

The Seascape

Central Coast Chapter of the California Landscape Contractors Association

JUNE 2008



June 18-19, 2008:

Central Coast Chapter Community Project

The Central Coast Chapter board of directors has chosen New School in Watsonville as a chapter community project. Work on the first phase will be completed on June 18 and 19.

New School is a continuation high school for very at-risk kids. Through the installation of a vegetable garden, the chapter hopes to teach the students about the green industry. The vegetable garden will hopefully be used as part of the school's culinary summer school course. New School is located at: Pajaro Valley Community Day High School, 165 Harkins Slough Road, Watsonville, CA 95076

The project entails building vegetable bins and installing irrigation stub-outs for these bins. Material donations of plastic pipe, fittings, and topsoil blend are being sought. Several people with irrigation and carpentry skills will also be needed.

In addition to this project, the chapter is also planning a design and sustainable landscape for the entire site. Anyone interested in working on the vegetable garden or on the entire landscape project should contact Nikos Lynch at 831-818-3184.

July 19, 2008:

Beautification Awards at Chaminade

By Jerry Allison, Jerry Allison Landscaping

This year, more than any other year, landscapers need to get together to celebrate the beauty we bring to the world. In a time of incredibly fierce competition, when everyone is fighting for the little business there is in this market place, we need to get together, enjoy each other's company and the fruits of our labors. Whether or not you submitted a project for an award, it is important that we all come together in our shared interest in great work, good friends and camaraderie. The awards banquet is a bit later this year and will be held at Chaminade, up the hill behind Dominican Hospital. The food is always great at Chaminade, the weather should be wonderful and it is always interesting to see the projects that the talented contractors in our community put together.

So, put aside the worries of the economy and share in the joy that creating works of art brings to our community and to your soul. Make this a reunion of the CLCA landscaping family, and let's have fun celebrating the great things we do and the creative spirit that keeps our souls nurtured. Don't just think about coming - make it a priority. See page 7 for all the details, and come celebrate with us!



California Landscape
Contractors Association

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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 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
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2005 – Nikos Lynch
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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
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1975 – Don Ross
1974 – Ray Sumida
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President's Message

Outdoor Design Trends for 2008

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



Recent studies reveal that homeowners are no longer content with just the outdoor kitchen. Homeowners will add entire great rooms outdoors in 2008 according to a survey of leading members of the American Society of Landscape Architects (ASLA). Clients will focus on low maintenance landscapes, stormwater runoff, and creating "great rooms" that incorporate the living room, dining room, and kitchen for family gatherings and outdoor entertaining. Outdoor kitchens and fire pits will continue to be popular requests.

I feel this shift when meeting with potential clients. The goal is to engage them in how the landscape will impact their lives and provide a place to unwind and connect with family and friends. Similarly, our websites should focus on engaging the potential client emotionally rather than being purely informational. It sells better.

David Kato of Katoscapes, during his presentation at our February meeting, said he develops a relationship with the land and tries to activate the 'heart center' of the property and within himself so the completed project is more powerful. Our skills and expertise are essential, however, the design practically develops on its own

if you pay keen attention to the land and to the client's needs.

Landscape architects anticipate a revival of the garden. Lawn maintenance costs—especially irrigation—will lead homeowners to consider water-saving features and less of the traditional grass lawn. Instead, gardens will increase in prominence while incorporating more native and drought-resistant plants. These same features can also make a home's landscape significantly more sustainable.

Low-maintenance landscapes that utilize native and drought-resistant plants and other techniques to lower irrigation costs will increase by utilizing the tools and best practices for designing energy efficient, environmentally friendly landscapes. Almost every client I meet has the desire to grow and harvest their own vegetables, fruits and herbs. Now if we could only convince them to lose the lawn!

REMINDER: Effective July 1st, 2008 the law takes effect that motorists caught chatting on a cell phone without a hands-free device will be slapped with a \$20 fine for the first offense and \$50 for repeat offenses.

Announcing the 2008 Smart Gardening Faire

The Monterey Bay Master Gardeners will hold the second Smart Gardening Faire on June 21, 2008, in Scotts Valley Skypark. Mark your calendar: that's the first day of summer in 2008.

The Faire will be a free admission, educational event about "Smart Gardening," which suggests sustainable gardening and landscaping for home gardeners. The theme for this year, "The Water-Wise Garden," focuses our thoughts on water conservation during this drought year. The Faire will include:

- A series of speakers addressing aspects of Smart Gardening;
- Expert demonstrations of smart gardening practices;
- Informative and educational exhibits, and sales of goods and services, conducted by local groups in exhibit tents clustered on Skypark's grassy fields;
- Activities for children and families;
- Vendors of healthful food and entertainment to add to the festive atmosphere.

The Central Coast chapter will be sharing a booth with Pacific Groundcover & Nursery. We will be greeting the public, answering questions and handing out CLCA information on the importance of hiring a licensed landscape contractor. If you would like to help out at the fair, contact Kelly Shaeffer at (408) 314-2668.

For more information, visit www.smartgardening.org/SmartGard/index.html

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Legislative Conference and Grass Roots Training a Learning Experience

By Jerrie Beard, Seascape Editor

On April 22, approximately 40 CLCA members gathered at the Sheraton Grand in Sacramento for the annual Legislative Conference and Grassroots Training. These members were ready to refine their communication skills, become familiar with the issues affecting the green industry at the state level, and make connections with their state representatives.

The group quickly connected with the first guest speaker, Assemblyman Hector de la Torre from Los Angeles. One of his pet issues is making better use of recycled/reclaimed water in the landscape and in industry. He noted that areas of California currently have the capacity to process this water, but the infrastructure is not in place to deliver it to where it can be used. Assemblyman de la Torre is involved with legislation to encourage parallel piping into residential and industrial areas as well as community parks.

Cathy Mesch, Grassroots Coordinator for the California Chamber of Commerce, shared the following insight on grassroots efforts: Of the 644,000 people who make up a district, usually about 50,000 register to vote. Of those, perhaps 20,000 support an issue or a candidate, and only 2,000 of those are actively involved in the election whether by putting up signs of passing out literature. The inner circle of about 400 people are the ones who are passionate about the process, have a relationship with

the candidate and who voice their opinions to the representative. She encouraged those in attendance to become part of that inner circle.

According to Mesch, grassroots goes beyond forming that all important relationship. It also involves getting friends, neighbors, family and community members involved.

Parke Terry, CLCA's lobbyist in Sacramento, noted that this is an important election year at the state level. Half of the Senate seats and all of the Assembly seats are up for re-election in November. This, he said, presents an excellent opportunity to get involved in the campaign of your candidate to further build a relationship.

Robert Wade, CLCA's Director of Legislation, introduced Senator Lou Correa. Bob explained how he has built a relationship with the senator through various meetings and by inviting him to the chapter's Holiday Party. The Senator attended the party and now Wade and his chapter have a good connection to the state senate through Senator Correa.

To aid participants in their meetings with representative on the following day, CLCA prepared position papers on the following issues:

- Unlicensed Contracting Enforcement (AB2412 Eng): Provides for tougher penalties and vigorous enforcement of laws prohibiting unlicensed contracting.

Increases fines for repeat offenders and requires the criminal courts to order a person convicted of unlicensed contracting to return money received from a property owner for any work performed.

- Immigration Reform (AB2076 Fuentes): Prohibits state or local government agencies from requiring employers to use the current Basic Pilot/E-verify program as a condition of receiving a public works contract or local business license.
- Water Conservation (AB2882 Wolk): Authorizes public agencies to employ allocation-based water pricing as a means of promoting water conservation.

In addition to these papers, members of the CLCA Legislative Committee demonstrated how a meeting with a representative might proceed. Barbara Alvarez as Assemblymember Mimi Walters and Frank Manocchio as Senator Jim Battin, "met with" Pete Navarro, Steven Kinzler, Jon Alsdorf and Robert Wade to discuss various issues showing participants how to handle certain situations that might arise while speaking with a representative.

CLCA wrapped up the afternoon session with a fabulous dinner at McCormick and Schmicks. CLCA was joined by other contractor groups and by guest speaker Tom McClintock who presented his ideas on the state's budget.

On the morning of April 23, participants joined members of the Construction Industry Council at the Sacramento Convention Center for the Legislative Conference.

The green industry and the construc

(continued on page 6)

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tion industry face many of the same issues and challenges including the lack of a skilled workforce. In answer to this, Senator Torlakson has sponsored SB672, the Career Technical Training bill. This bill proposes to increase the high school graduation requirement by requiring students complete two career technical education courses to receive a high school diploma.

Another key to maintaining a workforce in these industries is immigration reform. Tamar Jacoby, the leading conservative voice on immigration reform and founder of Immigration Works USA (www.immigrationworksusa.org) provided her insights on this issue. Immigration Works USA was developed for the purpose of educating the public about immigration issues and to create a grassroots network of businesses to speak out on immigration issues. The group has helped bring together coalitions of businesses in many states, helping them to push back immigration legislation that would have been harmful to business.

Ms. Jacoby said she felt immigration reform has not yet succeeded because the constituency is not behind it. "The politicians 'got it'," she said, "but could not get behind the legislation because they did not hear enough positive feedback from the voters. Businesses need to speak out to show how immigration affects their businesses and livelihood."

Assemblymember John Laird shared information on the outlook for California's future in regard to water:

- Residential housing constitutes 31% of the water use in the state with 60% of residential use for outdoor irrigation.
- The population of California is expected to grow by 20 million in 20 years.
- California temperatures will warm over the next 20 years, reducing the snowpack.
- If the drought on the Colorado River continues, Lake Mead may dry up.
- Reduce, recycle, reuse of water has sustained a growing population on the same amount of water for 20 years.

In an effort to encourage future water

conservation efforts, Assemblyman Laird authored AB4220 which would prohibit receiving grants for planning additional water supply sources if there are not good water conservation practices in place. The bill seeks a 20% reduction in urban water use per capita by 2020, and is starting to pick up support from agriculture and the building industry. Assemblyman Laird stressed that conservation needs to be part of the solution in addition to storage, ground water, and reclamation.

Following lunch and armed with this new found knowledge and a folder full of position papers, attendees made the short walk across the street to the Capitol to meet with their representatives. After traversing the crowded and lively halls of the Capitol, many were greeted by staff aids, while a fortunate few were able to meet directly with their elected officials. It was a great learning experience for all and a great first step toward further relations with their representatives.



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CLCA Comments on DWR Model Water Ordinance

CLCA's verbal and written comments on the proposed model ordinance expressed support for the need to update the document as well as optimize water efficiency in urban and suburban landscapes. They also noted that the proposed update has the potential to change the practices of property owners, local agencies and the landscape industry in major ways.

CLCA stated that one particular aspect of the proposed regulation, dropping the evapotranspiration (ET) adjustment factor from .8 to .7 of reference evapo-transpiration (ETo), would be challenging for our industry. We pointed out that lowering this number is controversial among our membership, that reasonable landscape professionals disagree on its impact, and that we are not entirely convinced that property owners could achieve this goal without significantly limiting the choice of plant palette that was envisioned by the original model ordinance. Nevertheless, we expressed our conclusion that our members could adapt to designing and installing landscapes with a lower ET adjustment factor if most of our other concerns about the draft document were addressed.

The written and verbal comments pointed out many concerns, some of them relatively small and technical in nature. However, we made our major concerns clear.

The association's biggest concern is DWR's application of the model ordinance to residential properties with as little as 2500 square feet of landscaped area.

CLCA argued that this would be too costly and complex for homeowners. As a result, many would choose not to make landscape renovations that would save water, have the work performed by unlicensed and unqualified persons, or simply circumvent the permit process, which triggers the application of the draft model ordinance.

CLCA also stated its belief that the draft does not adequately address major weaknesses of the current ordinance, inadequate enforcement of the required water budget after project completion and a lack of integrated enforcement efforts between cities or counties and water suppliers. CLCA further asserted that the landscape maintenance and auditing requirements in the proposed update would accomplish very little to ensure that new or renovated landscapes would actually be irrigated under the required water budget. These defects can only be remedied by applying a water conservation rate structure that rewards customers for living within a water budget.

Finally, after pointing out that the proposed update requires a great deal of paperwork and hoop-jumping, CLCA urged DWR to remove any and all unnecessary obligations from the draft that may not result in a clear water conservation benefit.

More Information

A complete copy of CLCA's written comments can be found online at www.clca.us/t/modelord.pdf.

The draft update can be found on DWR's website at: www.owue.water.ca.gov/landscape/ord/updatedOrd.cfm/

California Passes Cell Phone Law

California Governor Schwarzenegger has signed legislation that prohibits the use of handheld mobile phones while driving in the state.

Effective July 1, 2008, the legislation prohibits drivers from using a wireless telephone while operating a motor vehicle unless the driver uses a hands-free device. Drivers who violate the law will face a base fine of \$20 for a first offense and \$50 for each subsequent offense.

The law allows drivers to use a wireless telephone for emergency purposes, drivers of commercial vehicles to use push-to-talk phones until July 1, 2011, and allows drivers of emergency response vehicles to use a cell phone without a hands-free device.

Special Provisions for Novice Drivers: Prohibits any mobile device use by any driver under age 18. Emergency calls are exempted. (Effective 7/1/2008)

Other Restrictions: Use of cellular phones while driving a school or transit bus is prohibited. Rental cars with cellular phone equipment must include written operating instructions concerning its safe use. Effective 7/1/2008, all drivers must use hands free device, except for emergencies, and drivers of emergency response vehicles (commercial vehicle drivers exempted from requirement until 2011).



Congratulations!

Jeff Calhoun of FX Luminaire and his wife, Meghan have a new baby!

Abigail (Abby) O'Brien Calhoun
May 12, 2008
7lbs. 5oz, 18.5 inches.

July 19 Banquet:

It's Coming! The 23rd Annual Central Coast Chapter Beautification Awards

Join us on July 19, at the Chaminade Resort & Spa in Santa Cruz for the 23rd Annual Central Coast Chapter Beautification Awards Program.

With breathtaking views of the Monterey Bay and miles of native woodland, the historic mission-style resort at Chaminade offers luxury, comfort and dining excellence, and is sure to make this awards program one to remember.

The evening will begin with cocktails and plenty of time to mingle and network with fellow chapter members before a sumptuous dinner. The Awards Show will then open with a Spectacular Video Extravaganza. This will be an awesome event, so plan to attend whether you entered projects or not. This is your opportunity to see just what your peers have been up to all year, and to take notes for next year's competition.

Awards Schedule

- 6:00-7:00 pm Cocktails/Appetizers
- 7:00-7:45 pm Dinner
- 7:45-9:00 pm Awards
- 9:00-10:30 pm Cocktails/Dancing/Music

Menu

All entrees include a dinner salad, seasonal accompaniments, bread and butter, Chefs dessert, choice of tea and coffee.

- Stuffed pork loin- Dried cherry rosemary glaze
- Chicken breast stuffed with spinach - Mushroom Marsala glaze
- Seared Mahi Mahi- fruit salsa

Cost

\$75.00 per person, \$65.00 per person for 4 or more from the same company, \$85.00 per person at the door.

Information

Contact Natalain Schwartz, (831) 763-2002 or natalain@aol.com.

Treasurer's Report

by Laurie Reily, Treasurer

April 2008

Opening Checking Balance:	\$27,404.21
Income:	\$3,834.50
Dinner Meeting	\$40.00
Newsletter advertising	\$987.50
Membership Night	\$2,807.00
Disbursements:	\$1,182.64
Board Meeting	\$176.21
Dinner Meeting	\$421.43
Other Pub/Banner	\$585.00
Ending Checking Balance:	\$30,056.07

Welcome New Members

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

- Mitch Arnesen
Branching Out Landscapes, Aromas
(831) 915-7558

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

Members are encouraged to submit a profile on their business. Email to Jerrie Beard at jsb@beardassociates.com.

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Board Minutes

Reported by Jessica Petrini

May 6, 2008

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

Roll Call

In attendance were Kelly Shaeffer, Tish O' Reilly, Laurie Reily, Steve Mc Donald, Jessica Petrini, Dennis Rabe, Jerry Allison and Leslie Jaquith.

Chapter Business

- Kelly began the meeting with membership news. Our chapter's newest C-27 member is Mitch Arnesen with Branching Out Landscapes.
- Kelly discussed The Smart Gardening Fair at Sky Park in Scotts Valley June 21. The chapter will have booth space at the Pacific Ground Cover & Nursery booth.
- The May dinner meeting will be May 27,

at Pacific Ground Cover and Nursery. The event will begin at 5:30 p.m. and Ewing Irrigation will BBQ chicken and tri tip and provide all the fixin's. The cost is \$30 per person.

Chapter Project

- The board discussed the chapter service project. The chapter will be constructing vegetable beds and installing irrigation stub-outs for the school's Culinary Arts summer school program. The work days are scheduled for Wednesday, June 18, and Thursday, June 19. Jerry Allison will be contacting The Pajaronian and The Santa Cruz Sentinel. There will be more info in the June newsletter.
- The board briefly talked about the application form Dennis created for potential Chapter Service projects. The form will be posted on the chapter's web site. Requests will be due by the end of the year.
- Kelly discussed entering the Hospice Chapter project for the CLCA State Humanitarian Award. The entry deadline

for State Trophy Awards is July 18, and judging is in August.

Beatufication Awards

Dennis received 40 entries for the Beautification Awards by the deadline of May 6. The board briefly discussed last minute details of the judging days. Tish has sent out sponsorship letters to various businesses, and Jerry will contact local newspapers and provide info on the awards and banquet. Leslie will follow up with programs and invitations.

New Business

- Dennis asked the board to consider having the Central Coast Chapter be a Silver Sponsor for the Water Smart Garden Contest. Sponsorship cost is \$500. The board approved the sponsorship.
- Laurie presented the treasurer's report. Please see details in newsletter.

The meeting was adjourned at 8:00pm.

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Monterey judge orders halt to moth spraying until full study is conducted

By Julia Reynolds - Medianews, Santa Cruz Sentinel, May 13, 2008. By permission.

MONTEREY -- Echoing a recent Santa Cruz County ruling that tossed a wrench into state efforts to eliminate the light brown apple moth, a Monterey County judge on Monday ordered a halt to aerial spraying over populated areas until a full environmental report is completed.

The decision could delay for a year the spraying of pheromones aimed at eradicating the moth, said David Dilworth, whose organization Helping Our Peninsula's Environment backed a lawsuit that led to the judge's decision.

Last week, an attorney for HOPE argued that an emergency exception that allowed the state to spray areas of the Central Coast was not justified.

Superior Court Judge Robert O'Farrell appeared to concur with that opinion Monday, saying "The court finds that the claim of 'emergency' is not supported by substantial evidence."

Although officials for the California Department of Food and Agriculture declined to comment late Monday, state Agriculture Secretary A.G. Kawamura said in a statement that the state would try to combine the case with a Santa Cruz County decision when it files an appeal with the Sixth District Court of Appeals in San Jose.

"We are disappointed in the judge's decision and plan to appeal quickly," Kawamura said.

"The light brown apple moth infestation is, in fact, an emergency that threatens our nation's food supply and our state's environment," he said, defending the spraying program as an "environmentally sound eradication project."

The Monterey County decision is similar to one issued last month by Santa Cruz County Judge Paul Burdick, who also ordered the state to finish an environmental review before spraying again in that

county.

Burdick said the state did not prove that the invasive moth poses an immediate threat to life or property.

Because the emergency had allowed the state to proceed with aerial spraying before undergoing an environmental impact report, the two judges' decisions now halt the spraying in both counties until the review is completed.

California began aerial spraying of the synthetic pheromone Checkmate over Monterey and Santa Cruz counties in fall 2007 to fight the light brown apple moth. The spray is designed to confuse male moths, preventing them from mating.

Dilworth said an agriculture official told the court last week the environmental report would likely not be completed until January. Dilworth surmised that since the state this year avoided aerial application during winter months, spraying would not likely start until spring 2009.

Application had been scheduled to resume in June and expand this summer to more counties in the San Francisco Bay Area. But Gov. Arnold Schwarzenegger recently suspended spraying until testing

of eye, inhalation, respiratory and other potential irritants -- known as the "six-pack" toxicology test -- is complete, re-setting the earliest spray date to August. The testing, which is being conducted at an independent lab in Texas, was requested by the U.S. Department of Agriculture in a move to quell public concern over the spray's safety.

Hundreds of people have reported some type of illness during and after the spraying, though scientists hired by the state have not linked their complaints to the synthetic pheromone application.

Dilworth said HOPE last week offered a case settlement that was rejected by the agriculture department.

"We said we'll allow you to do non-spraying, non-toxic alternatives," he said. Those alternatives included targeted sticky traps, he said, as well as other methods that HOPE might "sign off on."

As the ruling stands, the state is still free to proceed with ground-level pheromone or chemical pesticide applications, alternatives that officials have said they are considering.

"The judge gave us the win, but he only stopped the aerial spraying," Dilworth said. "He did not stop the ground applications of anything."

Contact Julia Reynolds at 648-1187

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August 8 – Sacramento

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Summertime Madness Reigns

*The Canyons Resort, Park City
July 9-11, 2008*



*By Debilyn Kinzler,
2008 State Women's
Auxiliary President*

It seems like just last week we were stompin' grapes in Napa Valley together, yet headquarters

has called me to ask what the Women's Auxiliary fundraiser is going to be at the CLCA Summer Family Extravaganza in July. Surely it can't be time for the summer meeting already!

This year, the Summer Family Extravaganza is going to be held at The Canyons Resort in beautiful Park City, Utah, July 9-12. This wonderful mountain town is home to amazing ski resorts, quaint local eateries and beautiful foliage throughout the streets and slopes as well as being home to the world-famous Sundance Film Festival, and hosting many of the events during the 2002 Winter Olympic Games. I have only been to Park City on one other occasion -- many years ago when I was much younger and much more able to ski effortlessly down the mountain. Luckily, the meeting is being held in the summer, so I won't have to worry about the whole skiing, or should I say falling, down the mountain thing.

In recent years, the Women's Auxiliary annual fundraiser has grown to be a huge supporter of LEAF as well as a fantastically fun event. Last year we had barrels of fun with Cabernet Chaos in Santa Rosa. The year before was our Casino Night in San Diego. Each year, the night turns out to be an opportunity for socializing as well as

team building and fundraising. This year promises to be no different. As I discussed the event with various WA members, we thought why not put together something crazy with an extreme amount of fun.

Plans are well underway for "Obstacle Madness", and it is looking like it just might exceed last year's level of fun-ness. The fundraiser will take place on July 11, 2008, at the Canyons in Park City. There will be a silent auction, cocktails, dinner together with dancing and an interactive obstacle course that is sure to drive you mad with laughter.

We are feverishly working to collect donations for our auction. If you would like to make a donation of goods or services, please contact Wendy Emeterio at wemeterio@slmlandscape.com or myself at dkinzler@sklandscape.com or (818) 345-0492. That said we are also looking for people to help with the event planning. If this is your area of expertise, get in contact with one of us. We welcome new ideas and new faces.

An advertisement for Ewing Irrigation. The background is a close-up of a textured surface, possibly a lawn or field, with the word "EWING" repeated in large, bold, black letters, some of which are partially obscured or faded. In the top left corner, the text reads: "The Path of Least Resistance is our business model. Find out how we support you every step of the way. www.ewing1.com". In the bottom right corner, there is a logo that says "your source for conservation solutions" next to the word "EWING" in a large, bold, sans-serif font.

The Women's Auxiliary fundraiser is only one of the great activities you will be able to take part in at the Summer Meeting (and, in my opinion, the best one). Park City is full of fun things to do including:

- Hiking (9 trails to choose from), mountain biking, horseback riding, ATV off-roading, golf (three local courses), Saturday night concerts at the resort.
- Swimming at The Canyons, as well as kayaking and rafting on the local rivers.
- Helitours, hot-air ballooning, and The Canyons' Scenic Gondola Ride.
- The 4th Annual Park City Food & Wine Classic also will be running during the CLCA Summer Meeting.
- The Canyons operates a cheerful, state-licensed daycare center in the Grand Summit Resort Hotel. For reservations (required): 435-615-8036.

Chuck Wagon Ride and Dinner

Of course, CLCA has planned family friendly events for your enjoyment as well. The Chuck Wagon Ride and Dinner will allow you to step back in time and enjoy a cowboy evening full of food, drink and

down-home country fun. A horse-drawn wagon ride will deliver you to a cowboy village where "Cooky's" Chuck Wagon has dinner waiting. Enjoy a gourmet western buffet, live mountain music performed by 'Open Range', cowboy story telling, western games and true cowboy atmosphere.

Golf Tournament

Of course, no CLCA Summer event is ever complete without a round of golf. The 18-hole championship Homestead Resort Golf Course is tucked up against the Wasatch Mountains, providing a beautiful backdrop for play. The front nine takes you up a mountain slope for fantastic views of the Heber Valley and surrounding mountains. The back nine meanders through the picturesque Snake Creek Valley. As always, the golf tournament will benefit LEAF scholarship funds.

Keynote - Paul Johnson: Triumphant from Trouble

And, finally, getting down to some business issues, CLCA, with the help of LCIS, will present keynote speaker Paul Johnson

speaking on how to pull your business through tough economic times. Mr. Johnson will show you how a down economy can bring unique opportunities to enhance your profits and position yourself at a competitive advantage when things turn around. The solution is to allow yourself and your employees to do things that the competition is likely afraid to do, and to have fun in the process.

On July 10, Paul Johnson is going to get you into trouble too, because that's where the "secret" lays in rapidly growing your profits in any economy.

Johnson is the author of "Let Your Customer Sell You" and "Shortcuts to Raving Reference Letters," and co-author of "Fantastic Customer Service Inside and Out." His long list of clients includes ADP, Nortel Networks, AutoNation, Giant Eagle, Akzo Nobel.

For more information on the Summer Meeting, visit www.clca.us/summer, call CLCA HQ at (8110) 448-2522, or watch for registration materials in the mail.



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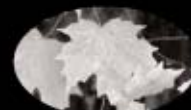
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Calendar of Events

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 9-11, Cabrillo College Plant Sale, Cabrillo College, 6500 Soquel Dr., Aptos.

May 14, Santa Clara County Farm Bureaur Golf Tournament. San Juan Oaks Golf Club. See page 10.

May 27, Chapter meeting. 5:30 p.m. Pacific Ground Cover & Nursery, 2440 Mattison Lane, Santa Cruz, CA 95062. BBQ dinner and tour of the nursery.

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 14, 6:00 p.m., CLCA San Francisco Bay Area Chapter Awards Banquet.

University Club, Palo Alto. Contact Bob Kirtley, bob@rakirtleylandscape.com.

June 21, 9 a.m. to 4 p.m. 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.

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

July 19, Chapter Beautification Awards, Chaminade Resort & Spa, Santa Cruz. See page 7.

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

August 9-10, Water Smart Garden Tour. See www.smartgardening.org.

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.

October 7, San Francisco Bay Area Chapter Golf Tournament. Spring Valley Golf Course, Milpitas. 11:30 a.m. registration, lunch and pre-game activities. 1:15 p.m. shotgun start. Contact Nanci Wilbourn at (408) 297-7422.

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

November 19-22, CLCA State Convention. Kona, Hawaii. Visit www.clca.org, or call (800) 448-2522.



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