

The Seascape

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



President's Message

Ours is a Service Industry

by Nikos Lynch, President



What is a landscape, anyhow? I had a client recently tell me how much she appreciated having her garden done, as it provided a haven for her as she struggled with the illness of her father. Having a garden, for her, meant a respite from cares. The father quietly oversaw the construction of the garden when he was healthy enough to come outside. In this situation, a garden helped to provide a setting to bring the family together. It also supplied a location for quiet reflection as the family went through changes. I am becoming increasingly satisfied with the opportunities this industry provides to minister to the needs of people.

This comes after a struggle with trying to

find purpose in my business. I wondered if being an entrepreneur was supposed to be my path. I thought, "Why not let someone else fill the role of boss for a while and let me just be a good foreman or installer?" Not everyone is willing to be the boss, though. It means thinking beyond our own needs and to the needs of the families our businesses support.

We CLCA contractors have taken a position of responsibility. It is our role to act as leaders. Recognizing this, I want to learn to temper any sternness towards my employees with kindness and caring. This has been another struggle. How do I tell people when they are not effective at work without coming across as sarcastic or angry? I think part of the answer lies in the fact that some of our employees should not continue to be employed by us. They are better suited for some other job. The ones who do stay with us deserve guidance blended with mutual respect.

I have been shown a great example of what altruism is by being involved with everyone in the CLCA. I see God at work

—cont'd on page 6



July/August 2006

I N S I D E

Chapter & State Directory	2
June Treasurer's Report	3
May Board Meeting Minutes	3
Chapter Beautification Awards	4
Seascape Classifieds	5
Calendar	6
Advertisers Index	7

Chapter Golf Tournament
Wednesday, September 13
San Juan Oaks Golf Club
Hollister

2006 CLCA Central Coast Chapter Directory

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Chapter Golf Tournament
Wednesday, September 13th
San Juan Oaks Golf Club
Hollister



Treasurer's Report

by Laurie Reily, Treasurer



June, 2006

Opening Balance: \$32,587.14

Receipts:

Newsletter Advertising	\$60.50
Awards Dinner	\$2,500.00
Awards Sponsorship	\$225.00
Seminars	\$240.00
Total Receipts:	\$3,025.50

Disbursements:

Board Meeting	\$85.00
Postmaster–Newsletter	\$500.00
M/O Graphics–Newsletter	\$1050.17
Print Smith–Newsletter	\$1,163.94
Awards	\$3,356.12
Awards Dinner	\$230.00
Seminars/Trade Shows	\$91.80
LEAF Fund	\$100.00
Total Disbursements:	\$9,499.10

Checking Balance: \$28,113.54

Savings Balance: \$7,228.93

Board Minutes

by Jessica Petrini, Secretary



May 2, 2006

Call to order at 6:30 pm by Nikos Lynch. In attendance were Kelly Shaeffer, Dennis Rabe, Nikos Lynch, Mike Partida, Jessica Petrini and Gregory Miller.

The April board meeting minutes were read and approved.

Kelly Shaeffer gave the events report. May 11th is the CLCA San Francisco chapter monthly dinner meeting. Central Coast members are organizing a group to attend since there is no May Dinner meeting for the Central Coast chapter.

The dinner meeting for June is the Beautification Awards on 6/23. There are no local dinner meetings in July and August. The CLCA State Family meeting is in San Diego, July 12th-15th. September,s meeting is the annual Golf Tournament. October 24th,s dinner meeting will feature Bill Schnetz from the CLCA Board of Directors. He will talk about motivational tactics and the San Francisco and San Jose chapter members are invited. Location and prices are still being discussed. There is no meeting in November and December,s meeting is a Christmas party with C.A.N. (Calif. Assoc. Of Nurserymen).

Dennis presented the Awards report. As of 5/2 there were 30 separate entries.

Gregory Miller of Green and Growing Landscape gave a report on the Hospice of Scotts Valley Community Project. The lumber donations have been difficult to acquire. Big Creek Lumber is offering to take individual donations from CLCA members for the project,s lumber needs. Please contact Michelle Samis of Pondsaway (1-800-353-4957) or Regan Barry of Coastal Evergreen Landscape(831-438-4747). Ki Bowman Gregory Miller are designing a flyer to put in Big Creek Lumber's retail store as well as other landscape

—cont'd on page 10

Central Coast Chapter Beautification Awards 2006

by Kelly Shaeffer, Chapter Event Coordinator, (408) 314-2668, kelly@plantproviders.net

The CLCA Central Coast Chapter hosted its 21st Annual Landscape Beautification Awards on Friday, June 23rd at the San Juan Oaks Golf Course in Hollister. The Master of Ceremonies, Chris Elliott of Aqua-Green Landscape & Irrigation, entertained and delighted the crowd of 80 while announcing the winners in each category.

The Beautification Awards recognizes excellence in landscape construction and maintenance. This was a great opportunity to see the work of fellow chapter members and learn new ideas.

Fourteen companies walked away with honors in a variety of categories. The Sweepstakes Award as well as the Excelsior Award (first time entry) went to **GB Horticulture** for the Costa Residence.

Many thanks to our judges - **Scott McGilvray** of Jensen Corp., **John Linn** of Petalon Landscape Management, Inc. and **Steve McGuirk** of Madrone Landscape Group

- who took time out of their busy schedules to judge all 45 entries.

Thanks to the generous support of our sponsors – without them this event would not be possible: **Hydro Turf, Inc., Hunter Industries, Delta Bluegrass Co., Borderlines, Plant Providers, A-G Sod Farms, The Grass Farm, B & B Small Engine Repair, Abbott's Pro Power, Greenfield's Turf, Inc., Landscape Contractors Insurance Service, Eco Turf, Tractor Equipment Sales, Pondsaway, Inc., Graniterock Company, FX Luminaire, MP Rotator and Ewing Irrigation Products.**

Special thanks to the following:
Chairman and Master of Ceremonies: **Chris Elliot**, Aqua-Green Landscape & Irrigation

Powerpoint Presentation: **Valerie Elliot**, Aqua-Green Landscape & Irrigation
Awards Coordinator: **Dennis Rabe**, Graniterock

Banquet Facility: **Fran Halstead**, Delta Bluegrass

Photography: **John Bass, Jeff Calhoun**, FX Luminaire

Decorations: **Steve & Heidi McDonald, Tom Reily, Kelly Shaeffer, Nikos Lynch**

Lighting: **Barry Elder**, Ewing Irrigation Products

Plaques: **Brinks Awards and Signs**

Table Flowers: **Soquel Nursery Growers** and **Jessica Patrini** of Ecoturf

Drivers: **Dennis Coates, Karen Hudman, Dennis Rabe** and **Kaitlyn Trask.**

Would you like a duplicate copy of an award for your client? Contact Brinks Awards and Signs in Santa Cruz at (831) 426-2505. The cost is approximately \$80 each.

Participation is key to success in any chapter of the CLCA. We look forward to seeing you and your entries at next year's Beautification Awards.



2006 Central Coast Chapter Partners

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

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

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

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GARDEN FEATURES

For Sale - Two large matching ship's anchors. Believed to be salvage from a clipper ship used during 1850's Gold Rush. Larger one is 14' tall on the shank with a 12' stock (cross arm), 6,000+ lbs. Smaller one is 9' x 9', 3,000+ lbs.

\$12,000 and \$6,000, or \$15,000 for both. Located in Monterey Bay area.

Call: Ted Ciesla (831) 624-0102

BUSINESS OPPORTUNITY

For Sale - Established high-end landscape installation and maintenance business in Santa Cruz County, California. Owner retiring, selling equipment, office procedures, and solid customer base. Excellent small business with great growth potential. Zero debt. Over \$90,000 in sales for 2005. Seller willing to stay with business during limited transition period. Priced at \$60,000.

Call: (831)464-1701. Email: fws@prxy.com.

ITEMS FOR SALE

Change in business' focus allows specimen Japanese maples and conifers (10-35 yrs. old), landscape tools and vehicles to be offered for sale to CLCA members. Appointment only, cash and carry. Complete plant material inventory list available.

Call: Vicki at Katoscapes, (408) 353-2805.

President's Message—cont'd

in countless situations. I am learning to set myself aside for servant leadership and not to always bend circumstances to suit me.

We need to look at the way gardens are used to fulfill the needs of our client's modern lifestyles. Whether it is the type of garden I mentioned previously or something more utilitarian, we need to listen and to not force our agendas on the recipient of our services. We also need to look out for each other. This might mean not engaging in anything beyond friendly competition and focus on how we can help build each other up.

We get so much support and friendship from everyone in the industry—locally and statewide. I receive such huge benefits from conversations with people like Jerry Allison, Kent England, and Lebo Newman. They have shown me examples of self-sacrifice, and have given freely of their time.

I highly recommend making contact with someone on the mentor list. There is no way on earth that I could gain from experience what industry leaders have shared with me. I have seen them sail over what I would consider impossible rough spots. I do not always have their patience. Last winter I found myself feeling very broke. It was hard to see beyond the situation and to know that it was temporary. But now I have made it to another summer and I can see the futility of having bothered spending time wringing my hands in worry and doubt about things financial.

Although it is important to emphasize water conserving plants and natives in the landscape, we need to remember that the reason we put together gardens is not for the benefit of the plants themselves. It is not to save water, as a garden takes water to grow. Landscapes are not for the benefit of wildlife, as wildlife had an easier

time before we developed the site. We should remember that we cultivate and maintain landscapes for the benefit of humans. Landscapes don't exist for us to make money. To use the title of the book by our most famous California landscape architect, Thomas Church, *Gardens Are For People*. When I have a client who says that their life has been changed because of something I have had a part in building, I know that I have made the right decision to be in this business.

May Minutes—cont'd

retailers as well as print ads. The treasure's report was presented and can be viewed elsewhere in the newsletter.

New business : It was suggested to have a classified section either in the CLCA newsletter or on the CLCA website.

Meeting adjourned at 8:10pm.

Calendar of Events

July 12-15, CLCA Annual Summer Meeting at Hilton San Diego Resort on Mission Bay, www.clca.us/sfx.html

July 15-30, Summer Permaculture Design Course, Mt. Madonna School, Watsonville (831) 840-6045

July 22, Wetlands Restoration, Sea View Ranch, Watsonville, restoration@watsonvillewetlandswatch.org

July 29-30, Chapter Community Project work day at Hospice Caring Project, Scotts Valley, (831) 438-4747

September 13, Chapter Golf Tournament, San Juan Oaks Golf Course, Hollister, (800) 673-8873

September 30-October 1, Certified Landscape Technician test, Petaluma (916) 830-2780

October 12-13, CalScape Expo 2006, Palm Springs, www.piagrows.org

October 17, "How To Promote and Motivate Your Business" educational seminar (408) 314-2668

October 18, Hazardous Tree Seminar, Orange County, (949) 454-2409 (call for information or brochure).

2006 Seascope Advertising Rates

Rates per year (10 issues):

Size of Ad:	Members	Non-Members
Business Card	\$350	\$500
1/4 page (4.5" by 3.25")	\$500	\$650
1/2 page (4.5" x 7")	\$700	\$850
Full page	\$1000	\$1150
Insert (one issue)*	\$300	\$450

*Advertiser to supply insert.

Contracts and payments should be mailed to:
 Laurie Reily, Treasurer, 6749 E. Zayante Rd., Felton, CA 95018
 phone: 831-335-2102
 Make checks payable to: CLCA Central Coast Chapter.

The Seascope is published and mailed to our readership ten times a year. To advertise or subscribe to the printed version, please contact the editor, Ki Bowman, at the address below:



Mail or email your Seascope newsletter submissions to the Editor:
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Advertisers Index

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B & B Small Engine Repair	831-476-6306	L.C.I.S. Insurance	800-628-8735
Central Home Supply	831-423-0763	Martin's Irrigation	831-394-4106
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Ecoturf	831-427-8085	Perry Laboratory	831-722-7606
Ewing Irrigation	831-656-9530/831-464-6777	Pondsaway/All Pro Greens	800-353-4957
FX Luminaire	800-688-1269	Soquel Nursery Growers	831-475-3533
The Grass Farm	408-779-3148	Target Specialty Products	408-293-6032
Graniterock	831-471-3400/831-768-2500	Tractor Equipment Sales	408-297-7422
Greenfield's Turf	831-674-3058	Vista Lighting	800-766-8478