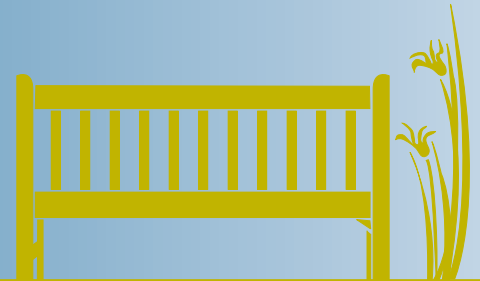


The Seascape

APRIL 2008

Central Coast Chapter of the California Landscape Contractors Association



April 29

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 Co. 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@crowsnest-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

Information: 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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2008 CLCA Central Coast Chapter Directory

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Open Position

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email: hq@clca.org

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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Edward Wallace (562) 755-9914

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Tom Delany (559) 453-1670

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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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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**It's Showtime! Get Ready for the Awards Program**

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



It's Easter morning as I write this message. Seems like the only quiet time lately. There are benefits to being an adult on a day like this - like hunting for a mimosa instead of an egg. As we venture into Spring, the days are getting longer, moods are uplifted and blossoms are everywhere.

There is also a lot of talk about the months ahead and how they impact our lives. The value of the dollar is low, oil prices are high, credit is tight and global warming is reeking havoc all over the world. The antidotes for troubled times are many but cut back when necessary, keep your spirits high and find balance in your daily life. A clear, calm and tranquil mind finds solutions to any problem that life may present.

Thank you to David Kato of Katoscapes who shared his insights on preparing projects for judging at our dinner meeting on February 19, at the Green Valley Grill in Watsonville. Before you begin the project, David says to develop a relationship with the land and activate your 'heart center' so the completed project is more powerful. In doing this, you will be selling an idea, not yourself. He reminded us to create an overall theme as well as continuity and flow.

A common mistake contractors make is

to replace sod or plant seasonal color 1-2 weeks before judging. David says to allow at least 6-8 weeks so the landscape looks mature. Since it can be a hit to your budget to prepare a project for judging, David recommends splitting the costs with the client. You could remind your client that this is probably the best their garden will ever look and suggest they have a garden event afterwards so their friends and family can enjoy the landscaping as well. One last thing. You are more likely to receive an award when the garden has grown in, so think about entering your project when it has matured for at least a year.

Thanks to Dennis Rabe of Graniterock who has been instrumental in organizing the beautification awards for many years and Barry Elder of Ewing Irrigation who shared his insights as well. It's Showtime! Judges make their rounds on May 29- 30.

The LIS Show in Los Angeles was another success. With over 300 exhibitors and 26 seminars, it was an excellent opportunity to find a new product and meet up with some friends in the industry. I enjoyed working the CLCA booth with Jerry Allison and other members while encouraging potential members to join.

There are so many services, products and opportunities to learn that CLCA sells itself. The many benefits of CLCA really do help your business reach its potential.

Join us for the April 29, dinner meeting where Corporate Counsel of Graniterock, Kevin Jeffery, will present ways to get paid for your work without getting sued. He will share information on liens, contracts and answer any questions you may have.

Welcome Aboard! Jerry Allison has joined the Central Coast Board as the Public Relations Chair and Mike Ruscoe of Ewing Irrigation stepped in as our new Membership Chair.

As water issues continue and we all become more conscious of our footprint on the earth, I encourage you to stay involved in the sustainability movement and how you can make a difference. It is the wave of the future, so keep yourself educated and informed so you can make a difference.

Welcome New Members

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

- Jan Nelson
Nelson Landscape Design
Felton (831) 335-1708
- Jackie Nunez, Student
Santa Cruz
- Susan Suddjian, Student
Capitola (831) 479-9603

We'd like to get to know you...

Members are encouraged to submit a profile on their business so we can introduce you to the membership. Email to Jerrie Beard at jsb@beardassociates.com.

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The Carter/Gamble Residence installed by Jackson Landscape, winner of the 2007 Excelsior Award.

It's Showtime!

by Tish O'Reilly, Pacific Ground Cover & Nursery and Pacific Mountain Horticulture

July 19, is the Central Coast Chapter Beautification Awards night, and we're getting ready now! At our chapter dinner in February, we were fortunate to have David Kato of Katoscapes speak. David is a talented landscape contractor who has many award winning projects to his credit. He has been both a contestant and a judge at the local and state level. We appreciated his advice. Here are some highlights:

- We compete to get an example of where our company stands in the industry.
- Competition attracts better value for our projects; better value creates more artistic possibilities and a better bottom line.
- Competition establishes a consistent standard in the landscape industry.

But how do we win?

Let's start with the basics. First you need to enter. Check out our website at www.clca-cc.org for an entry form. Then, here are a few tips on what the judges are looking for:

- Make sure the job description matches the job costs. Be honest. The job is judged by category – keep the description brief and concise.
- Draw a small sketch in the space provided in the application.
- Take your time filling out the application; the judges have about 15 minutes per project.
- Plant vitality is a must – Fertilize! Prune and clean your project. Plant color 6-8 weeks before judging.

• Pay attention to curb appeal. Even if you did only the backyard, pull the weeds in front. Neat and tidy is where it is at. And, most importantly, remember that the entry deadline is Friday, April 18th! That's just around the corner, so let's get on it!

Submitting your entries is not the end. Remember to recognize the efforts of your team and bring them to the awards program. Pride and a sense of ownership leads to a strong business.

Beautification Awards equal professionalism. Market your business through your awards. Advertise your awards in your brochures and when you are selling your jobs. Make them work for you!

CC Chapter at SFFGS:

Inside Out: The California Lifestyle

Central Coast member Tom Reily, of Tom Reily Landscape in Felton, teamed up with Landscape Architect Rebecca Coffman of Nevada City to create *Inside Out: The California Lifestyle*, a display at the recent San Francisco Flower and Garden show.

Rebecca Coffman and Tom Reily, Landscapes, joined forces to create a romantic way to spend endless nights counting stars in your favorite garden environment. Wake to an outdoor shower in the morning light where the water is collected and used for irrigation. The garden demonstrated green building concepts, including recycled materials, fabrics, furniture, and water recycling.

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What Has CLCA Done for Me Lately?

With all the winter rains, many may be becoming complacent about the drought and water issues. But, this is no time to stop efforts to conserve water in the landscape. As the population of California grows, so will the water "crisis".

Over the past several years, CLCA has been proactive on legislation regarding water usage in the landscape. Members of the association participated on a task force to help guide legislation on water usage in the landscape. Based on the recommendations of that task force and the legislation that came out of it, the association created the Water Management Certification Program. This program is designed to train water managers to provide customers with good to excellent landscape appearance using the right amount of water based on actual plant requirements.

But CLCA didn't stop there. It is now marketing the program to water agencies throughout the state in the hopes that they will adopt or at least endorse the program

and also list CLCA Certified Water Managers on their websites. To date, the committee has met with nothing but enthusiasm from the water agencies.

The benefits of this are twofold: As experts in the industry, CLCA is providing guidance on how a water management program should be written instead of waiting for someone less knowledgeable on landscape issues to tell us what to do. And, CLCA is promoting its members who have passed the test and become certified.

"CLCA's Water Management Certification Program is very thorough," said Flavio Velez, president of San Diego based LandGraphics. "A good track record with water management produces quantified results, which you can show to clients as proof of their benefits in doing business with you. Water savings is a trend that will impact landscape businesses more and more."

Profits from Water Management

Some of the financial rewards you can expect as a CLCA-certified water manager include:

- Lower labor costs due to improved landscapes (faster to maintain per visit)
- Profits from irrigation system repairs, upgrades, and retrofits (a higher per-hour labor rate than landscape maintenance alone)
- Additional service charges for the water management itself (savvy clients would rather pay landscape contractors \$750 for saved water than \$1200 to their water districts for wasted water)
- Added value to your overall services, which results in satisfied clients who are more likely to retain your company for years to come.

CLCA has been administering the test throughout the state for several months. For more information, a study guide and to register for the test, visit www.clca.us/water or call CLCA state headquarters at (800) 448-2522.

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Caught on Film

During the past month, Central Coast Chapter members have been found getting judging tips from David Kato, at the February 19, dinner meeting, at the Landscape Industry Show, and at the San Francisco Flower and Garden Show.

February 19 Dinner Meeting

Above: Tish O'Reilly, Valerie Elliott, and Laurie Reily enjoy dinner at the February 19, chapter meeting.



Above: Tony Ambriz of Ambriz Landscaping.

At right:

Far right: David Kato of Katoscapes, Inc. was the speaker at the February 19, meeting and shared tips on getting projects ready for judging in the Awards Program.



At left: Ramon Ayers, Marit Hansen, Natalain Schwartz and David Schwartz catch up prior to the presentation by David Kato.



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Landscape industry Show



Above: Kelly Shaeffer, Jim Huston and Jan of Jim Huston Enterprises.

Above right: Kristen Burnahm, Doug Henderson (Valley Crest Tree Company) and Kelly Shaeffer.



Above: Kelly Shaeffer, Shari Collins (CLCA Channel Islands Chapter president), and Sharon McGuire, CLCA Executive Director.

San Francisco Flower and Garden Show



Above: Kelly Shaeffer, Kevin Burns (Chairman of the Board, SFBA Chapter), and Astrid Gaiser at the San Francisco Bay Area (SFBA) Chapter booth at the San Francisco Flower and Garden Show.

At right: Ed Wallace, CLCA Director of Communications, rests at the CLCA SFBA chapter booth.





Treasurer's Report

by Laurie Reily, Treasurer

February 2008

Opening Checking Balance:	\$26,330.04
Income:	\$7,453.50
Dinner Meeting	\$1,991.00
Holiday Dinner	\$150.00
Newsletter advertising	\$1,587.50
Awards Dinner	\$347.00
Awards Sponsorship	\$801.75
Membership Night	\$659.00
Golf Tournament	\$1,917.25
Disbursements:	\$4,483.64
Board Meeting	\$303.22
Dinner Meeting	\$695.02
Newsletter	\$3,400.40
Raffles	\$50.00
Memberhip	\$35.00
Ending Checking Balance:	\$29,299.90



Board Minutes

Reported by Jessica Petrini

February, 2008

Roll Call

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

In attendance were Laurie Reily, Jessica

Petrini, Dennis Rabe, Nikos Lynch, Tish O'Reilly, Kelly Shaeffer, Natalain Schwartz, Jerry Allison, Mike Ruscoe, Leslie Jaquith, and Lisa Glick from the Santa Cruz City School District.

Community Service Project

Lisa Glick from the S.C. City School District briefly attended the board meeting to present details on a possible Community Service project for the CLCA-CC. She currently teaches at the former Branciforte School campus on the corner of Water and Branciforte St. The current campus is composed of Alternative Family Education (K-12) with 156 students, Ark Independent Studies (9-12) with 110 students, Costanoa H.S. (10th-12th) with 149 students and a Head Start Pre-School program. Lisa is head of the Agricultural Science and Orientation programs at these schools. Lisa's long range plan with the outdoor space at the school campus is to renovate the current outdoor classroom garden, and incorporate sustainable landscape elements throughout the school grounds. Phases involved in this plan include: developing a master plan, designing and installing automated irrigation for the current garden and greenhouse, design and install sound and pollution barrier along Water St., designing and installing small scale aquatic habitat, seating area, compost work and demonstration area and design and plant small fruit production, propagation and pruning instruction area on the site.

The board discussed the possibility of taking on such a project. It was suggested to incorporate Cabrillo College horticulture students for possible landscape designs. After discussing the details of how to organize such a project, it was realized that the application process for chapter Community Service Projects be reviewed and revised. The board discussed the process that other chapters follow when choosing community service projects.

Items Discussed:

- Kelly handed out LEAF scholarship applications and Jessica agreed to hand out applications in Cabrillo College Horticulture classes. The deadline is April 1st.
- The Board discussed the 2009-2010 President position. The position will be open January 2009. The board is actively looking for someone to fill the president position for 2009-2010.
- Jerry Allison accepted the Public Relations Representative position and Mike Ruscoe accepted the Membership position for the Central Coast chapter.
- Kelly reviewed a letter sent by the 2008 CLCA State President, Peter Dufau detailing the CLCA Board of Director's endorsement of LCIS, Golden Oak and Birch Financial Services and the sales

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and servicing of insurance products and financial services they can provide for CLCA members. The board discussed having a future dinner meeting focused on these companies and the services they can provide our members.

- Kelly discussed a letter sent to all the chapter presidents detailing Human Resource Seminars offered by the CLCA via audio conference. Seminars are held over the phone and held from 12:00pm-1:00pm. The cost is \$35 per session. Please call SharonMcGuire for more info at (800) 448-2522.
- Kelly discussed a letter sent to her on changes to the current CLT test. As of June 1, 2008 a revised Certified Landscape Technician-Exterior (CLT-E) will be given by CLCA and all PLANET licensees to all new and existing candidates. For more info on these changes please refer to the CLCA website, www.clca.org.
- Natalain discussed some issues involving dinner meetings namely how to charge students who are interested in attending

dinner meetings. The board identified the following options: 1) to start a student chapter, 2) have Associate Members sponsor student members, 3) start a work study program, and 4) have an annual student job fair. The issue was tabled until Frank Niccoli attends the March board meeting.

- Leslie and Natalain discussed Beautification awards details. Mailers for sponsors are being created and two out of the three judges have been secured. Applications are posted on the chapter website, www.clca-cc.org.
- It was suggested by Tish that the Hospice community service project be submitted for the 2008 Humanitarian Award category in the CLCA State Trophy Awards.

The meeting was adjourned at 8:45pm.

Board Minutes: March 4, 2008

Roll Call

The meeting was called to order at 6:10pm. In attendance were Laurie Reily, Jessica Petrini, Dennis Rabe, Nikos Lynch, Tish O'Reilly, Kelly Shaeffer, Natalain Schwartz, Jerry Allison, Mike Ruscoe, Leslie Jaquith, Frank Niccoli, State Director of Resource Management and SF Bay Area chapter member and Kristen Burnahm a member of the SF Bay Area Student Chapter.

Items Discussed

- Kelly began the meeting asking the board if they would like to purchase 2 cases of wine with custom CLCA labels as thank you gifts for dinner meeting speakers. Wine was purchased last year and the board approved this request.
- Natalain discussed the February's dinner meeting with David Kato, Barry Elder and Dennis Rabe. The dinner meeting was well attended and the information was well received. Nikos suggested that for future dinner meetings the previously used phone tree be used to inform members on upcoming meetings and events.

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The Board agreed to call members with details on dinner meetings.

- Dennis talked about Supplier's Night on 3/25/08 at the Seascope Resort in Aptos. Dennis and Tish are finishing up the last details for the evening. There will be a Membership Table with membership applications and CLCA information. It was suggested that after each Supplier introduces him or herself, they raffle off their prize to help save time.
- The April 29th dinner meeting will be at the Crow's Nest in Santa Cruz and will feature Kevin Jefferies from Graniterock

Headquarters. The subject of his power point presentation will be "How to get paid but not get sued."

- Frank Niccoli and Kristen Burnahm discussed how the SF Bay area chapter started their CLCA student group and the things they have done over the years to keep the student group strong. They started their club at Foothill College 5 years ago. The student club not only provides opportunities for horticulture students to gain experience in the field but it also provides informal interview opportunities for CLCA members looking

for future employees. The SF Bay Area chapter provides money annually to the colleges where they have student groups. Frank listed some of the benefits he sees with having a local CLCA student group. They are: mentoring opportunities, job shadowing and internship opportunities as well as student help with chapter community service projects. The student club also holds 1-2 educational meetings a month. Frank offered to provide our chapter with their Student Club by laws. Kristen Burnahm, a current CLCA Student member discussed how the opportunities offered to her as a student member have given her job skills and networking opportunities she would not have been able to have had she not been a member. Nikos and Tish offered to start a dialogue with the Cabrillo College Horticulture Dept. on starting a local CLCA student club.

- Jerry discussed his new board position as Public Relations Representative. He is looking for ways to publicize the CLCA-CC in the Monterey/Hollister/Salinas area. He is also working on contacting local newspapers and magazines with press releases for the Beautification Awards. He will also invite local press to attend the Awards Banquet. Jerry will be a judge representing CLCA at the SF Flower and Garden Show. Jerry is also planning on submitting an article on the CLCA-CC that will accompany the print ad for the CLCA in Coastal Home and Garden.

- Jerry is also working on the CLCA Magazine Committee. The committee's goal is to publish a CLCA magazine in the spring of 2009 which would be funded in part by CLCA member's print ads as well as the CLCA Board of Directors. Each local chapter would have its own article talking about how business is handled in its specific area.

- Natalain, Tish and Leslie reported on the Beautification Awards and Banquet. Reminder postcards were sent out on 2/18 and applications are available on

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line at www.clca-cc.org. The chapter is still looking for associate members to sponsor decoration and food items for the banquet. Barry Elder has offered to be a liaison for sponsors. Barry will also be the M.C. for the banquet awards.

- Kelly reported that CLCA State is overhauling its awards process on both the state and local levels.
- Frank Niccoli discussed the CLCA Water Management Certification. The program is designed to train and test those in the industry on ways to lower and monitor water use on a given site. The standards set by the CLCA are one step ahead of the state government's water reduction laws. The guidelines for the Water Management Program are on the CLCA website, www.clca.org. This is a certification that will put its recipients one step ahead in the industry, and now is the time to start the process. The CLCA has special decals for those who have taken and passed the Water Management Program. The Board agreed to hold a dinner meeting focused on this topic.
- Natalain followed up on her idea for a chapter project that was presented at last month's meeting. Lisa Glick who presented the proposal, identified a few smaller projects that could be finished in a few days time. These projects were: install an automatic drip irrigation system for the existing planting beds and greenhouse, establish permanent pathways in the garden area, and pruning of the well established Eucalyptus and Liquidambar trees along Water Street. The Board agreed that this list of needs was more manageable and discussed ways to accomplish these needs. The topic will be discussed more at April's Board meeting.
- Tish offered her nursery space for a CLCA-CC BBQ. The board agreed that such a venue would be a fun place for a summer dinner meeting.
- Laurie presented the treasurer's report and the addition of two new advertisers for the newsletter.

The meeting was adjourned at 8:45pm.

It's Golf Tournament Season!

May 14: Santa Clara County Farm Bureau's Golf Tournament

San Juan Oaks Golf Club in San Juan Bautista. 9:30 a.m. Checkin, 11:00 a.m. Shotgun start. \$195 per player, includes golf, cart, shirt, lunch on the course, gourmet dinner in clubhouse, tee prizes and awards. Call: (408) 776-1684 or farmers@sccfarmbureau.org. Benefiting Farm Bureau Scholarships and Political Action.

July 10: LEAF Pink Ball Golf Tournament at Summer Meeting

Homestead Golf Resort, Midway, Utah. 6:30 a.m. Checkin, 7:30 a.m. Shotgun start. \$110 per player, \$400 per foursome. Call CLCA HQ at (916) 830-2780 or visit www.clca.us/summer. Benefits the LEAF scholarship funds.



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Reining in the Rain: Watershed-Friendly Low Impact Development Workshop

The California Coastal Commission; Center for Water & Land Use at UC Davis Extension; USC Sea Grant; and the Resource Conservation District of Santa Cruz County in Association with the U.S. Environmental Protection Agency (USEPA) will present a workshop on Watershed Friendly Low Impact Development: Site Design & Permeable Pavements for Stormwater Management on April 25. The workshop will be held from 9 a.m. to 4 p.m. at the Veterans Memorial Building, 846 Front Street in Santa Cruz.

What is Low Impact Development (LID)?

LID is gaining popularity as a better approach to stormwater management that seeks to control stormwater at the source, using small-scale integrated site design and management practices to mimic the site's natural hydrology. LID techniques

can help development meet water resource protection goals and requirements, while providing benefits to developers, property owners, and communities.

Workshop Focus

Learn about practical application, design, implementation, and maintenance of LID techniques, and their economic and ecological benefits, from industry experts and local practitioners with first-hand experience. Permeable pavement sessions will provide technical design information on how to use permeable asphalt, concrete, and pavers, in driveways, parking lots, patios, and sidewalks.

Topics Include:

Morning: Low Impact Development

- Resource-based land use planning
- Low Impact Development – the how's and the why's

- LID design: hydrology, soils, and sizing
- Stormwater management and LID in Santa Cruz County
- Incorporation of LID into State Water Board Programs

Afternoon (Two tracks to choose from):

Track A -- Permeable Pavements:

- Technical info on permeable asphalt, concrete, interlocking concrete pavers – design, installation, performance, pollutant removal, maintenance.

- How to use permeable pavements

Track B -- Implementing LID Locally:

- LID and stormwater in Watsonville
- Rain water catchment, efficient irrigation
- Rain gardens and bioretention
- Selection, design and maintenance of BMPs for LID

Registration required by April 13, 2008

Registration Fee \$40 (includes lunch)

Register at: www.firstclassconferences.com

For more information: Angie Stuart,
Resource Conservation District of Santa
Cruz County (831) 464-2950 x22 or
astuart@rcdsantacruz.org

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CLCA Family Fun in Summer Paradise

The Canyons Resort, Park City, UT

This year's CLCA Summer Meeting at The Canyons Resort in Park City, Utah is jam-packed with fun activities to match everyone's tastes — whether you prefer enjoying your vacation with family and friends by land, by water, or by air in high-flying adventures!

Park City is the home of the world-famous Sundance Film Festival, and hosted many of the events during the 2002 Winter Olympic Games. The Canyons is the closest Park City resort to the Salt Lake City International Airport, and close enough to enjoy all the nightlife, dining (over 100 restaurants) and shopping that Park City has to offer — all within minutes of the resort.

Summer Amenities and Activities

- Adventures on the ground: Hiking (9 trails to choose from), mountain biking, horseback riding, ATV off-roading, golf (three local courses), Saturday night con-

certs.

- Fun in the water: Swimming at The Canyons, as well as kayaking and rafting on the local rivers.
- Excitement in the air: Helitours, hot-air ballooning, and The Canyons' signature Scenic Gondola Ride (don't miss this one!).
- The 4th Annual Park City Food & Wine Classic also will be running during the CLCA Summer Meeting, with events and a relaxed atmosphere in which novices and experts alike can sample fine wines from around the globe, taste culinary creations from the region's finest chefs, as well as enjoy vintner's dinners, live jazz and auction.
- www.TheCanyons.com

Keynote - Paul Johnson: Triumphing from Trouble in Tough Times

Tough economic times are inevitable, but the impact on your business isn't! In fact, a down economy can bring unique opportunities to enhance your profits and position yourself at a competitive advantage when things turn around — which they will. The solution is to allow yourself and your employees to do things that the competition is likely afraid to do, and have fun.

On July 10, at CLCA's Summer Meeting, keynote speaker Paul Johnson will share Strategies to Triumph from Trouble, and show you how to quickly defeat conventional mindsets so that your business will not only survive, but thrive and prosper in any economic climate.

Information

For more information or to register for CLCA's Summer Meeting, visit www.clca.us/summer or call CLCA HQ at (800) 448-2522.



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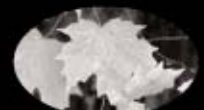
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Calendar of Events

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 25, Watershed Friendly Low Impact Development: Site Design & Permeable Pavements for Stormwater Management. 9 a.m. to 4 p.m. at the Veterans Memorial Building, 846 Front Street in Santa Cruz. See page 12.

April 29, Chapter Dinner Meeting. Crow's Nest, Santa Cruz. How to Collect

and Protect Your Money. 5:30 pm. no host cocktails, 6:30 pm. dinner. See p. 1.

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 14, Santa Clara County Farm Bureaur Golf Tournament. San Juan Oaks Golf Club. See page 11.

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 www.clca.us/summer. See page 13.

July 10, 7:30 a.m. LEAF Pink Ball Golf Tournament, Homestead Golf Resort, Midway, Utah. See page 11.

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.

September 12, Central Coast Chapter Golf Tournament. San Juan Oaks Golf Course, San Juan Bautista

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



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