegiance Award: Tom Ellington, Bayscape Management Inc., San Francisco Bay Area Chapter; and Allen Chariton, Tierra Verda Landscape Inc., Orange



CLCA's own version of the 3 Musketeers: Peter Estournes, Immediate Past President; Heath Bedal, President-Elect; and Peter Dufau, 2008 State President

County Chapter.

Finally, amid much fanfare and an appearance by the 3 Musketeers, the 2008 CLCA Board of Directors was installed.

Following a networking breakfast on Wednesday morning, Landscape Contractors Insurance Services (LCIS) came through once again with a great motivational speaker, Nate Booth. Mr. Booth's presentation, entitled *Legendary Leadership in Times of Rapid Change*, showed participants the importance of looking outside their primary area of focus and keeping in step with, or even ahead of, change. With several exercises and a handy worksheet, he had everyone in the room thinking about how they run their businesses, how to watch for and anticipate change, and how to use the challenges of life to make their organization and their life the masterpiece they deserve to be!

The Leadership Conference was a great event and opportunity to get to know CLCA and its members better. Congratulations to all who attended.

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Calendar of Events

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.

March 29, Sustainable Landscaping Seminar. 8 a.m. to 2 p.m. Foothill college in Los Altos Hills. See page 12.

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. 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, Santa Cruz. How to Collect and Protect your Money. 5:30 pm. not host cocktails, 6:30 pm. dinner. See p. 7.

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

May 6, Final Chapter Beautification Awards entry deadline (with late fees).

May, Chapter meeting. Details TBA.

May 29-30, Chapter Beautification Awards judging.

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 Skypark, 361 Kings Village Rd., Scotts Valley. www.smartgardening.org.

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.

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

October 7, 6:00 p.m., Chapter Board Meeting, Sestris Restaurant, 655 Capitola Rd., Santa Cruz (831) 479-0200.

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



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